

Unlocking the potential:



A cycling strategy for the University of Exeter



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1.0 Introduction

1.1 University cycling towns

It is not a coincidence that Britain's three most successful cycling cities, Cambridge, York and Oxford, are all University towns. All of these towns have embraced the bicycle as the most logical way of managing student travel habits.

Cycling levels in Cambridge are at an impressive 28%; York has 19% of people cycling in the city and Oxford 17%. If we think this is impressive, we have to just look to our European counterparts to really see how it is done; Munster in Germany has 40% and Groningen in Holland has 56%!

The seasonal influx of people within university towns has a major impact on transport provision within the local area. It is unfeasible for these towns and cities to accommodate a corresponding increase in motor vehicles. For cash strapped students, cycling forms a perfect option as a cheap, easy and fun way to travel.

1.2 Exeter as a Cycling Demonstration Town

Exeter was named as one of the original six Cycling Demonstration Towns in 2005 by Cycling England, the national body responsible for cycling. All six towns were charged with getting *"more people cycling, more safely and more often"*.

Cycle Exeter is a partnership project between Devon County Council and Exeter City Council and is funded until April 2011.

The Cycling Demonstration Town project in Exeter has been hailed as a success by Cycling England and the Department for Transport, resulting in the extension of the project's funding and a positive high profile nationally as a leading example of how to increase cycling.

Since the project inception, overall cycling levels in Exeter have increased by 26%, beating the original target of a 19% increase a year before schedule.

1.3 The profile of cycling hits the roof!

There has never been a better time for cycling. The past three years have seen a formidable and unprecedented surge in the profile, investment and value of cycling. In May 2007, London hosted the prologue and the Grand Départ for the Tour de France. It wasn't just the international professional cycling fraternity with an eye on London that weekend; 2 million spectators came out in force to wave flags at the speeding Tour racers.

According to Transport for London, the Tour de France's legacy to London was a 10.5 per cent increase in the number of people cycling on the capital's major roads in the following six months, compared with the same period the year before. It was estimated that it resulted in 48,000 more cycle journeys everyday.

Today, 3.2 million British adults cycle regularly, compared to 2001 when the figure was 2.3 million. In fact, more people are now cycling regularly than participating regularly in football, golf, jogging or athletics.

The Government has recognised the value of investing in cycling. Cycling England, the national body responsible for cycling, has seen its budget increased from £5 million in 2005 to £140 million in 2007, as a direct result from evidence put together from their successful investment in the Cycling Demonstration Town programme. Cycling England have committed to:

- **Increase** cycling by at least **20% by 2012**
- **Save** up to **50 million** car journeys a year **by 2012** mainly in congested areas and at peak times.
- **Save 35,000** tonnes of CO² a year by 2012
- **Improve** public health and local air quality
- **Reverse** a generational decline in the numbers of children cycling to school
- **Cut** the number of cars on the school run **by 5%**
- Give a **Rate of Return** of at least **3:1**

The recognition of the economic value in investing in cycling was a major breakthrough for Cycling England. Cycling England has proven that a 20% increase in cycling by 2012 will release a cumulative saving of over £500m by 2015.

And then there is the 2008 Beijing Olympics. The British cycling team has never seen such a formidable success; 8 Gold medals, 4 Silver medals and 2 Bronze medals. But that wasn't the true success; the real result was the people it inspired. With so many disciplines to get hooked by (categories included track, road, mountain bike and BMX races), people across the country of all ages and backgrounds were tempted to learn or get back into cycling.

Bikes are getting more press coverage than ever before and the image of the bicycle and its riders is no longer restricted to uninspiring, practical bikes with their lycra-clad riders. Scarlett Johansson can be seen gliding the streets on a funky cruising bike in a Gap advert, Brad and Angelina are regularly snapped using their bikes to transport the kids or pop to the shops and glossy magazines are telling us that a bike is this year's must-have accessory.

1.4 Facts and Figures on the University

- 14,255 students registered (1 December 2007): 12,500 full-time and 1,755 part-time
- 2,725 staff members
- Annual turnover of over £152 million in 2006/7
- Placed 4th nationally in the 2008 National Student Survey (Source: The Sunday Times University Guide 2008)
- The University comprises of 3 main sites of study - Streatham Campus and St Luke's Campus (both in Exeter) and Cornwall Campus (in Falmouth)
- The University has 12 schools, including the Peninsula College of Medicine and Dentistry, that are made up of 27 main departments/institutes for learning
- Exeter was ranked 13th and 14th in the latest Times and Sunday Times League Tables respectively

1.5 Putting the University at the centre of the Cycle Exeter project

The renewal of the project's funding sees Cycle Exeter keen to secure the progress already made and target efforts towards key areas of potential.

One such area is the University; the keystone of the city and a logical focus for the promotion of cycling. This was highlighted by Cycling England, who recognised that in order to fully realise our potential as a cycle friendly city, it would be vital to embark on a far stronger and more proactive programme of work to link in with the University. It was given such importance that Phillip Darnton, the Chairman of Cycling England, mentioned it within his congratulatory letter on the confirmation of our extended funding (see Appendix).

There is immense untapped potential for cycling within the University fraternity and we are confident that a structured and calculated programme can see the Cycle Exeter project and the University of Exeter work together to result in tangible and long lasting benefits.

This is the time to put cycling at the top of our priorities. This is the time to highlight why Exeter has been hailed as the flagship Cycling Demonstration Town. The University of Exeter has always been at the heart of Exeter's status as a Capital city within the southwest. Let's now put it at the heart of Exeter's success as a Cycling Demonstration Town.

2.0 A fully encompassing strategy

Devon County Council has a long history of positive links with the University in relation to sustainable travel. This has been through our Travel Planning, Public Transport and TravelWise teams, in addition to the more recent work undertaken by the Cycle Exeter project.

Devon County Council was pleased to be able to work with the University to develop its ten year Sustainable Travel Plan (2007-2017). Through this, the University has pledged its commitment to working alongside the Cycle Exeter project to increase opportunities for cycling at the University.

The table below sets out the cycling objectives listed as targets within the Travel Plan:

Cycling:- Current Initiatives	
(a) The Sustainability Committee (SC) is working closely with the Exeter's 'Cycling Demonstration Towns' project (managed by Devon County Council) to promote the University's interests in contributing and receiving benefits. It is seeking financial assistance with the provision of secure storage facilities and showers.	Completion by end 2009
(b) The SC is actively promoting the current cycling facilities e.g. on map that links into Exeter cycle path network.	
(c) The SC is identifying safe and minimal gradient cross-campus and inter-campus cycle routes, and work with local authorities to put these into place.	Completion by end 2007
(d) The SC will invest £20k on Cycle storage facilities (inc £10k funding from DCC's Cycle Exeter Award).	Completion by mid 2007
Cycling:- Future Aspirations	
(d) The Sustainability Committee (SC) will encourage the formation of a 'Bicycle User Group' to liaise with the Buildings and Estate Services, and outside organisations such as Exeter Cycle Forum and Sustrans.	Completion by end 2007
(e) The SC will determine the demand for and costs of provision of facilities such as pool bikes, and cycle purchase incentive schemes.	Completion by mid 2007
(f) The SC will investigate staff / student tax free cycle purchase schemes ('Boost' and other Government schemes).	Completion by mid 2007
(g) The Health, Safety and Environment Office will improve road safety for cyclists by offering cycle proficiency training (provided by Devon County Council).	Completion by end 2007

Through Cycle Exeter's experience, it is recognised that a package of measures is required to effect a change in cycling levels. These measures include both infrastructure investments and educational measures, but also the need for a review of the policies and culture embedded within the University.

3.0 Action plan

Below is a comprehensive list of the areas of work to be targeted in order to realise the potential for cycling at the University. This document comprises of each of these points in greater detail, with an associated list of actions, in order for each area to be more easily implemented.

3.1 Securing the commitment

3.2 Defining the key people

- University Sustainability representatives
- Devon County Council staff
- Staff & student representation

3.3 Establishing a baseline

- Existing travel data sources
- Opinion surveys
- Parked bike counts

3.4 Summary of existing cycling activities

3.5 Audit of existing facilities

- Provision of cycle parking (academic and residential)
- Lockers, showers, changing rooms

3.6 Infrastructure

- Cycle routes to and between campuses
- Cycle routes within the campuses
- Cycle parking (academic and residential)
- Other facilities (lockers, showers, changing rooms)

3.7 Incorporating the needs of cyclists into the plans of new builds on campus

3.8 Improving information

- Website
- Prospectus
- Staff induction information
- Welcome Packs for new students
- Accommodation information
- Review of parking information
- Distribution of resources

3.9 Cyclescheme

3.10 Cycle training

3.11 Staff only incentives

- Provision of pool bikes
- Business mileage rates

3.12 Promotional events

3.13 How to monitor progress

3.14 Summary Action Plan


3.1 Securing the commitment

Establishing a key working group is a recognised essential for any travel plan programme. Whilst good links between the University and Devon County Council's sustainable travel officers has already been made, it is vital that the work to promote cycling at the University is supported at a senior level within the University hierarchy.

A high profile commitment to improving conditions for cyclists at the University from both Devon County Council and the University will ensure that the necessary authority is in place to effect change.

Devon County Council recognises the importance of this and is committed at the highest level; with the Leader of the Council, Councillor Brian Greenslade, the Chief Executive, Phil Norrey, and the Director of Environment, Economy and Culture and Deputy Chief Executive, Edward Chorlton, all strong supporters of the Cycling Demonstration Town project. Exeter City Council's commitment is also recognised as partners in the project and through support from the Director Economy & Development, John Rigby.

It will be vital to see an equivalent level commitment from the University.

ACTION	By who?	By when?
Secure senior level commitment within the University to the cycling strategy	University: Karen Gallagher	Next dual assurance meeting (March 09)
Present cycling strategy to senior management at DCC to be highlighted at forthcoming meetings with University Chancellor	Cycle Exeter: Heather Baker	 Completed Jan 09

3.2 Key existing contacts

(Contact details can be found in the Appendix.)

a) University staff

- Karen Gallagher, Sustainability Manager
- Godfrey Whitehouse, Energy Manager (representing UniCycle)

b) Devon County Council staff

- Heather Baker, Cycle Exeter Project Officer (cycling)
- Zsolt Schuller, Cycle Exeter Project Manager (cycling)
- Colin Savage, Cycle Exeter Cycle Training Co-ordinator (cycling)
- Lesley Smith, TravelWise Officer (promotion of sustainable transport, including carsharing)
- Gina Small, Travel Plan Officer (workplace travel plans)
- Ruth Cooper, Transport Co-ordination Services (public transport services)

c) Staff and student representation

- UniCycle (Staff Bicycle User Group)
- Paul Adams (University Health, Safety & Environment Adviser)
- Paul Moulard, Sport and Wellness Development Officer
- Exeter University Bike Club (current Captain George Taylor)
- Welcome Co-ordinator, Students' Guild

