

Travel Plan Success Stories

Organisation: Dundee University

Sector: Education

Mode: Car Share

Continuous and targeted marketing messages are behind the success of the University's lift sharing scheme.

The University of Dundee has over 3,000 staff and 17,000 students. Over the years Dundee University has been experiencing an increased demand for parking spaces, as staff and students move between its various sites within the city.

During this time the University has also removed many of its car parks either to make way for buildings or to provide more green space and safer pedestrian access between buildings on the campus. Overall car parking has been reduced by 400 spaces.

The University is committed to achieving its environmental targets and promoting affordable travel for all students and staff. With limited car parking spaces and multiple sites within the city, the University has encouraged lift sharing as a solution.

Measures such as dedicated car- share bays, discounted permit costs for car sharers, as well as the continuous and targeted marketing of the scheme have seen membership numbers rise.

Some of the marketing initiatives have included:

- regular email contact at key times – after the budget when petrol goes up, at the start of a new academic year and just before holidays start.
- placing flyers on windscreens and posters in car parks;
- adding information to new student fresher packs;
- informing staff about car sharing during their induction sessions;
- posting messages on the electronic notice board at the beginning of semesters;
- Use of students to promote the scheme in return for work experience references.

Trudy Cunningham, Environment & Sustainability Officer at Dundee University believes that it is the drip feeding of messages to students and staff that has seen the number of registered lift sharers increase. There are now over 475 members on the database. That equates to 200,000 miles that will be taken off the road in the next 12 months, saving 60 tonnes of carbon annually.

As Trudy says “Utilising lift share is a win/win for everyone as it reduces cars on the road, which in turn reduces air pollution & congestion, makes roads safer and it saves you money!”

The University have also recently introduced two new initiatives to its lift share scheme:

Bike BUDI – find someone to share part or all of the cycle journey home/ to campus together. Great for getting started with cycling or getting home at night.

Taxi BUDI – helps you to find someone to share taxi journey with and reduce the costs, great after a night out.