

"This project is funded by the Department for Transport Cycling and Walking to Work Programme Pilot Fund"



CYCLING AND WALKING TO WORK FUND

LIVERPOOL HOPE UNIVERSITY - WALKING AND CYCLING ACTION PLAN



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Introduction

This Sustainable Travel Action Plan (STAP) has been produced through the Department for Transport Cycling and Walking to Work Fund (CWWF). The CWWF aims to work with businesses across the Liverpool City Region (LCR) to encourage and improve journeys to work by active (or partly active) travel modes.

Business Support Officers (commissioned from WSP as part of the fund) have worked with the Sustainability Manager at Liverpool Hope University to understand relevant site-operations and staff catchment areas.

The following support has been provided to Liverpool Hope University through the CWWF programme:

- A sustainable travel event has been held at Hope Park Campus.
- Walking and Cycling Isochrone maps have been produced.
- A summer walk/cycle to work Challenge has been promoted.
- Personalised Journey Plans have been offered to and produced for staff.
- The University has benefited from a revenue grant for promoting active travel modes.
- A staff travel survey has been undertaken.

Analysis of all baseline information has facilitated the production of this Action Plan, which provides a platform for the ongoing promotion of sustainable travel by staff at Liverpool Hope University.

Staff Travel Survey

On the 10th of April 2018 a staff travel behaviour and attitudes survey was launched at Liverpool Hope University. Staff were asked questions that would help to develop an understanding of their current travel behaviour and attitudes towards particular modes of transport. The survey also aimed to enable an understanding of measures to help encourage staff to change their travel behaviour with a focus on more sustainable modes. The final part to the survey asked participants if they would like a personalised journey plan and if they would consider taking part in a travel challenge. The figures below illustrate the results of some of the key survey questions.

Date	26/09/18	
Version	Final	
Prepared by	NG/AM	
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Figure 1: Hours of work