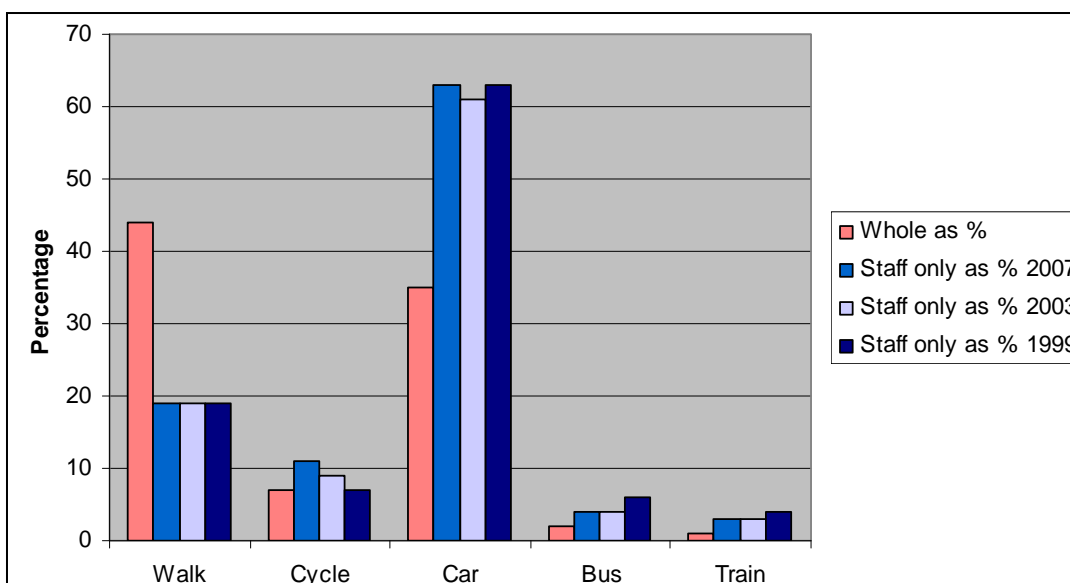
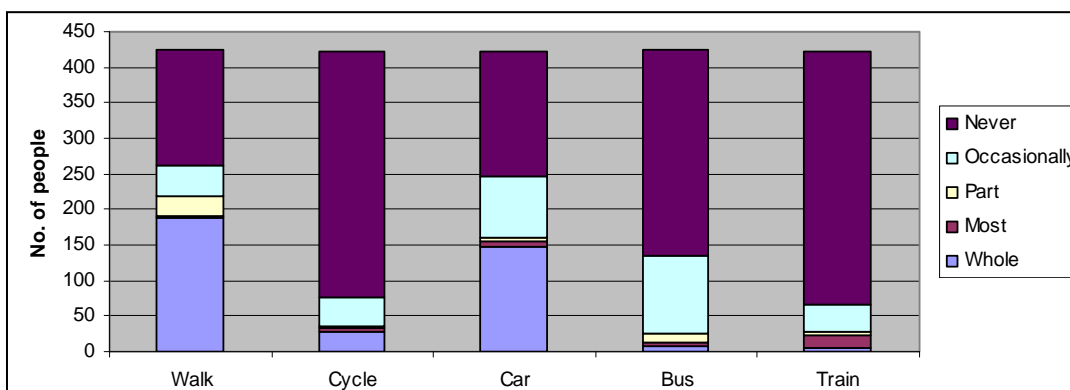
Karen Gallagher, the University Sustainability Manager, has expressed an interest in setting up a new Cycle Forum, to represent all relevant parties within the University and the Cycle Exeter project. This group will be vital for the implementation of this strategy. [Completed Dec 08]

3.3 Establishing a baseline

Existing travel data sources

It is essential to have a clear picture of existing travel habits before commencing additional work to promote cycling. The Sustainable travel plan sets out the transport trends uncovered by the survey in Autumn 2003. More recent data is available from 2007, as summarised below:

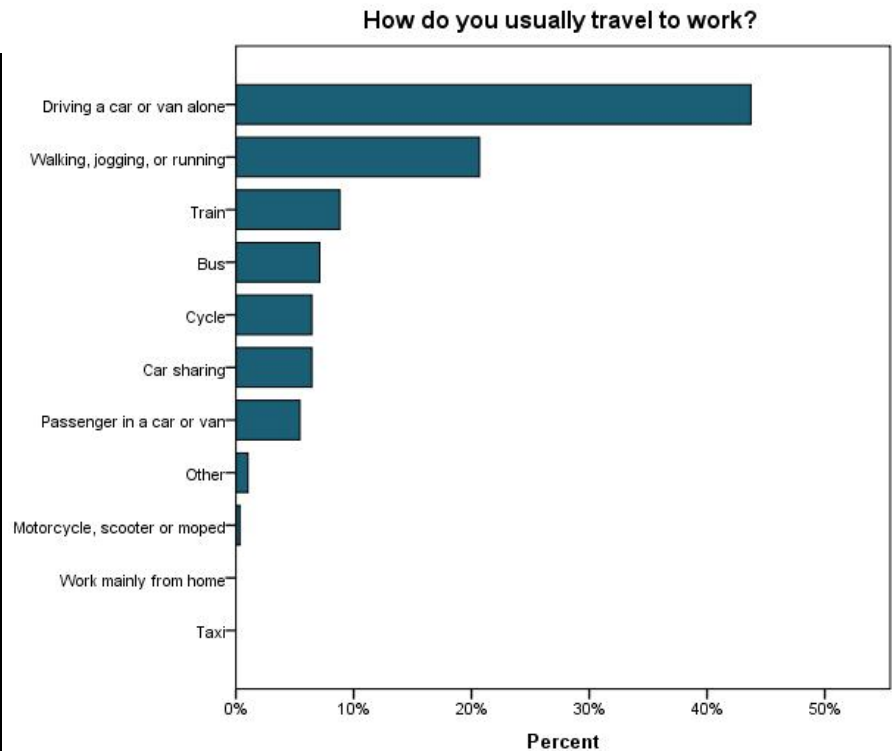
	Walk	Cycle	Car	Bus	Train
The whole journey, usually	187	29	147	7	6
Most of the journey, usually	3	3	8	5	17
Part of the journey, usually	28	4	4	13	4
Occasionally	45	41	88	111	40
Never	161	344	175	288	356
Whole as % age	44	7	35	2	1
Staff only as %age 2007	19	11	63	4	3
Staff only as %age 2003	19	9	61	4	3
Staff only as %age 1999	19	7	63	6	4



Additional data sources include the Exeter Travel to Work Tally, which University staff have taken part in for the past three years.

The table and graph below show us the most recent data on how staff usually travel to the University.

	%	Count
Driving a car or van alone	44%	129
Passenger in a car or van	5%	16
Car sharing	6%	19
Walking, jogging, or running	21%	61
Cycle	6%	19
Bus	7%	21
Train	9%	26
Motorcycle, scooter or moped	0%	1
Taxi	0%	0
Work mainly from home	0%	0
Other	1%	3
Total	100%	295



Opinion surveys

It is important to look beyond how people travel, in order to ascertain the perceived barriers to cycling. The key people to target are those that do not currently cycle, and in order to do that, we need to understand the reasons that dissuade them from choosing the bike as a mode of transport. The University staff have an active Bicycle User Group, UniCycle, who act as the representative body for cycling amongst the staff. The purpose of a Bicycle User Group is to pass on the views, needs and comments of their members to the relevant senior managers within the University.

In order to canvas student attitudes towards cycling at the University however, it would be useful to commission some bespoke opinion surveys. Why has Exeter developed a reputation for having the highest car ownership of any University town? If accurate, what are the reasons behind this and how can we persuade more students to bring their bikes, and not their cars?

This survey would provide a vital insight into the real and perceived barriers towards cycling. The results of the survey would be used to best target efforts, resources and funding. This is something that the University and the Cycle Exeter project's marketing company could work together on.

Parked bike counts

The Cycle Exeter project is keen to encourage all of its supporting companies to collect data on the number of parked bicycles on site. This will become part of the requirement of Cycle Exeter supported Bicycle User Groups and they will be required to send in their counts four times a year. This will help us to monitor progress throughout the next three years of the project, and provide a comparable set of data for their own travel planning work. Parked bike counts also help to identify seasonal variations in cycling.

ACTION	By who?	By when?
Commission student opinion surveys to gain an accurate insight to the issues relating to cycling to the University.	University: Karen Gallagher & Cycle Exeter: Heather Baker	Easter 09
Obtain regular parked bike counts to be able to monitor changes	University: Karen Gallagher	Easter 09

3.4 Summary of existing cycling activities

Work to date on the promotion of cycling at the university can be summarised by the following list of activities:

- Provision of cycle parking (for residential and academic buildings)
- Establishment of staff Bicycle User Group (UniCycle)
- Development of the 10 year Sustainable Travel Plan, through which the Sustainability Committee has responsibility for pushing forward the cycling targets
- Signing up to Cyclescheme (www.cyclescheme.co.uk) – a Government tax break scheme, enabling staff to purchase a bike through their employer as a salary sacrifice programme
- Provision of business travel mileage rate for cyclists (20p per mile)
- Support for the Cycle Exeter project:
 - provision of a stand at the Freshers Squash every October since 2006, for cycling promotion to students

- enabling space within the Welcome Week bag for each new student for a Travel Information Pack, produced with the Cycle Exeter team in conjunction with other sustainable travel partners (every Sept since 2006)
- participation in Car Free Day & National Bike Week promotions
- Annual support and promotion of the Exeter Travel to Work Tally amongst staff
- Representation at the Exeter Cycle Forum
- Providing opportunities for cycling information stands at relevant events (e.g. Green Fairs, Energy Week, Health & Well-Being Fairs)
- University Bike Club run by students and supported by Cycle Exeter project (started running leisure bike rides for any students in October 2008, to encourage more students to explore the city by bike)
- Establishment of monthly lunchtime bike rides for staff, aimed at less confident cyclists to improve their skills (run by Paul Mouland – trained by Cycle Exeter as a National Standard Cycle Instructor)

3.5 Cycle parking

Provision of cycle parking (academic and residential)

A key motivator for behavioural change has been found to be convenience. In relation to the adoption of sustainable travel modes, this is extremely relevant; if you can make it the most convenient way for someone to travel, they will!

Inadequate cycle parking provision is one of the main barriers preventing people from cycling. Cycle parking needs to be prominent, secure, plentiful and easily accessible.

Academic cycle parking (Streatham campus)

Cycle parking facilities should be present at the main buildings on the campus, for the use of both students and staff. This needs to be a mix of facilities provided for secure, all day storage and more widespread, convenient, accessible and repeated short stay parking options.

An audit of all the cycle parking facilities amongst the academic buildings at the Streatham campus was undertaken on October 30th 2006 by Heather Baker (Cycle Exeter), Gina Small (DCC Travel Plan Officer) and Paul Adams (University Health, Safety & Environment Adviser).

This highlighted the need for improved and additional facilities across the campus, with the priority on some secure, covered compounds or shelters.

The main recommendation by the Cycle Exeter project was to upgrade the existing facilities outside the Amory Building (currently Sheffield stands providing parking for approximately 150 bikes.) This appears to be the most popular location for cycle parking amongst students, as it provides convenient parking at the bottom of the hill, at the entrance to the campus, from where students can continue on foot.

Academic cycle parking (St. Luke's campus)

An application for match funding was received by the Cycle Exeter project from Paul Adams in 2006, for improvements to the facilities at the St. Luke's campus. A site visit was carried out in September 2007 and a series of proposals were drawn up. These were agreed and signed off by the University and installations were due to commence in July. However, the work has been put on hold due to planning permission restrictions. All the shelters and stands are now remaining in storage until planning permission has been granted, at which point the contractors can install the works.

Residential cycle parking

The University have a responsibility to ensure that accommodation for students is adequately equipped with cycle parking, to encourage and enable students to bring their bikes to Exeter. Options for secure parking should be investigated.

An audit of the existing facilities for cycle storage at the University accommodation sites is required to ascertain what improvements are needed. Cycle Exeter has received many comments from students who are unwilling to bring their bikes to university with them due to the lack of storage at their accommodation.



Cycling England have produced some guidelines on the desired provision for cycle parking at university accommodation (see Appendix). This differentiates the range of provision from the minimum to the optimum, highlighting the levels required for towns with a particular focus on encouraging cycling. Since the University is within a Cycling Demonstration Town, it should be secured that new residential developments include the optimum level of cycle parking, as a demonstration of best practice.

The standard set by the University of Cambridge allows 1 cycle parking place for every 1.5 beds for their halls of residence. Cycling England's recommendations for towns keen to support cycling are to provide cycle parking spaces for 25% of the residents (more if other services are available on-site such as a canteen). Cycling England summarised their recommendations in the paper as providing a minimum of 1 covered and secure parking place for every 3-4 residents.

Lockers, showers, changing rooms

Other facilities are also essential in enabling people to cycle to work or university, such as lockers, showers and changing rooms. These facilities are particularly relevant for staff, who are likely to be travelling further to the University than the students. However, facilities such as lockers will be useful for students who do not live on the campus.

