

Travel Plan Success Stories

Organisation: Abertay University

Sector: Education

Mode: Cycling

Measures

Abertay University is a small campus in an ideal city centre location close to all rail and bus routes, giving its staff and students many transport options.

Abertay University has embraced the idea of flexible working and it is this approach which has facilitated its success in promoting cycling amongst its staff and students. As an employer they allow their employees flexibility on start and finish times which helps to encourage active travel. The support of senior management has also been key, with both the Principal and Vice Principal cycling to and from work on a regular basis. Leading by example.

The university has invested in providing its staff and students with the necessary facilities to make cycling a viable choice. Easy access to cycle racks, shower facilities and lockers. It is also installing a drying room adjacent to the cycle racks and has secured match funding via Tactran's Sustainable Travel Grant Scheme, for a project to extend the existing cycle paths on campus. The University has been awarded Cycle Friendly Employer status by Cycling Scotland.

The University is also in the process of creating an active cycle to work group – through their internal communications platform Yammer, to promote cycling, give travel advice and offer a cycle buddy scheme. In the past the university has run free coffee promotions for cyclists, put on extra spinning classes for cyclists and offered cycle training sessions

Abertay University are also involved in promoting the profile of cycling within their local community. They run an annual charity cycling event – Tour de Tay (<http://www.abertay.ac.uk/discover/alumni-and-friends/get-involved/alumni-events/alumni-tour-de-tay/>). This event is open to the public and is a 50-mile or 25-mile cycle around the scenic banks of the Tay to raise money for International Scholarships.

Abertay University have an active “Healthy Working Lives” working group and active travel falls under their remit as well.

Outcome

Abertay University has between 30 - 40 regular cyclists, with the majority of those being staff. Approximately 8% of staff cycle to work on a regular basis.