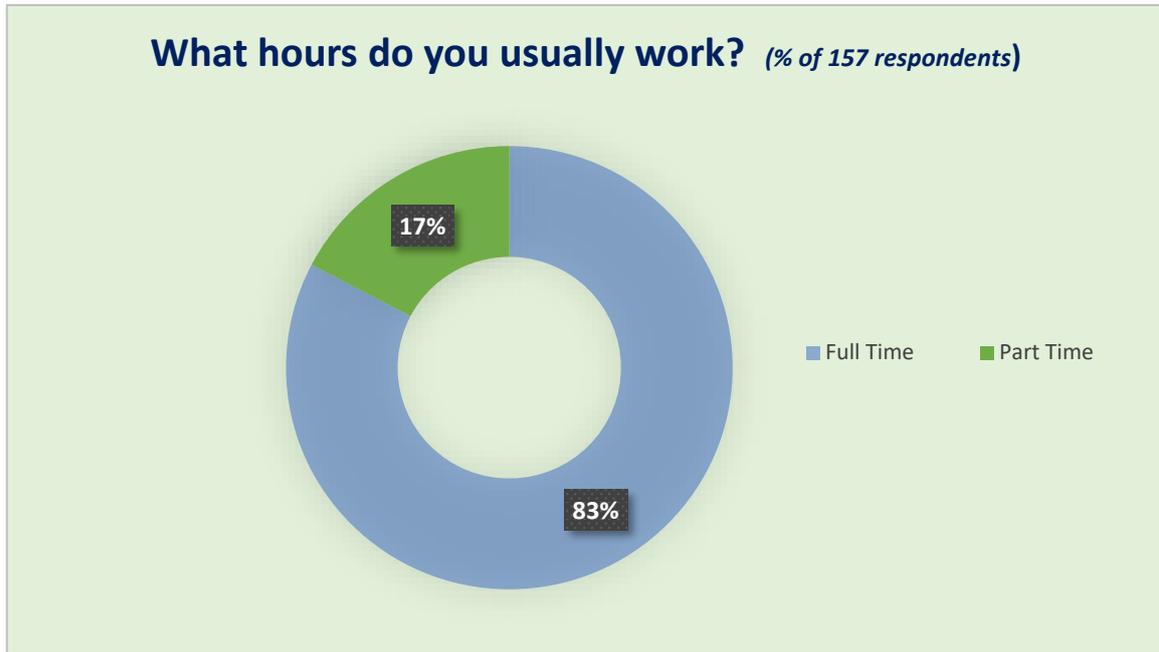
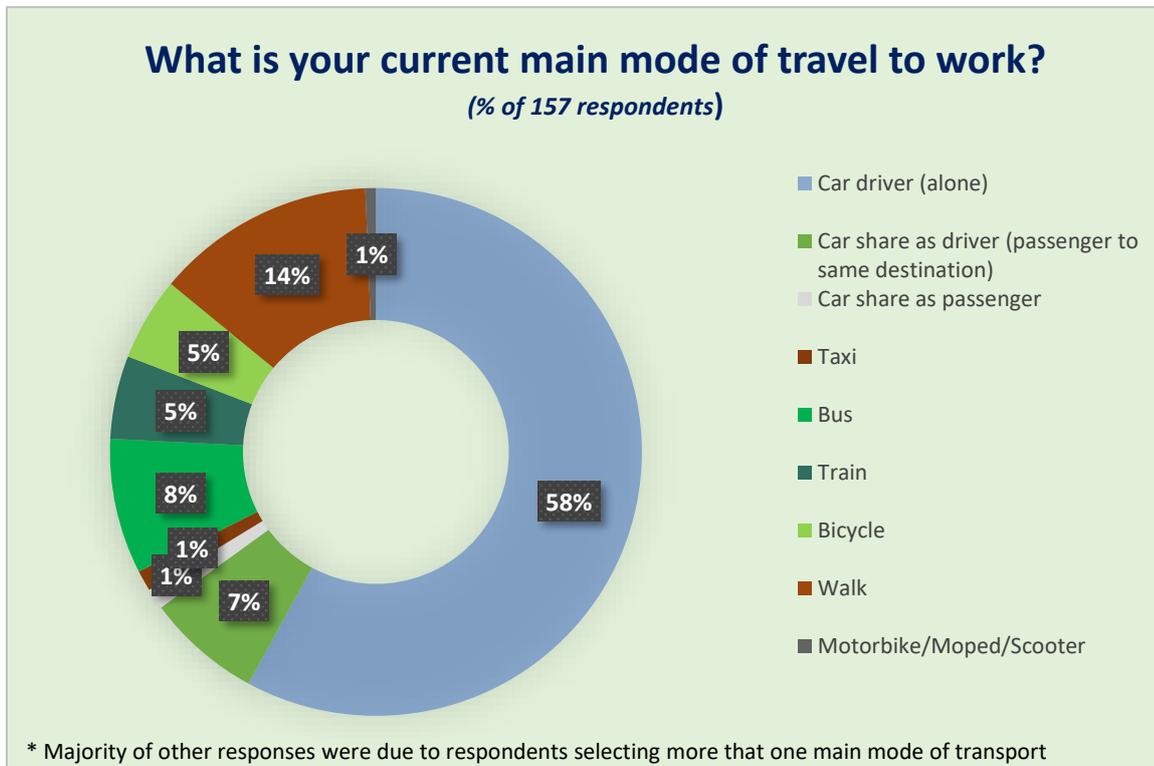


Figure 2: Main Transport Method



Date	26/09/18	
Version	Final	
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Authorised by	HC	