Again, an audit of these facilities is required to determine the need for improvements to the current provision.

ACTION	By who?	By when?
Retrieve details of original cycle parking audit carried out by Paul Adams	University: Karen Gallagher	 Completed Feb 09
Lend support to Paul Adams / Jake Fisher to action cycle parking installations at St Luke's campus	Cycle Exeter: Heather Baker	Ongoing
Undertake audit of cycle parking provision at existing accommodation sites	University: Cycle Forum	Easter 09
Undertake audit of additional cycling facilities, such as lockers, showers and changing rooms	University: Cycle Forum	Easter 09
Advise on appropriate and suitable types of cycle parking provision for future investments	Cycle Exeter: Heather Baker	 Completed Jan 09
Request specialist input on cycle parking audit from team of advisors within Cycling England	Cycling England: Alex Sully (Expert advisor on cycle parking)	In conjunction with timescale for new developments

3.6 Infrastructure

Cycle routes to and between campuses

The Cycle Exeter project is currently looking at cycle links to and between the University sites (Streatham and St. Luke's campus) and a signing strategy for routes between the two sites.

It is one of our project objectives to enable students to see cycling as their natural and easy choice for travel in the city. We therefore recognize that we need to focus our work on improving the opportunities for students and staff to use cycling as their mode of travel.

There are opportunities within the planning system to use the information provided by interested parties within the University to ensure that these aspirational routes are funded by future developments. Members of Unicycle have invested a great deal of work into putting together some recommendations for route improvements within the University grounds and beyond. These were passed on to the Cycle Exeter project. These route suggestions provided by the University have been included into Cycle Exeter's city-wide aspirational map, which will be made available to all planners for consideration when new developments are proposed.

Cycle routes within the campuses

On campus, it is expected that the majority of trips will be made on foot. There is limited scope for the Cycle Exeter project to invest in routes within the campus, unless these benefit the wider community. The project is happy to use its expertise to advise on routes being investigated by the university.

This is something the University will be able to have a positive influence on, by ensuring that cycle routes are incorporated into the future plans for the campuses. It is understood that the University aspires to minimise the presence of motor vehicles from the heart of the campus. This is an ideal opportunity to ensure the provision of suitable routes for both pedestrians and cyclists are provided.

Signage

Clear and comprehensible signage is vital in encouraging the use of walking and cycling routes. Part of the current programme of work for the Cycle Exeter project is a cycle signage strategy, for the entire network of routes. The new routes installed by Cycle Exeter (DCC) in the past 3 years have not included route signs, and the signs for many existing routes are now redundant. The signage strategy has been designed to both review and update existing signage, in line with relevant guidance such as Manual for Streets, as well as identify locations where cycle signage is currently absent. The purposes of the signs are to both aid existing users, and to attract potential new users. This programme is currently underway, and an audit of the existing signage has been carried out. Priority areas have been identified as the city centre, and the business estates of Pynes Hill, Sowton and Marsh Barton and routes to and from the university campuses.

This strategy is an ongoing programme; the design and completion is to continue for the next two years. Funding from the demonstration town budget has been allocated for the signing strategy for both the 08/09 and 09/10 financial years.

ACTION	By who?	By when?
Ensure routes to and from University campuses are secured within aspirational map for Exeter's cycle network	Cycle Exeter: Heather Baker	✓ Completed Nov 08
Ensure cycle routes are incorporated within future campus developments	University: Karen Gallagher	Ongoing
Ensure signage to/from University campuses is included in citywide signage strategy	Cycle Exeter: Heather Baker	✓ Completed Nov 08

3.7 Incorporating the needs of cyclists into the plans of new builds on campus

New developments provide a real opportunity for bold and innovative measures. When we look to our more proactive European counterparts, we can find examples where designers have ensured that sustainability is incorporated into the plans from the outset. Imagine a city whose heart has been pedestrianised. It will have been designed to make journeys easier and more enjoyable on foot, bike or public transport. Navigating your way around the city by car becomes difficult and so will naturally dissuade people from using their cars unnecessarily. This is the way we must view the provision of car parking spaces. Designs should look to incorporate the minimum, rather than the maximum, of spaces, to encourage people to choose alternative modes where possible.

Both the Sustainability Committee and the Cycle Exeter project recognise the importance of improving cycling at the University. In order to secure these aspirations and ensure the needs of cyclists are identified early on, it is essential that they are incorporated into the plans for new developments on the University sites. This is an opportunity for the University to highlight its commitment to cycling, and will prevent costly retrospective improvements at a later date.

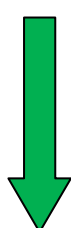
The University is currently undergoing a large expansion programme, for which a detailed Master Plan is being drawn up. This is vital time to incorporate cycling provision into these plans.

In parallel with securing the needs for cyclists, the design of new builds for the University should also actively discourage car use. The capacity for car parking spaces should not exceed the minimum within planning guidance, for otherwise, this serves as a promotion for driving to those sites.

ACTION	By who?	By when?
Ensure input into Master Plan with relation to cycling provision	University: Karen Gallagher & Cycle Exeter: Heather Baker	<p style="text-align: center;">✓</p> Completed Dec 08

3.8 Improving information

One of the most straight forward and easiest ways to promote sustainable travel is to improve the travel information that is given out. All guidance, both electronic and printed, should follow the hierarchy of promoting the most sustainable and healthy modes first, with single occupancy car use last.



- Walking
- Cycling
- Public transport; buses & trains
- Car sharing
- Car

Sustrans, the country's leading sustainable transport charity, have produced some excellent guidance to support organisations that are keen to improve their travel information. The document, **Active Travel Guidance**, can be downloaded for free from the following website: www.activetravel.org.uk. It is also included in the Appendix.

Website

The University currently has travel information available to its staff, students and visitors on the public website. This should be revised, in accordance with the guidance above, to provide as much information on sustainable travel as possible. As frontline information, the website is an ideal opportunity to highlight the Sustainable Travel Plan and demonstrate the University's commitment to green and healthy travel.

As stated previously, best practice dictates that this information is listed in the order of the hierarchy above.

In relation to cycling, the webpages should include the following:

- Link to the Exeter Cycle map, which highlights the routes around the city

- Information on the availability of cycle training (link to the relevant Cycle Exeter page)
- Location of cycle parking & other useful facilities at the university sites
- Support for cyclists (e.g. contact details of UniCycle, staff bike rides, options for route advice, bike maintenance etc)
- Link to the Cycle Exeter website for further information

Prospectus

The student prospectus should similarly reflect the University's position on the importance of sustainable travel and should be designed to dissuade students from bringing cars to Exeter. In order to do so, it is important that the provision and support for other modes of travel is highlighted.

In accordance with the information on cycling for the website, the prospectus should highlight the following points in relation to cycling:

- The fact that Exeter is a Cycling Demonstration Town and so is striving to become as cycle friendly as possible
- Highlight the ease of cycling as a way of exploring their new city; Exeter is a compact city and the majority of places can be reached within half an hour on a bike
- The wealth of traffic free routes in Exeter, to support even the least confident of cyclists
- The opportunities to learn or return to cycling, with support from the University and the Cycle Exeter project (availability of cycle training for anyone that lives, works or studies in the city)
- The opportunities for leisure cycling; Devon is one the most popular areas of the country for leisure cycling. Highlight National Cycle Network links, Exe River cycle route, Exe Estuary Trail, local off-road cycling hot spots (e.g. Haldon Forest Park, Dartmoor and Woodbury Common)
- Highlight locations of cycle parking and other cycling facilities (both within accommodation and on campus)

Staff induction information

What information do new starters receive in relation to travel? All travel information given to staff should be in line with the aspirations of the Sustainable Travel Plan and be designed to inform staff of the sustainable travel options.

Induction information should highlight the support available for staff in order to encourage sustainable travel; for example Cyclescheme, business mileage for cycling, availability of cycle training and route planning advice, private carsharing group on carsharedevon.com etc.

Welcome Packs for new students

Cycle Exeter has been pleased to provide the University with Travel Information Packs for insertion in the Welcome Week bags for several years and will commit to

continue with this provision for the lifetime of the project. These packs have included the following information:

- Exeter cycle map
- Cycle training information
- Exeter bus map
- D service bus leaflet
- Carsharedevon leaflet
- Local train information
- Student railcard application form
- Other relevant public transport information (e.g. Text4Times bus leaflet)

All the information provided can be obtained free of charge from the relevant transport providers so that the University can plan to ensure this provision is retained beyond the Cycle Exeter project.

Accommodation information

A review of the information given out as part of the confirmation of a student’s successful application for University accommodation can ensure once again that this reflects the Sustainable Travel Plan. This is an ideal opportunity to dissuade students from bringing a car to University unless necessary.

ACTION	By who?	By when?
Commit to improving the information given out to staff, students and visitors	University: Karen Gallagher	Easter 09
Audit the existing information sources for inclusion of sustainable travel information	University: Karen Gallagher / Cycle Forum representatives	Dec 09
Provide cycling information for insertion into documentation and online information	Cycle Exeter: Heather Baker	As required

Review of parking information

It is important to look into what information is available to staff, students and visitors on where they can park their bikes. A map highlighting all the parking locations may not be necessary, but a summary of the main sites would be essential. It is particularly useful to highlight the secure and covered options.

Distribution of materials

The following list highlights the main cycling resources available free from Devon County Council.

- Exeter Cycle Map
- Devon Cycling Guide (with option to order additional town maps in Devon for free)
- Adult cycle training course leaflet (“Cycle to Your Heart’s Content”)
- Children’s cycle training information

Additional resources include:

- Cyclescheme flyer for staff
- Staff bike ride flyers
- Seasonal event info, for example Bike Week literature
- Cycling related freebies (e.g. water bottles, reflective snapbands, rucksack covers etc) available periodically

These should be made available at key locations across the campuses and should be restocked regularly. Examples of these types of locations are:

- Libraries
- Canteens / cafés / bars
- Central information points
- Reception areas of main buildings

ACTION	By who?	By when?
Designate responsibility for ordering, stocking and maintaining supply of cycling information	University: Karen Gallagher	Easter 09
Provide sufficient quantities of cycling information as requested	Cycle Exeter: Heather Baker	As required

3.9 Cyclescheme

The University has been signed up to Cyclescheme (www.cyclescheme.co.uk), a provider of the Government tax-break scheme to enable staff to purchase a bike through their employer, since June 2007. This was one of the aspirations of the Sustainable Travel Plan and acts as a key benefit to encourage staff to cycle to work. The University have also recently altered their policy to enable staff to take advantage of the scheme at any time, rather than operating it only during a window during the summer months. This is strong move to ensure that all staff can benefit.

Further promotional events at key times of the year would be useful to remind staff of the opportunity and enable them to find out more. These events can be linked with:

- Displays of different types of bikes by local bike shops
- Route planning clinics to advise staff on the best route from their home to the University

The information sent out to successful applicants of the scheme should be reviewed to ensure that it includes suitable messages to encourage and support cycling to work. (See Appendix for example from Devon County Council's cyclescheme paperwork.)

ACTION	By who?	By when?
Plan regular promotional events to encourage more staff to sign	University: Karen Gallagher	Easter 09

up to Cyclescheme		
Provide support in the form of resources and route planning advice for promotional events	Cycle Exeter: Heather Baker	As required
Review paperwork sent out to successful applicants	University: Karen Gallagher	Dec 09

3.10 Cycle training

Adult cycle training is an important component in supporting the promotion of cycling. There are many options for cycle training through the Cycle Exeter project, which include “Cycle to Your Heart’s Content” sessions – an eight week course designed for people who haven’t cycled for a while or want to feel more confident on a bike – and one-to-one cycle training with a National Standard Instructor. (See website www.devon.gov.uk/cycleexeter or the Appendix for details.)

Cycle training for children, now called Bikeability, is provided free within Exeter. Courses run through the schools and also through free courses running on Saturdays and in school holidays. Information on these courses should be made available throughout the University, for staff and students with children in the city.

