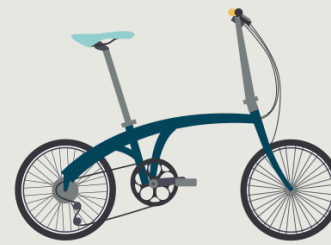


Love to Ride UniCycle

Getting more students & staff riding by understanding behaviour change

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lovetoride.net



The UniCycle Pilot



- Love to Ride have successfully engaged staff at 80+ HEIs in the UK
- The Government's target is to double cycling trips by 2025
- Department for Transport's Innovation Challenge Fund Award
- Universities' commitment to SDGs, wellbeing & placemaking make them great collaborators
- Crucial habit formation stage in students' lives



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The UniCycle Pilot



- Partnership with NUS and the EAUC
- 6 subsidised and two fully-funded universities taking part
- Diverse aims & objectives
- NUS and Scottish Government use the Individual Social Material (ISM) behaviour change model
- Scaling the application of ISM
- Collaboration, sharing best practice and scaling successful elements of the pilot



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An online survey with higher education students, delivered in June 2017, received 2042 responses revealing that...

Respondents are most likely to say they walk to their place of study (31%) and drive to their place of work (24%). 6% cycle to university and the same proportion (6%) cycle to work.

The 3 most important factors for choosing how they travel to university are: how long it takes to complete the journey, cost and convenience. The same reasons are important when choosing ways of travelling to work.

Of those who use a bike to get around at university, commuting to and from university or work are the journeys most frequently undertaken by bike.

Over half (56%) say they have not ridden a bike in the last 12 months. A further quarter have only done so a few times in the last year. 7% say they cycle 4 or more days a week.

Of those who use a bike to get around at university, 1 in 3 say they cycled more this academic year than they have done previously, the same proportion say they plan to cycle more next academic year. However, 1 in 4 have cycled less this year.

1 in 3 respondents say they have access to a bike, even if they don't currently use it.

General reasons given for not cycling are concerns about road safety and traffic, having too much to carry and the weather. These are also factors that influence respondents the most in terms of their personal cycling behaviour.

Respondents express concern about their safety when cycling, with 82% saying that cyclists are vulnerable to other road users and 64% saying that traffic makes them afraid of cycling.

Main reasons for cycling are getting/keeping fit, saving money and because it's better for the environment. These same factors would personally motivate respondents to cycle.

Respondents suggest there is room for improvement in terms of support for cycling at their university, however they also show a lack of awareness over what is available e.g. 45% don't know if cycle training is offered.

Having safer places to leave their bikes, shower and locker facilities and promoting campaigns to encourage cycling would help students to cycle/cycle more. Having dedicated cycle lanes and offering a bike rental scheme would also encourage more cycling.

nus
national union of students



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The UniCycle Pilot



Targets for the UniCycle Pilot are:

- To get more students and staff riding more often and for transport
- To develop scalable behaviour change interventions for the sector
- To embed sustainable transport behaviour change in campus life and the curriculum
- To create a fun and engaging project through student/staff collaboration



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The UniCycle Pilot



Learnings so far:

- Assembling a project team & launch plan before the summer wherever possible would be hugely beneficial
- Cycling Clubs can be great allies if you convince them of the value
- SUs can be tricky to work with
- Communications are key > emails work only alongside wider campus visibility
- Events, events, events!



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