The key to promoting the availability of cycle training is to make the information accessible. Cycling information, including the leaflets on cycle training, should be made available throughout the key locations in the University campuses (see section 3.8, sub section Distribution of materials, page 20).

Through the Cycle Exeter project, the University has set up monthly lunch time bike rides for staff, aimed at less confident cyclists who want to get out more on their bikes. These sessions, led by Paul Mouland, a National Standard Cycle Instructor, give staff the opportunity to get out at lunchtimes and explore the network of cycle routes in the city.

These courses should be promoted via:

- Advertising leaflets and posters distributed in suitable places
- Staff webpages
- With the information sent to staff that buy a new bike through Cyclescheme
- Mentioned in induction information for new staff

ACTION	By who?	By when?
Ensure cycle training is promoted through distribution of resources, website & personnel information	University: Karen Gallagher	Ongoing (Website updated Feb 09)
Continue Staff Bike Rides	University: Paul Mouland	Ongoing
Keep University updated with new cycle training opportunities as they arise	Cycle Exeter: Colin Savage	Ongoing

3.11 Staff only incentives

There are a number of industry standard staff incentives that can be used to encourage more staff to travel by bike. The majority of these are easy to set up and inexpensive.

Provision of pool bikes

The University may wish to consider the provision of pool bikes, to enable staff that are unable to cycle to work, to borrow a bike for business or leisure use. It is strongly recommended that rather than purchasing bikes, the University look into pool bike lease schemes. This removes the issue of maintenance and depreciation. Saddles & Paddles (one of the bike shops in Exeter), provide a lease scheme for businesses, costing £95.00 per year, per bike. This includes a brand new bike, basic accessories and regular servicing. The bikes are replaced with brand new models each year. It is recommended that several different bikes are provided, of different sizes, to cater for a range of users. Devon County Council and Exeter City Council both currently operate this scheme.

Business mileage rates

"Many employees who use their own car, van, motor cycle or cycle for work journeys are paid an allowance by their employer to cover some or all of the costs. It can be in the form of a lump sum or periodic payments, but is usually based on a rate per mile. Provided certain rules are met these payments can be made free of tax and National Insurance contributions. "

(HM Revenue & Customs December 2005)

The details of the rates can be found on the following webpage.

www.hmrc.gov.uk/mileage/employee-factsheet.htm

There is also a useful summary of the travel planning measures that are eligible for tax exemptions, written by Stephen Potter, the Professor of Transport Strategy at The Open University (see Appendix).

For cyclists, the approved rate per mile eligible for tax and National Insurance exemptions is 20p. However, many organisations choose to pay their staff a greater figure, and absorb the additional costs above the 20p themselves, in order to encourage and reward their staff for cycling.

In a recent survey, 16 Primary Care Trust sites were found to pay more than the 20p mileage rate for cyclists, the highest being 50p. The occurrences of these locations coincided with areas with a strong commitment to, and reputation for, cycling and / or a Travel Plan.

Wiltshire County Council and Bristol City Council both pay 40p per mile.

The mileage rate available for staff at the University is currently set at 20p per mile. This should be promoted as part of the incentives to encourage staff out of their cars. (It is important to note that employees cannot claim the tax-free mileage allowance for business travel if they use a cycle loaned to them by their employer.)

Bike maintenance

In November 2007, Cycle Exeter presented twelve Bicycle User Groups (BUGs) in the city, including UniCycle, with a bicycle toolkit, to thank the BUGs for their continued commitment to cycling. These toolkits contained a workshop bike stand, a comprehensive repair toolkit and a track pump. It was intended that BUGs would make these kits available to cyclists within their staff, to be used when individuals needed to carry out repairs whilst at work. Therefore, the kit should be kept somewhere accessible and its availability should be promoted.

Emergency cover for cyclists

Emergency and alternative backup 'get-you-home' transport is commonly offered for car sharers as a travel planning measure. It reassures people that they will be able to get home in an emergency. This can also be offered to cyclists by an employer. This offer of emergency transport home is classed as tax-exempt (up to sixty trips a year). Again, this should be highlighted as a benefit for staff choosing to travel sustainably.

ACTION	By who?	By when?
Task relevant personnel to investigate potential for incorporating staff incentives	University: Karen Gallagher	Dec 09
Provide support to enable incentives to be adopted	Cycle Exeter: Heather Baker	As required

3.12 Promotional events

Raising the profile of cycling within the University and ensuring both staff and students are aware of the facilities, benefits and resources available to them is just as key to increasing the levels of cycling as improving the infrastructure.

Promotional events can be linked to the launch of a new facility or simply as a reminder to people to consider cycling. Logical links should be formed with existing events throughout the academic year and should be planned out in advance. To date, the University has linked cycling promotion to relevant fairs and events, such as Energy or Health & Wellbeing Fairs.

Cycle Exeter has produced a list of ideas to support workplaces in promoting cycling (See Appendix.)

The time of year is also key to planning promotional events. Below is an example of the type of events that could be considered within the different seasons:

	Students	Staff
September	Big push on cycling for Freshers. Promote forthcoming cycle training courses. Police security marking for students that have brought their bikes with them.	Big push on cycling to staff after the summer holidays. Promote forthcoming cycle training courses / leisure rides.
	Invite bike shops to hold 2 nd hand bike sales for new students.	Reminder to staff about Cyclescheme.
		Special cycling push as part of Devon Car Free day campaign.
October	"Brighten up!" campaign, to promote being seen in the winter months. Have information stand and free reflective products. Invite bike shops to hold Dr. Bike clinics health-check bikes.	
November		
December	Invite bike shops in with display bikes for anyone looking to buy a bike for Christmas.	
January	New Year's Revolutions! Encourage people to cycle off the Christmas excess! Promotion of forthcoming cycle training courses / leisure rides. Dr. Bike service plus police security marking for staff / students with new bikes for Christmas.	
February	Valentine's Day / singles bike rides?	
March	Hold springtime cycling events as days get lighter.	
		Springtime reminder about Cyclescheme.
April	Hold inter-departmental cycling challenge. Staff & students from different subjects compete to see who can get the greatest number cycling. (Avoiding revision period!)	
May	Heavy promotion of leisure rides & cycle training for fair weather cyclists.	
June	National Bike Week! Promote events throughout the city. Hold Dr Bike clinic, information stands, bike displays, biker's breakfasts.	
July	Heavy promotion of leisure rides & cycle training for fair weather cyclists.	
August	Heavy promotion of leisure rides & cycle training for fair weather cyclists.	

ACTION	By who?	By when?
Plan events for forthcoming year	University, with support from Cycle Exeter	Ongoing (1 st event to be March 18 th 09)

3.13 How to monitor progress

Existing data sources were highlighted in section 3.3. The continuation and repetition of these surveys will be necessary to monitor the progress with the cycling levels at the University.

The University's Sustainable Travel Plan has committed to repeating travel surveys every four years. The participation in the annual Exeter Travel to Work Tally should also continue to be promoted amongst University staff.

The establishment of the new University Cycle Forum will assist the monitoring process, by meeting regularly to review progress against the targets.

3.14 Summary Action Plan

All actions listed at the end of each section are summarised here:

ACTION	By who?	By when?
Secure senior level commitment within the University to the cycling strategy	University: Karen Gallagher	Next dual assurance meeting (March 09)
Present cycling strategy to senior management at DCC to be highlighted at forthcoming meetings with University Chancellor	Cycle Exeter: Heather Baker	✓ Completed Jan 09
Commission student opinion surveys to gain an accurate insight to the issues relating to cycling to the University.	University: Karen Gallagher & Cycle Exeter: Heather Baker	Easter 09
Task UniCycle with obtaining regular parked bike counts to be able to monitor changes	Cycle Exeter: Heather Baker	Easter 09
Retrieve details of original cycle parking audit carried out by Paul Adams	University: Karen Gallagher	✓ Completed Feb 09
Lend support to Paul Adams / Jake Fisher to action cycle parking installations at St Luke's campus	Cycle Exeter: Heather Baker	Ongoing
Undertake audit of cycle parking provision at existing accommodation sites	University: Karen Gallagher	Easter 09
Undertake audit of additional cycling facilities, such as lockers, showers and changing rooms	University: Karen Gallagher	Easter 09
Advise on appropriate and suitable types of cycle parking provision for future investments	Cycle Exeter: Heather Baker	✓ Completed Jan 09
Request specialist input on cycle parking audit from team of advisors within Cycling England	Cycling England: Alex Sully (Expert advisor on cycle parking)	In conjunction with timescale for new developments
Ensure routes to and from University campuses are secured within aspirational map for Exeter's cycle network	Cycle Exeter: Heather Baker	✓ Completed Nov 08
Ensure cycle routes are incorporated within future campus developments	University: Karen Gallagher	Ongoing
Ensure signage to and from University campuses is included in citywide signage	Cycle Exeter: Heather Baker	✓ Completed Nov 08

strategy		
Ensure input into Master Plan with relation to cycling provision	University: Karen Gallagher & Cycle Exeter: Heather Baker	✓ Completed Dec 08
Designate responsibility for ordering, stocking and maintaining supply of cycling information	University: Karen Gallagher	Easter 09
Provide sufficient quantities of cycling information as requested	Cycle Exeter: Heather Baker	Dec 09
Plan regular promotional events to encourage more staff to sign up to Cyclescheme	University: Karen Gallagher	As required
Provide support in the form of resources and route planning advice for promotional events	Cycle Exeter: Heather Baker	Easter 09
Review paperwork sent out to successful applicants	University: Karen Gallagher	As required
Ensure cycle training is promoted through distribution of resources, website & personnel information	University: Karen Gallagher	Easter 09
Continue Staff Bike Rides	University: Paul Moulard	As required
Keep University updated with new cycle training opportunities as they arise	Cycle Exeter: Colin Savage	Dec 09
Task relevant personnel to investigate potential for incorporating staff incentives	University: Karen Gallagher	Dec 09
Provide support to enable incentives to be adopted	Cycle Exeter: Heather Baker	As required
Plan events for forthcoming year	University, with support from Cycle Exeter	Ongoing (1 st event to be March 18 th 09)

3.15 Appendix contents

- I. Letter from Cycling England highlighting need to focus on the university
- II. Key existing contacts - details
- III. Cycling England guidance on cycle parking at universities
- IV. Exeter Travel To Work Tally results
- V. Active Travel Guidance
- VI. Cycle parking proposals for St Luke's campus
- VII. Letter from Devon County Council's cyclescheme paperwork
- VIII. Copy of Cycle to Your Heart's Content leaflet
- IX. Copy of 1:1 adult cycle training form
- X. Tax & Travel Plan Measures by Stephen Potter

3.16 Appendix items

I. Letter from Cycling England highlighting need to focus on the university

Mr Lester Wilmington
Devon County Council
County Hall
Topsham Road
Exeter
Devon EX2 4QD



18th April 2008

Dear Lester,

Thank you for your letter in support of the proposal from Devon County Council for continued investment in the Cycle Exeter strategy for the next three years.

We are aware that Cycle Exeter has submitted a separate proposal for consideration, for the creation of a Cycling County, as part of our new funding. We have not yet reviewed this document and our following remarks assume that the three-year extension proposal is to be considered in its own right.

Members of the Cycling England board have discussed your submission, which we note is for a larger population base with an extended budget. We find your strategy compelling and in particular your use of leisure trips, combined with high quality cycle routes, as a hook to draw people into cycling more.

We have been impressed with your progress and with your continued enthusiasm evident in your bid. On the basis of your proposal Cycling England can confirm continued funding for your proposed strategy over the next three years and agrees your work programme for the coming year.

As you progress your work programme, we would wish to meet with you to explore certain aspects further, specifically working with the University, the rail station and the Health Authority.

Our first three years of working together have been both rewarding and enjoyable; the sense of commitment throughout your whole team is very evident, and with it the enthusiasm which everyone demonstrates. You have achieved a great deal in the past three years, and we are confident that the next phase will be equally successful.

Our sincere congratulations to your team for the quality of your submission. We look forward to our continued working partnership.

We would like to arrange a short visit to discuss the specific issues above, and will be in touch shortly to fix this.

Yours sincerely,

Phillip Darnton
Chairman – Cycling England.

II. Key existing contacts - details

University staff

- Karen Gallagher, Sustainability Manager
01392 725604 k.m.gallagher@exeter.ac.uk
- Godfrey Whitehouse, Energy Manager
01392 262502 G.Whitehouse@exeter.ac.uk


Devon County Council staff

- Heather Baker, Cycle Exeter Project Officer (cycling)
01392 383168 heather.baker@devon.gov.uk
- Zsolt Schuller, Cycle Exeter Project Manager (cycling)
01392 382811 zsolt.schuller@devon.gov.uk
- Colin Savage, Cycle Exeter Cycle Training Co-ordinator (cycling)
01392 383490 colin.savage@devon.gov.uk
- Lesley Smith, TravelWise Officer (promotion of sustainable transport, including carsharing)
01392 382089 lesley.c.smith@devon.gov.uk
- Gina Small, Travel Plan Officer (workplace travel plans)
01392 382681 gina.l.small@devon.gov.uk
- Ruth Cooper, Transport Co-ordination Services (public transport services)
01392 383509 ruth.cooper@devon.gov.uk

Staff and student representation

- UniCycle (Staff Bicycle User Group)
- Paul Adams (University Health, Safety & Environment Adviser)
01392 269340 (Internal 5340) p.h.adams@ex.ac.uk
- Paul Moulard, Sport and Wellness Development Officer
01392 262039 P.D.Moulard@exeter.ac.uk
- Exeter University Bike Club (current Captain George Taylor)
mr_g_taylor@hotmail.com
- Welcome Co-ordinator, Students' Guild
01392 263579 welcomeweek@exeter.ac.uk

III. Cycling England guidance on cycle parking at universities

Professional Support 

Cycle Parking Levels at University Halls of Residence

Background

In response to a request from a local authority for guidance on the level of cycle parking that should be sought for a proposed university hall of residence sited 1 mile away from the university, comments made by Alex Sully of Transport Initiatives were as follows:

General

Cycling England's guidance on its website (<http://www.cyclingengland.co.uk/documents/C.04.pdf>) recommends that local authorities should draw up cycle parking standards with the level of parking determined by reference to a range of factors including the following:

- **Census data** Although only produced every ten years this data is a good guide to cycle use for journeys to work at the time of the survey. The figures should be adjusted to allow for the fact that the census returns record the principal means of travel and journeys such as those to rail stations by bicycle will not be included as bicycle trips.
- **Travel Plans** Workplace and school travel plans can provide an indication of cycle use where the plan includes a regular programme of monitoring. A travel plan which includes regular monitoring of modal split and occupancy of cycle parking spaces can be made a requirement for obtaining planning consent. If so, it can be used to enforce the condition that additional cycle parking must be provided to match growing demand.
- **Modal split data** Work done by an authority to establish modal share for different types of journey and trip lengths, such as household or travel surveys, can inform this process.
- **Traffic counts** An authority's regular traffic counts and surveys to establish levels of cycle use and trip lengths can be a valuable source of information on trends and the setting of targets. Cycle surveys should include parking levels, both on-street and at selected employment/educational establishments, as well as recording the numbers of cyclists passing a census point.
- **Demographic data** Data on patterns of commuting, both in and out of the area plus typical catchment areas for employment or education can be helpful in setting standards.
- **The authority's LTP targets for cycling for journey types/local areas** A local authority will have set a range of targets for transport activities such as increases in general cycling levels, plus increases in trips to schools and workplaces through their respective travel plan programmes, within its LTP. As a minimum, cycle parking provision should reflect these targets plus an allowance for growth.

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Student Cycle Parking.doc

Professional Support



The above is an attempt at establishing a minimum level. It is, however, strongly recommended that the travel plan for the hall of residence (it is assumed that this is a requirement of planning approval) should require monitoring and re-assessment of demand within six months to determine whether a higher level of parking provision is needed and that space be set aside and a binding commitment made to meet any potential need.

If no travel plan has been required and it is felt that students will wish to use their bikes for trips to other destinations, then it is recommended that a higher figure, say 1 per 2 students (plus others for staff), is sought and only negotiated downwards if a firm commitment can be reached to provide extra parking should the need arise.

Given that there are likely to be a substantial number of bikes parked in one place, the final recommendations are that the nature of the parking should be secure as possible, perhaps using smart card controlled entry (if that is the security means of access for the hall) and that it be covered from the rain and subject to overt CCTV surveillance if security staff are not present /patrolling 24 hours a day.

¹ Originally based on 40 sets of cycle parking standards assembled by Transport Initiatives as part of a commission for Bedfordshire County Council; subsequent work for Hertfordshire County Councils has increased this number to 46. An analysis of this additional data confirms that more than half of local authorities ask for 1 cycle parking space per 3 beds or less.

IV. Exeter Travel To Work Tally results

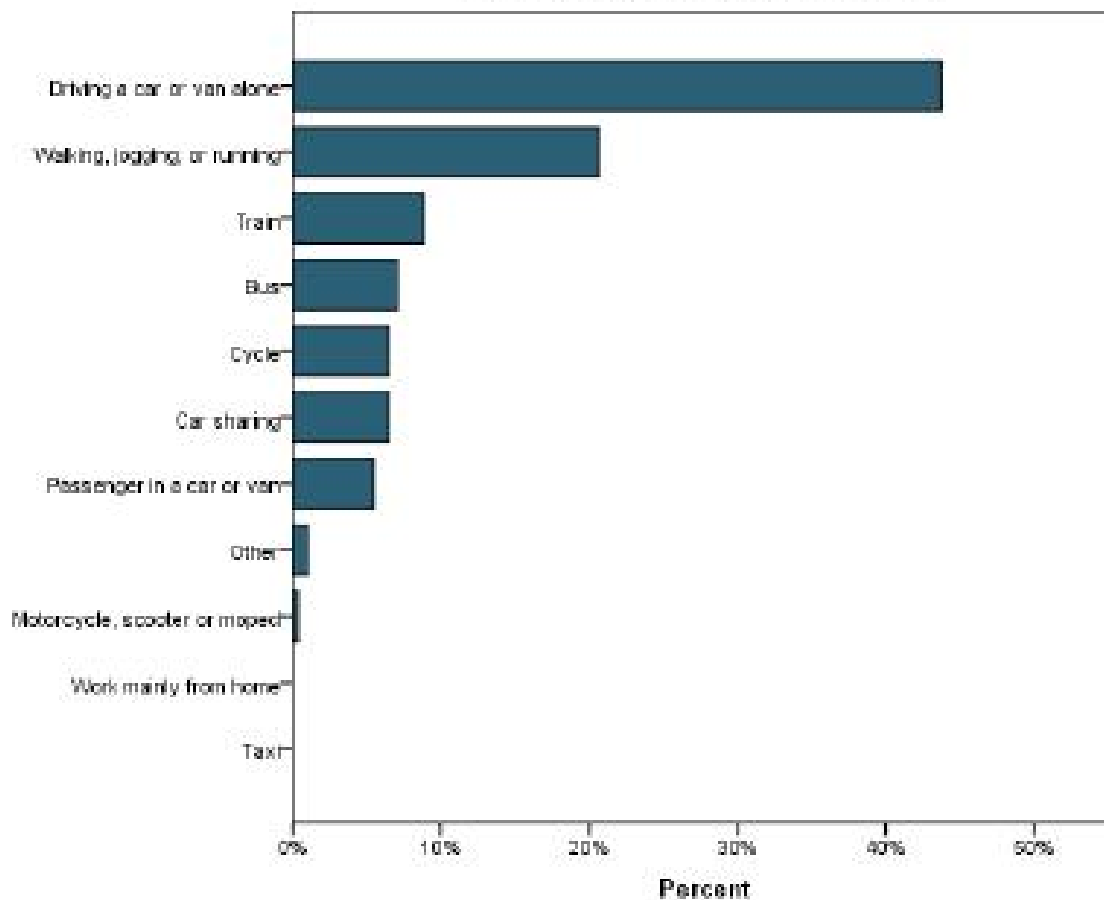
Exeter Travel to Work Tally 2008

Thank you to your staff who completed the Exeter Travel to Work Tally in 2008. The tally monitors types of transport used by employees to travel to work in Exeter each year to assist with transport planning. You can use this data to monitor your own travel initiatives. The following provides a summary for some of the results for your company.

The number of your employees who took part in the Exeter Travel to Work Tally 2008

	Count
University of Exeter	296

How do you usually travel to work?



How did employees usually travel to work?

	%	Count
Driving a car or van alone	44%	129
Passenger in a car or van	5%	16
Car sharing	6%	19
Walking, jogging, or running	21%	61
Cycle	6%	19
Bus	7%	21
Train	9%	26
Motorcycle, scooter or moped	0%	1
Taxi	0%	0
Work mainly from home	0%	0
Other	1%	3
Total	100%	295

Over the last 12 months employees said they started to use the following:

	Started to use
	Count
Driving a car	12
Car passenger	5
Car sharing	8
Walking/Running	14
Cycling	8
Bus	9
Train	8
Work at home	4

Employees used more/less of:

	More often	Same	Less often
	%	%	%
Driving a car	13%	59%	28%
Car passenger	34%	38%	28%
Car sharing	42%	38%	21%
Walking/Running	33%	51%	16%
Cycling	38%	40%	23%
Bus	30%	36%	34%
Train	31%	48%	21%
Motorcycle	13%	63%	25%
Work at home	35%	45%	20%
Other	0%	90%	10%

Did employees use Park & Ride in their usual journey to work?

	%
Yes, Park & Bus	0%
Yes, Park & Cycle	0%
No	99%
Total	100%

Due to rounding to the nearest whole number, percentages in some tables may not sum to 100%.

Have any of the following changed how you travelled in the last year?

	%	Count
Delays caused by congestion	11%	34
Improved public transport	2%	5
Improved walking routes	1%	4
Improved cycling routes/lanes	1%	3
Cycle purchase scheme	3%	9
Increased parking charges	7%	22
Wanting to improve my health	16%	47
Workplace travel plan	3%	8
Improved travel information	0%	0
Concerns about the environment	16%	46
Increased public transport costs	9%	27
Increased petrol/diesel prices	54%	161
Other	13%	38

Would you consider trying an alternative form of transport to work in the next 12 months?

	%
Yes	49%
No	51%
Total	100%

Do you usually start work between 7.30 and 9.30am, and finish between 4 and 6pm?

	%
Yes	86%
No	14%
Total	100%

Are you able to vary your start and finish times?

	%
Yes	61%
No	39%
Total	100%

Do you work full-time or part-time in Exeter?

	%
Full-time	82%
Part-time	18%
Total	100%

Do you, or someone you are responsible for, have any long-term illness or disability?

	%
Yes	9%
No	91%
Total	100%

What is your sex?

	%
Female	70%
Male	30%
Total	100%

Which age band do you belong to?

	%
15 to 18	0%
19 to 24	6%
25 to 44	62%
45 to 64	32%
65 to 74	0%
Over 74	0%
Total	100%

Did employees take part in the 2007 Exeter Travel to Work Tally?

	%
Yes	27%
No	43%
Not sure	30%
Total	100%

Due to rounding to the nearest whole number, percentages in some tables may not sum to 100%.

V. Active Travel Guidance

(www.sustrans.org.uk/default.asp?slID=1146564740234)



ACTIVE TRAVEL

How to produce
active travel directions
for your visitors and staff

Walking
Cycling
Public transport
Car



Published by: Sustrans, 2 Cathedral Square, College Green, Bristol BS1 5DD

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www.gos.gov.uk/gonw
www.activetravel.org.uk

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Introduction

This guidance aims to help people to be physically active by encouraging them to travel actively when they visit your organisation. It will help you produce travel directions for visitors, and for new staff as part of their induction.

Most people now recognise that healthy food is important, and many organisations now offer healthy menu options in their catering. But physical activity is equally important for our health. This information will help you to provide travel directions that encourage people to walk, cycle and use public transport.

Organisations have a lot to gain from encouraging active travel, from a healthier workforce who take less sick leave, to less pressure on car parking space.

Why encourage active travel?

At present, two thirds of adults in England are not active enough for their health. Inactive people are at higher risk of many serious health conditions including obesity, coronary heart disease and diabetes. Adults need to build up at least 30 minutes of moderate physical activity on most days – the equivalent of brisk walking. Walking and cycling for everyday trips can play a big part in helping people get the physical activity they need, and organisations can help by encouraging their visitors and staff to choose physically active travel.

As our society has come to rely more and more on the private car, people are walking and cycling far less, even for short trips. Often the car feels like the automatic choice, especially when people are travelling to premises they are unfamiliar with.

Providing the right information can help people choose a healthier way of travelling. Doing so can also contribute to the development of a travel plan for your premises.

Healthy and active travel brings other benefits too. Reducing car use helps to cut congestion and pressure on car parking, and benefits the environment by lowering noise and air pollution, including reducing carbon dioxide emissions which contribute to global climate change.

ACTIVE TRAVEL

How to produce travel directions to your premises


Principles

Start with the assumption that people should not have to use a car to get to your premises; and remember, some people are not able to drive and others choose not to. Think about how people can get to you on foot, by bicycle or by public transport from the local area and from the nearest train or bus station. Then think about what information visitors will need to reach your area by public transport if they are coming from far afield.

Lay out your travel guidance in the healthiest order – start with walking and cycling, then public transport (because there is usually a walk at each end of the journey) and finally car travel. Of course some people will need to drive, but put information about driving and parking last, so that the healthier ways to travel are most prominent.

As a rule of thumb, a distance of about two miles is walkable for many people and up to about five miles is reasonable to cycle.

See the *finding information* section for further details of public transport, maps and the National Cycle Network.



Walking
Cycling
Public transport
Car

Travelling within the local area

The level of detail you give will depend on the area. Different approaches will be appropriate for urban and rural premises. For an urban location, people could be coming from many directions, so you might just provide a map showing the local area including train stations and bus routes. For a rural location, information about the route from the nearest public transport should include:

- distance
- description - is it hilly or flat, do roads have pedestrian footways, is it lit?

Always:

- include walking information and/or a map if your premises are in a town centre or within about two miles of a train station, bus stop or parking
- include cycling information if your venue is in an urban area or within about five miles of a train station, the National Cycle Network or other cycle route
- tell people where they can park bicycles securely, preferably protected from the weather
- tell people about local public transport, such as which bus routes the premises are on and, if there are only a few buses, their approximate frequency
- include numbers for local taxi services.

Getting there from other places

Start with public transport. Where do train and bus services connect to? How much information you need to give will depend on your location. In a major city you do not need to list connections. For premises in smaller places, you should explain where trains and buses connect to; for example: 'There are trains every hour from Leeds and the journey takes thirty-five minutes' or 'There are regular buses from Exeter and Newton Abbot'.

To help people plan their journey by public transport, include details of Traveline and National Rail Enquiries (see *finding information* section).

Instructions for travelling by car should start with park and ride facilities where these exist. If possible, offer a 'park and stride' option too – is there a place people could park that would allow them 10 to 30 minutes walk to your

ACTIVE TRAVEL

premises, so that they can fit some physical activity into their day?

If air travel is unavoidable, give public transport options from the airport to your location.

Active travel facilities at your premises

Explain where visitors can lock their bicycles. If you don't have bicycle racks, are there metal railings they can use? Or is there an indoor area where bicycles could be securely stored? Make sure you tell people where your bicycle facilities are if they are not immediately obvious, and ensure your reception staff are briefed.

If your premises do not have bicycle parking, consider installing secure and weather-protected racks and signs to help visitors find them.

Selection of third party venues

A lot of travel is generated by events held at third party venues, such as conference centres, hotels and sporting venues. For delegates, these are often one-off trips to unfamiliar locations, so active travel information could be especially useful.


When planning an event, take into account the ease of access by walking, cycling and public transport; try not to select venues whose location has been designed solely with car access in mind. Discuss with the venue aspects such as:

- pedestrian access – are there pedestrian footways on the site, attractive short-cuts, pedestrian-only entrances?
- cycle access, cycle parking on site
- information and directions published by the venue – do they meet the standards laid down in this guidance? Is the venue willing to upgrade them.

Finding information

Public transport information

Traveline (www.traveline.org.uk, 0870 608 2 608, minicom 0870 241 2216) offers public transport information including all buses and trains, with personalised door-



to-door journey planning.

National Rail Enquiries (www.nationalrail.co.uk, 08457 48 49 50, minicom 0845 60 50 600) provides information on train fares and up-to-the-minute details of any service changes.

National Cycle Network and cycle parking

Sustrans (www.sustrans.org.uk, 0845 113 0065, 9am – 5pm) provides information on cycle routes and online maps – enter your postcode to see if there are local routes. Sustrans also provides technical information, such as on cycle parking systems.

Maps

Online maps searchable by postcode are available from www.streetmap.co.uk and www.multimap.com; you can obtain maps from these sites for a royalty fee.

Make sure you include your postcode on the travel directions, so that people using these websites can search for your exact location.

Check with the copyright owner of any map you want to reproduce.

More resources

Active travel and healthy workplaces (2005) Sustrans
Further information about the benefits to employers of active travel. Available free from Sustrans information line, 0845 113 0065 or www.activetravel.org.uk

Walk in to Work Out (2004) Department for Transport
A pack aimed at encouraging active commuting. Available from DfT Publications Centre, 0870 1226 236 quoting product code 01TA0750

Travel Plan Resource Pack for Employers (2004) TransportEnergy Best Practice
Comprehensive guidance for any organisation contemplating undertaking a travel plan. Available free from the TransportEnergy Helpline, 0845 602 1425 or www.transportenergy.org.uk/developtravelplan

ACTIVE TRAVEL

Template for your travel guidance


This checklist and the attached example will help you to produce your own travel directions.

General

- statement encouraging active travel
- brief description of where your premises are situated
- address, including postcode, telephone, email, fax and textphone if you have one.

Travelling within the area

- description of the location, for example 'in the city centre' or 'in a country setting three miles from town'
- street map and/or description of walking route from train or bus station, parking or town centre if within 2 miles, or further if it's a nice walk
- distance from nearest bus stops; bus route numbers and frequency
- distance from National Cycle Network, other cycle route or railway station if within 5 miles; cycle route map if available
- cycle parking information
- taxi phone numbers.



Walking
Cycling
Public transport
Car

Getting to the area

- information on train and bus connections to the area, as appropriate
- Traveline and National Rail Enquiries details
- directions for park and ride where facilities available
- directions for 'park and stride' where possible
- directions and map if required for car travel to premises and car parking information
- air travel information if required, with public transport directions to premises.

ACTIVE TRAVEL

▶ EXAMPLE

How to find Hotel Dynamic, Anytown

Hotel Dynamic encourages our visitors to walk, cycle and use public transport where possible, as part of a healthy lifestyle.

Hotel Dynamic is just over two miles from the centre of Anytown, in a quiet rural riverside location - see the attached map or www.multimap.com.

On foot

The pleasant, mostly flat, walk from Anytown takes 30-40 minutes. Starting from the station, follow the High Street to your right and turn left at the church onto River Road for about a mile. At the sharp right-hand bend go through the gate to the left onto the riverside path, which brings you into the hotel grounds. Go up the 20 steps and follow the path round to the front entrance.

As the path is not lit you may prefer to return by bus or taxi on darker evenings.

By bicycle


Anytown is on National Cycle Route 79. Cyclists can follow the walking route above, or stay on River Road for a further 100 yards and then turn left on Lovely Lane (B3456), which is slightly longer but avoids the steps. There is a cycle rack to the right of the front entrance of the hotel.

By bus

Local bus 1A passes the hotel. It leaves hourly from outside the butcher's shop on the High Street, 5 minutes walk from the station. Contact Traveline (see below) for a current timetable.

Taxis

A taxi from Anytown will cost about £5 and take 10 minutes: Anytown cabs 01555 1234567.



Walking
Cycling
Public transport
Car

Getting to the area

By public transport

Anytown is on the main line from London to Leeds, although not all services stop. More frequent trains stop at Othertown, 10 miles away, and there is a bus every 30 minutes between the two, stopping outside the station.

For a personalised journey plan by public transport go to Traveline (www.traveline.org.uk, 0870 608 2 608, minicom 0870 241 2216, 7am to 10pm).

For information on train fares and up-to-the-minute details of service changes go to National Rail Enquiries (www.nationalrail.co.uk, 08457 48 49 50, minicom: 0845 60 50 600).

By car

There is free all-day car parking at Anytown station for those who would like to fit a walk into their day.

See the attached map for directions to Anytown and to Hotel Dynamic. The hotel has a clearly signposted car park.

Hotel Dynamic
Lovely Lane
Anytown
AN55 5GH
Tel: 01555 9876543
Fax: 01555 3216549
Email: info@hoteldynamic.co.uk



The importance of active travel

"The minimum recommended level of physical activity for an adult is 30 minutes of moderate activity on at least five days a week. This is not a demanding target, but two thirds of British adults do not reach it, and the consequences can be seen in our levels of obesity, heart disease, diabetes and general level of fitness.

The Chief Medical Officer has pointed out that "for most people, the easiest and most acceptable forms of physical activity are those that can be incorporated into everyday life. Examples include walking or cycling instead of driving....." In the same way that responsible employers seek to provide access to a healthy diet, we should now do all we can to make physically active travel possible for our staff, customers, visitors and neighbours.

We have worked with Sustrans to produce this guidance so as to improve our own, internal performance in the area of physical activity. We are making it available to anyone who can use it, in England and around the world, and hope it can play a small part in creating a healthier environment."

Professor John R Ashton CBE
Regional Director of Public Health/Regional Medical Officer, North West of England



VI. Cycle parking proposals for St Luke's campus

St Luke's College, Exeter University - Cycle Parking Proposals – FINAL STATEMENT

Contact: Paul Adams
Address: St Luke's College, Exeter University, Heavitree Road, Exeter, EX1 2LU
Tel: 01392 263049
Email: p.h.adams@exeter.ac.uk

Good quality, well located and secure cycle parking is often cited as one of the main incentives needed to encourage staff to cycle to work. Too often facilities are either non-existent, neglected or badly located.

Part of the remit of the Cycle Exeter project is to improve cycle parking at schools and workplaces across the city and use it as a way of raising the profile of cycling as a viable mode for many journeys. Promoting cycling can be seen as a positive way of helping reduce congestion as well as increasing the health of staff and visitors.

Background information

There are currently about 500 staff employed on this campus, with parking provision for 40 bikes. The University has recently adopted a Sustainable Travel Plan for the Exeter campuses for the period of 2007 – 2017.

Cycle Exeter is offering match funding for cycle parking and has carried out a site audit, resulting in the proposals listed below. These proposals indicate the maximum potential from which priorities can be made.

Proposal 1:



Add additional shelter to existing two, each providing space for 10 bikes, located within code access compound by College Road entrance to campus.

Existing shelter model number = UE/SDSP/MC
Colour = Dark Green (as with existing shelters)

Provision = 10 bikes

Estimated cost

Labour	= 450.00
Plant	= 125.00
Materials	= 78.90
Rack	= 3,724.75
ESTIMATED TOTAL	= £4,378.65



Proposal 2:

7 sheffield stands outside School of Sport and Health Sciences. (Stainless steel)



Provision	= 14 bikes
<u>Estimated cost</u>	
Labour	= 425.00
Plant	= 425.00
Materials	= 226.56
Stands in stock	
ESTIMATED TOTAL	= £1,251.56

Proposal 3:



15 sheffield stands to go outside the Library, facing the lawn. (Stainless steel)

Provision	= 30 bikes
<u>Estimated cost</u>	
Labour	= 720.00
Plant	= 565.00
Materials	= 326.70
Stands in stock	
ESTIMATED TOTAL	= £1,641.70

Proposal 4:



7 sheffield stands to go along library wall, same side as entrance. (Stainless steel)

Provision	= 14 bikes
<u>Estimated cost</u>	
Labour	= 450.00
Plant	= 425.00
Materials	= 226.56
Stands in stock	
ESTIMATED TOTAL	= £1,251.56



Proposal 5:



Alongside wall by Sports Hall – max. 7 sheffield stands.
(Stainless steel)

Provision	= 14 bikes
<u>Estimated cost</u>	
Labour	= 450.00
Plant	= 425.00
Materials	= 226.56
Stands in stock	
ESTIMATED TOTAL	= £1,251.56

Proposal 6:



Potential space for bike shelter alongside wall by 'staff house' garden wall (opposite the library). Will also serve as parking for student café.

Potential for 3 units, as in Proposal 1.	
Provision	= 30 bikes
<u>Estimated cost</u> (per unit of 10 bikes)	
Labour	= 450.00
Plant	= 125.00
Materials	= 78.90
Rack	= 3,724.75
ESTIMATED TOTAL	= £4,378.65
X3 units =	= £13,135.95

Proposal 7:



Alongside Social Work & Probation Studies building. Replace existing concrete slabs and railing with 15 angled Sheffield stands (stainless steel).

Provision	= 30 bikes
<u>Estimated cost</u>	
Labour	= 720.00
Plant	= 565.00
Materials	= 326.70
Stands in stock	
ESTIMATED TOTAL	= £1,641.70



Cycle Exeter recommendations:

- Proposal 1:** New unit for additional 10 bikes in compound by College Rd
High priority – existing storage overflowing
- Proposal 2:** 7 sheffield stands, providing parking for 14 bikes outside School of Sport & Health Sciences
Medium priority – would be beneficial
- Proposal 3:** 15 sheffield stands outside Library, facing lawn, providing parking for 30 bikes
High priority – high demand for parking in this area
- Proposal 4:** 7 sheffield stands outside Library, on entrance side, providing parking for 14 bikes
High priority – high demand for parking in this area
- Proposal 5:** 7 sheffield stands alongside Sports Hall, providing parking for 14 bikes
Medium priority – would be beneficial if funds permit, as no cycle parking exists at this site currently.
- Proposal 6:** Covered shelter, serving both Staff House and Student Café. Installation of 3 units will provide sheltered storage for 30 bikes.
High priority – would provide additional sheltered storage at different end of campus to existing provision. Would provide parking for cyclists entering from Magdalen Road entrance to campus. Vital to have some sheltered storage in addition to Sheffield stands, to provide a weather proof storage option.
- Proposal 7:** Max 15 sheffield stands alongside Social Work & Probation Studies building, providing parking for up to 30 bikes.
Low priority – existing storage in secure compound situated very close to this site, and whilst not ideal, some parking provision exists with the current railing along the building.

Estimated total costs of **all listed Proposals (1-7)**, providing additional parking spaces for 142 bikes = **£24,552.68**

This is to confirm that the University of Exeter agrees to the works, Proposals 1-7 set out above, to install cycle parking. The University of Exeter hereby commit to pay half the costs, with Cycle Exeter match funding covering the remainder.

Signature: _____
Name: _____
Date: _____



VII. Letter from Devon County Council's cyclescheme paperwork



Personnel & Performance

Payroll Control & Compliance

County Hall
Topsham Road
Exeter
EX2 4QU

Tel: 01392 382392

Email: robert.strachan@devon.gov.uk

Fax: 01392 382585

03 November 2008

Congratulations!

Your application to purchase a bicycle through a salary sacrifice scheme has been successful. Please find enclosed the contract that you need to sign and return to us in the reply paid envelope.

Please bear the following points in mind:

1. This is an important financial commitment. This contract requires you to pay Devon the **Total Rental Charge** shown on the first page; if you leave the Council's employment before the year is over, or fail to make payments for any other reason, Devon will seek to recover from you the remaining sum due.
2. For the period of this contract, the bike is the property of Devon County Council. You should not sell or otherwise dispose of it before you purchase the bicycle at the end of the contract.
3. Pay special attention to section 4.0 "**Your Responsibilities**". You must keep the bicycle in a roadworthy condition and also insure it against damage or theft. You will have to pay the full costs of a stolen bicycle.

The next stage of this process is for you to:

- 🚲 Read the **Hire Agreement** thoroughly
- 🚲 Sign the **Employer Copy** and date your signature
- 🚲 Get your line manager to complete the section at the foot of the **Employer Copy**
- 🚲 Return the **Employer Copy** in the reply paid envelope

Your application will then be with the Payroll & Compliance team for verification. Following some routine checks, you will be sent your Cyclescheme payment voucher. Please be aware that this may take up to four weeks.

If you have any questions at this stage, you can:

- Check the FAQs on www.cyclescheme.co.uk
- Refer to the information on <http://staff.devon.gov.uk/cycletowork.htm>
- Email greentravel@devon.gov.uk

Tel: 0845 1551020 SMS Text 0777 3333 231

www.devon.gov.uk

Environment Economy & Culture Director: Edward Chorlton



2006-2007
Road Safety



Devon County Council operates Cyclescheme to encourage more people to cycle to or for work. There are other ways we can help to make your trips by bike as easy as possible:

- FREE cycle maps
- Cycle training for all ages
- Route planning advice or bike buddying service
- Information on cycling facilities at your workplace

We are pleased to enclose the Devon Cycling Guide to get you started. As well as listing eight traffic-free leisure rides in the county, there is an order form to request additional FREE town maps to help you plan your journeys.

For more information, go to our website www.devon.gov.uk/cycling, email greentravel@devon.gov.uk or phone 01392 382147 / 383168.

Yours faithfully,

Robert Strachan
Payroll & Compliance Officer

Tel: 0845 1551020 SMS Text 0777 3333 231

www.devon.gov.uk

Environment Economy & Culture Director: Edward Chorlton



2006-2007
Road Safety



Local Transport Safety

VIII. Copy of Cycle to Your Heart's Content leaflet

Booking form

Name _____

Address _____

Tel _____

Email _____

Start date of course: _____

Can we email you about other cycle events and training? Yes No (Your details will not be given to third parties)

Please send the booking form and a cheque for £30 (payable to Devon County Council) to the address below. Please write your name and start date of the course on the back of the cheque.

Health Promotion Devon,
Devon Primary Care Trust,
Culm Valley Integrated Centre for Health,
Willand Road, Cullompton EX15 1FE

On receiving your booking form, a course pack containing further details will be posted to you.

Tel: 01884 836024
Email: d-pc.cycling@nhs.net

Exeter is one of six national **Cycling Towns** and aims to get more people cycling, more safely, more often.

If you can't cycle yet, why not book a free one hour 1:1 session? Our contact details are below.

For more information about cycle training in Exeter, including **FREE Bikeability** training for children, please visit our website or contact the **Cycle Exeter** team:

Website: www.devon.gov.uk/cycleexeter
Email: cycleexeter@devon.gov.uk
Phone: 0845 155 1004

Adult Cycling Sessions

Autumn 2008 to Summer 2009

Leaflet available in other formats - please telephone 0845 155 1004

♻️ **recycle**

Printed on recycled paper. When you have finished with it please recycle and help the environment.

Cycle to Your Heart's Content

If you haven't cycled for a while or have never felt confident on a bicycle, we have just the scheme for you. 'Cycle to Your Heart's Content' is an adult (16 and over) cycle training course aimed at people who live, work or study in, or around, Exeter. It is ideal for people who want to brush up on their cycle skills, go for a fun ride or even make new friends. With so many safe and direct new routes opening in Exeter, there really hasn't been a better time to get back on your bike!

The Course
Training is delivered over eight two-hour sessions starting in a traffic-free environment. Participants gradually develop the skills and confidence to cycle safely on road. Group sizes range between six and twelve. Training is delivered by experienced National Standard instructors.

Where to meet
Outside Saddles and Paddles, The Quay, Exeter EX2 4AN

Cost
The eight week course is heavily subsidised by the Cycle Exeter project and costs just £30! This includes instruction, bike and helmet hire. Payment, by cheque, is required in advance.

Programme Autumn 2008 to Summer 2009

Tuesday mornings
(10am to noon)

Start:	End:
9th Sept 08	28th Oct 08
4th Nov 08	23rd Dec 08
6th Jan 09	24th Feb 09
3rd March 09	21st April 09
28th April 09	16th June 09
23rd June 09	11th Aug 09
18th Aug 09	6th Oct 09

Thursday evenings
(6pm to 8pm)

Start:	End:
30th April 09	18th June 09
25th June 09	13th Aug 09


Saturday mornings
(10am to noon)

Start:	End:
13th Sept 08	1st Nov 08
8th Nov 08	27th Dec 08
10th Jan 09	28th Feb 09
7th March 09	25th April 09
2nd May 09	20th June 09
27th June 09	15th Aug 09
22nd Aug 09	10th Oct 09

What's been said...

- "It's been a revelation and I haven't had such freedom and fun in years."
- "I have seen parts of Exeter I never knew existed simply by getting on my bike."
- "I have nothing but praise for this excellent course!"
- "The trainers were brilliant – they made us believe we could do it."
- "It's a great way to explore Exeter, get fit AND meet new friends."
- "There are so many cycle paths and lanes in Exeter, it makes cycling so much more enjoyable."
- "It's given me the confidence and skills to cycle to work."
- "By the end of the course we were cycling on roads we would never have tackled before. Thanks!"
- "The course has given me the confidence to cycle in traffic."
- "I am now adopting a much more assertive position on the road and have found that other road users are giving me more space. It's brilliant!"
- "I now cycle to work in Exeter and it's quicker than taking the car!"
- "It's excellent value for money!"

IX. Copy of 1:1 adult cycle training form



1:1 CYCLE TRAINING BOOKING FORM

Name:Age:.....

Address:


Contact phone number:.....

Email address:

Date:

- All of our training is delivered by professional National Standard Cycle Instructors.
- It is for all abilities-those who have never cycled before to experienced cyclists.
- If the trainee is under 18 the parent/carer must attend the session/s.
- 1:1 training is heavily subsidised by the Cycle Exeter project at £10 per hour.
- If you need to cancel or reschedule please contact the instructor within 24hours of the session. Failure to do so will result in losing your fee or your free session.
- Cheques only, payable to Devon County Council. Please write your name on the back.
- Lastly, we are currently offering the first hour **FREE!**

Number of hours required	Cost	Please tick
1	FREE	
2	£10	
3	£20	
4	£30	
5	£40	



An instructor will contact you to book a mutually convenient time slot.
Which days of the week and times are preferable to deliver your training?

.....

Do you have a certain journey or trip in mind?

.....



.....

How do you view yourself as a cyclist? (e.g. "Never cycled before" or "unconfident", "Good")

.....

.....

Continued overleaf

Are there any health conditions we should know about?

.....
.....

How do you feel about cycling amongst traffic?

.....
.....

Do you drive a car or ride a motorcycle?

.....
.....

Which sporting activities do you participate in?

.....
.....

If you have any other comments that you feel would be beneficial for your Instructor please mention below e.g. which areas of cycling do you feel you need to gain more experience in?

.....
.....

Do you have your own bicycle? (If not we can advise where you can hire one)

.....
.....

If you could achieve **ONE** thing from the training what would it be?

.....
.....

Where did you get this booking form from? (E.g.Name of instructor)

.....
.....





CYCLE TRAINING CONSENT FORM

Name of Trainee:

I consider myself fit to participate in the Cycle Training Programme and will advise the Instructor of any medical conditions and I will ensure I have all the relevant medication with me at all times (if required). I will consult a Doctor prior to the training if I am in any doubt about my health.

The bicycle ridden by myself is of a suitable size, and is clean and roadworthy and if I am in doubt as to whether a bike is roadworthy I should seek the advice of a professional mechanic.I will attend the course with a properly fitting cycle safety helmet (to EN1078, BS 6863, AS2063, ANSI Z 90.4 or SNELL standard).

I appreciate that the training may include on-road tuition and, whilst close supervision will be exercised, I am aware there is always an element of risk when cycling on a public highway.I also understand that Devon County Council does not provide Personal Accident insurance for anyone undertaking this course, nor does it accept responsibility for the actions or personal behaviour of participants.

I understand and accept that Devon County Council is not responsible for any injury to persons or loss or damage to property which does not result from the negligence of an instructor. Devon County Council also accepts no responsibility whatsoever for any injury, loss or damage which occurs on the way to and from a lesson.

I live, work or study in Exeter/Exe Estuary locality

Signature: Date:

*(Parent/carer signature is required if under 16.
If the trainee is under 18 a parent/carer must attend the session.)*

Please post with your payment (if applicable) to:

Cycle Exeter Cycle Training Team
 Devon County Council,
 Lucombe House AB3
 Topsham Road,
 Exeter, EX2 4QW.
 Tel: 0845 155 1004

An instructor will contact you to book your session/s. After your training is completed they will ask you to complete a Trainee Feedback form. The Cycle Exeter team hope you enjoy your training!

For office and instructor use:					
Date form received	Amount of payment (if applicable)	Number of hours requested	Instructor allocated and date	Course ref	National Standard Level achieved

Instructor: On completion of training complete the "National Standard Level achieved" box and return this form, with the Feedback form to Cycle Exeter.



X. Tax & Travel Plan Measures by Stephen Potter

Tax and Travel Plan Measures

Stephen Potter
Professor of Transport Strategy
The Open University
DRAFT: December 2007

Acknowledgement: Thanks are due to Elizabeth O'Donnell of HM Revenue & Customs who checked that the advice this paper contains complies with current legislation.

© Stephen Potter, 2007

The tax situation for Travel Plans can raise issues of concern but should also be seen as an opportunity to promote a Travel Plan as offering tax efficient benefits to staff. The issues arise because, in general, the tax system treats employer support for commuting as taxable 'income in kind'; it is an opportunity because many Travel Plan benefits are specifically exempt. Thus it is possible to promote your Travel Plan as offering a tax efficient benefit to staff.

However, you do need to be clear if the measures in your Travel Plan are tax exempt or not. The following is a summary of the situation for major Travel Plan measures regarding employment taxes (that is Pay As You Earn (PAYE), National Insurance (NI) and Income Tax).

It should be noted that employment taxes only affect Travel Plan benefits received by *employees*. Travel Plan benefits received by non-employees, such as students, customers or visitors, do not have any employment taxes issues.

Bus services

Tax and NI free benefits are:

- Employer-provided works buses with nine or more passenger seats.
- An employer-negotiated discount with a bus company passed on to employees.
- Interest-free loans (as long as the total does not exceed £5000 per annum) to buy season tickets.
- Employer-subsidised public bus services where the employer has a contract with the operator. The contract can include service enhancement and also discounted or free fares for staff for travel between home and work.
- Bus season tickets/passes for employer subsidised bus services purchased through 'salary sacrifice' arrangements.

Works bus

A 'Works Bus' is a bus or coach seating 12 or more passengers or a minibus seating 9 passengers or more. Smaller vehicles are not covered by this exemption. As long as the service is used mainly for commuting or travel between workplaces, employees and their families can occasionally use it for other trips (e.g. a lunchtime shopping run).

Employer-subsidised public bus services

The tax concession on employer-subsidised or free fares on local public buses requires that the employer makes direct payments to the bus service provider for journeys between home and work or between workplaces. Other ways to subsidise tickets are still taxable; for example, if an employer simply buys up stocks of tickets and gives them out free or at a subsidised rate. If they do that, tax will be due on the cost to the employer of buying the ticket unless the employee makes good the full cost to the employer.

Salary Sacrifice purchased bus tickets/passes

Under these schemes the employer provides employees with passes for a month or longer for public bus services. The employee pays through a deduction ('sacrifice') from their pre-tax salary. As the employee does not pay income tax (22% or 40% higher rate) or National Insurance (11%), this effectively cuts the cost of bus travel by at least a third. For example the price of an annual bus pass costing £600 would be reduced to £408 for a basic rate tax payer and to £349 for a higher rate tax payer.

In addition, as the employer does not pay 12.8% National Insurance on the sum deducted, they also save money as well. For a £600 bus pass, the employer would save £76 in Employer NI contributions.

Some bus operators help employers to set up salary sacrifice schemes and the marketing services company *Motivcom* provide this in their *Greentravel2work*TM product.

The bus pass must be provided for home to work commuting or work related travel, but use for other trips as well may be permitted. Regarding bus fare subsidies and the salary sacrifice scheme, there can be an issue if a local Tax Inspector feels that the recipient is not using the bus benefit provided for commuting or other work-related travel. This is less likely in the context of a Travel Plan and subsidiary use of a bus pass for private travel may be allowed. If your bus measure could provide significant benefit for private use you should check with your local Tax Inspector to make sure you get the scheme's design right.

Other public transport

(Trains, tube, metro, trams, ferries etc)

The following are tax- and NIC-free for any public transport mode:

- Passing on discounts for bulk-purchased tickets to employees (but not selling to employees for less than the cost to the employer).
- Any negotiated fares reductions with bus operators.
- Interest-free loans (as long as the total does not exceed £5000 per annum) to buy season tickets.

Any other support for commuting remains taxable, including:

- Subsidies to train, tram, ferry or metro and tube fares.
- Bus fares where there is no contract with the operator.
- Tickets covering routes not serving your site.

The only exception is if an individual employee travels sufficiently for business on public transport such that it is cheaper for them to be provided with a season ticket for business travel

(i.e. the cost of the season ticket is no more than the individual business journeys would have cost if they were paid for separately). In such circumstances the employee can also use the season ticket for commuting without being liable to tax and NICs.

Bicycles

The loan of cycles and cycle safety equipment are entirely exempt, with no ceiling on their value provided that:

- The employer owns the cycle or equipment.
- Employees use the equipment mainly for qualifying journeys; i.e. for journeys made between home and the workplace, part of those journeys (e.g. to the station) or for journeys between one workplace and another.
- The employer makes cycles and equipment generally available to all employees (even if not all employees participate).

Tax law does not define the meaning of ‘cyclists’ safety equipment’ and the DfT advocate a common sense approach and say this could include:

- Cycle helmets that conform to European standard EN 1078.
- Bells and bulb horns.
- Lights, including dynamo packs.
- Mirrors and mudguards to ensure riders visibility is not impaired.
- Cycle clips and dress guards.
- Panniers, luggage carriers and straps to allow luggage to be safely carried.
- Locks and chains to ensure cycle can be safely secured.
- Pumps, puncture repair kits, cycle tool kits and tyre sealant to allow for minor repairs.
- Reflective clothing along with white front reflectors and spoke reflectors.

The provision of cyclists’ breakfasts is also specifically tax-exempt, as is workplace parking for bicycles (and parking for motorcycles and cars).

Cycle to Work Salary Sacrifice Scheme

If employers want to loan cycles to their employees but need to cover their costs of buying the cycles, they can set up a *Cycle to Work Scheme*. This provides a way for employees to pay for the loan of the bicycle from their pre-tax income.

The process is that the company buys the cycle and the employee is loaned the cycle following a ‘salary sacrifice’ from their pre-tax salary to the employee, usually for between eighteen months and three years. At the end of the period the employee may be given the option to buy an ex-loan cycle from their employer for a written down value. As with the bus pass salary sacrifice scheme this effectively reduces the price the employee pays by about 33% plus 17.5% VAT

Providing the employee pays the fair market value for the cycle, no tax will be due when ownership of the cycle transfers from the employer to the employee. The value can be very low as normally the employer would need to carry out servicing and marketing of the bike and such costs could be deducted from the notional market value of a second hand bike. Employers will often not pass on the cost of the 17.5% VAT due on the cycle when new, thus reducing the price further. The employer also benefits from lower Employer National Insurance payments, which helps cut the cost of the scheme to them.

There are a number of companies that offer *Cycle to Work* package deals, including Halfords, Boots, Evans Cycles and various local networks of cycle shops.

Interest-free loans to buy cycles are also tax exempt from tax, providing the total of all loans outstanding with the employer do not exceed £5000.

Cycle maintenance and rescue services, however, remain taxable. This can affect 'Dr Bike'-type provisions and cycle rescue services. A group scheme may have a low cost per head so if you are uncertain about whether the arrangements you plan are liable for tax contact your local Tax Inspector.

Carshare backup

Emergency and alternative backup 'get-you-home' transport for car sharers is tax-exempt (up to sixty trips a year).

Temporary and insubstantial benefits

Temporarily provided Travel Plan measures (e.g. if commuting benefits are provided to people who are moved to another site during an office refurbishment) may have a tax exemption, but again you should consult your local Tax Inspector.

An important point is that a number of measures which are not exempt from tax and NICs may be sufficiently insubstantial that a Tax Inspector would not in practice charge tax on the benefit, because the cost of collecting the tax is disproportionate to the tax due. What constitutes 'insubstantial' is left to the common sense of each Tax Inspector. So, if you are offering a benefit that does not have a specific exemption, but seems small in value and does not displace an employee's normal spend, then it is very worthwhile to check with your local Tax Inspector.

Other taxable measures

A number of Travel Plan measures remain in the tax net. These include:

- Payments to give up car parking rights.
- Vanpools
- Any other substantial or regular cash incentives. However, this does not include prize draws linked to Travel Plan participation that, within reason, would be viewed as an 'insubstantial benefit'.

Package and Voucher/Points schemes

If you operate a package scheme (using vouchers, points or 'Green Miles' that can be spent on commuting costs), it is best to have a package of exempt and agreed insubstantial benefits, and keep any taxable ones separate and distinct. Employees could be taxable on the whole package if there is a mix of taxable and tax exempt measures.

Through a points scheme you can provide incentives on non-exempt measures if designed correctly. For example, parking cash-out is taxable. Points should only be redeemable on exempt public transport arrangements, cycle benefits, meals, etc. as described above. Note that no cash element is permitted, so vouchers or points should not be redeemable as cash in any way.

Business travel

Business travel is a totally different tax situation because this is part of a person's job and so has always been tax exempt, unless limits are passed – such as the maximum 'mileage rate' for using cars. Some recent changes now favour a 'greening' of business travel, which could form part of a Travel Plan. These include:

- Single 40p a mile private car mileage rate up to 10,000 miles¹ (25p a mile thereafter).
- 20p a mile cycle mileage rate.
- 5p a mile per car passenger rate (in addition to driver's rate).

Linking a Travel Plan to restructuring mileage rates and promoting the car passenger rate can produce big savings to an organisation. Some now offer a lower basic mileage rate for business travel in order to offer a high driver rate if a colleague is taken as a passenger in addition to the 5p a mile passenger rate.

Tax information and advice

With care, many Travel Plan measures can be provided tax-free. The main areas where tax remains an issue are employer subsidies to non-bus public transport fares, parking cash out and bicycle maintenance. If you feel the tax position of a Travel Plan measure is unclear then do consult your local Tax Office.

There is a short 'green travel' factsheet on the HM Revenue & Customs website:
<http://www.hmrc.gov.uk/green-transport/travel-plans.htm>
(accessed 19.9.07)

Full details on the tax position of travel benefits are found in the annually-updated booklet *Expenses and Benefits: A Tax Guide*. This contains all tax exemptions, but you can search this electronically. It is available from <http://www.hmrc.gov.uk/guidance/480.pdf> (accessed, 19.9.07)

The DfT Cycle to Work Implementation Guidance is on the cycling part of the Department for Transport website, downloadable from:
<http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732>
(accessed 19.9.07)

Motivcom's scheme utilising the bus pass salary sacrifice system is detailed at:
<http://www.pmmemployeebenefits.co.uk/green.html>
(accessed 19.9.07)

Finally, you should check with your local HM Revenue & Customs Office if in doubt about the tax position when developing a Travel Plan measure.

¹ The Government are currently looking into these mileage rates and changes may be made in the 2008 Budget.