Figure 3: Reasons for Mode Choice

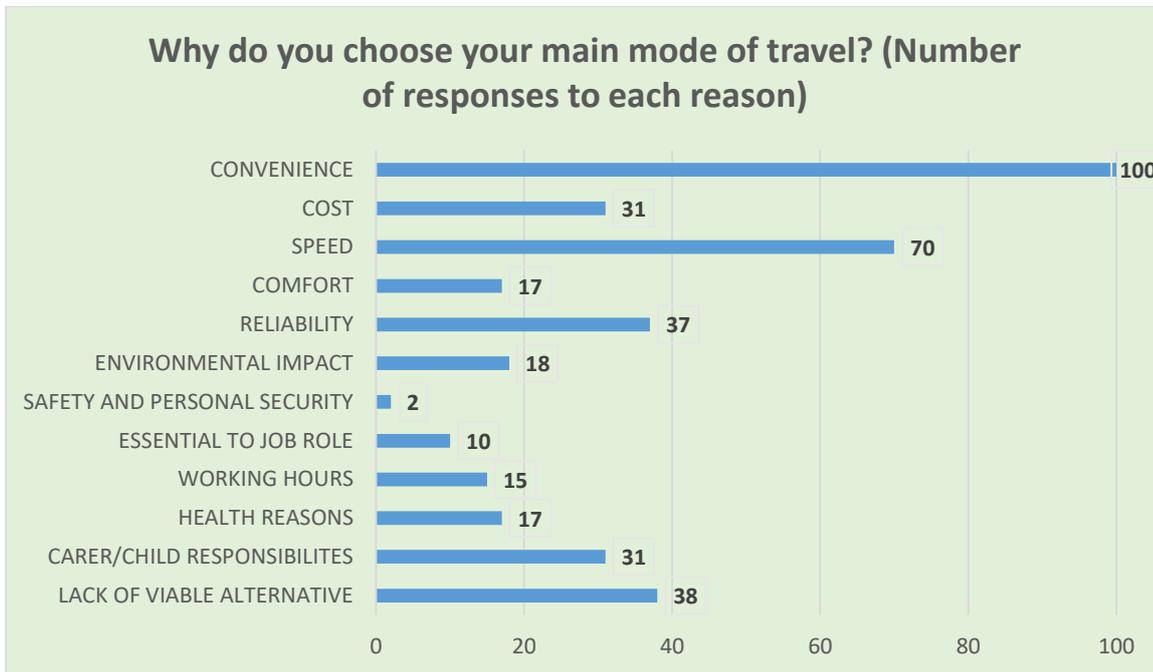
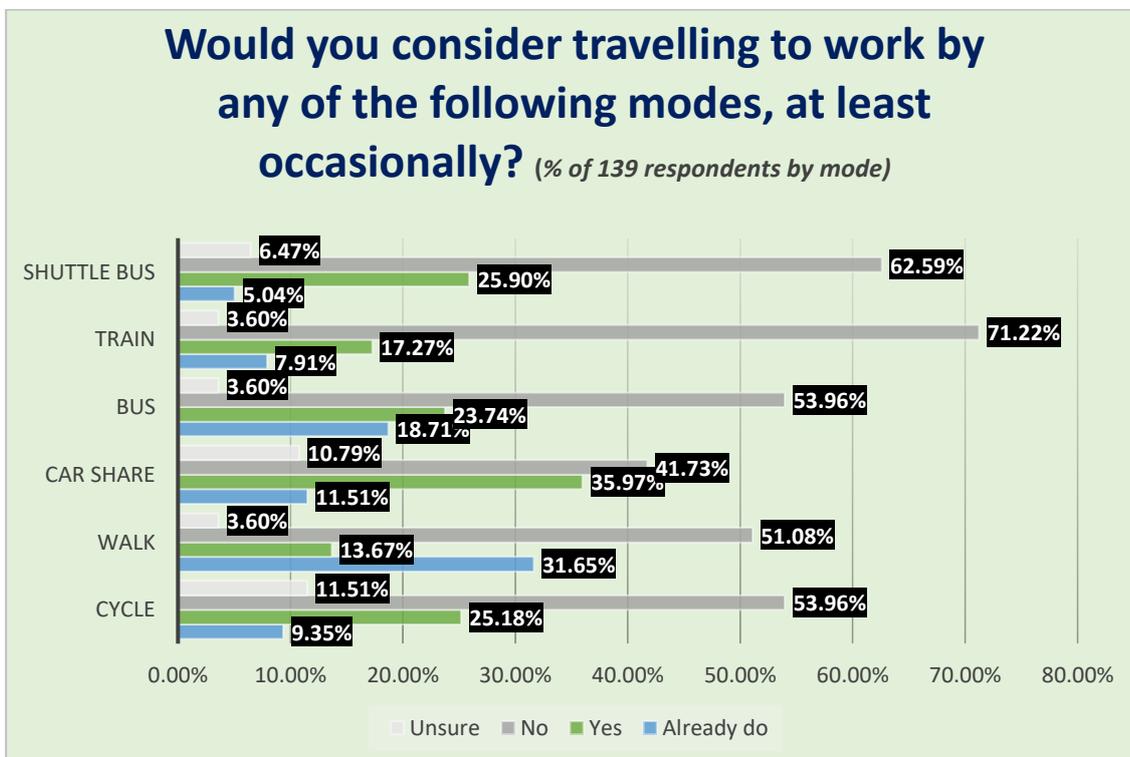


Figure 4: Considering Sustainable Travel



Date	26/09/18	
Version	Final	
Prepared by	NG/AM	
Authorised by	HC	

Figure 5: Encouraging Walking (%)

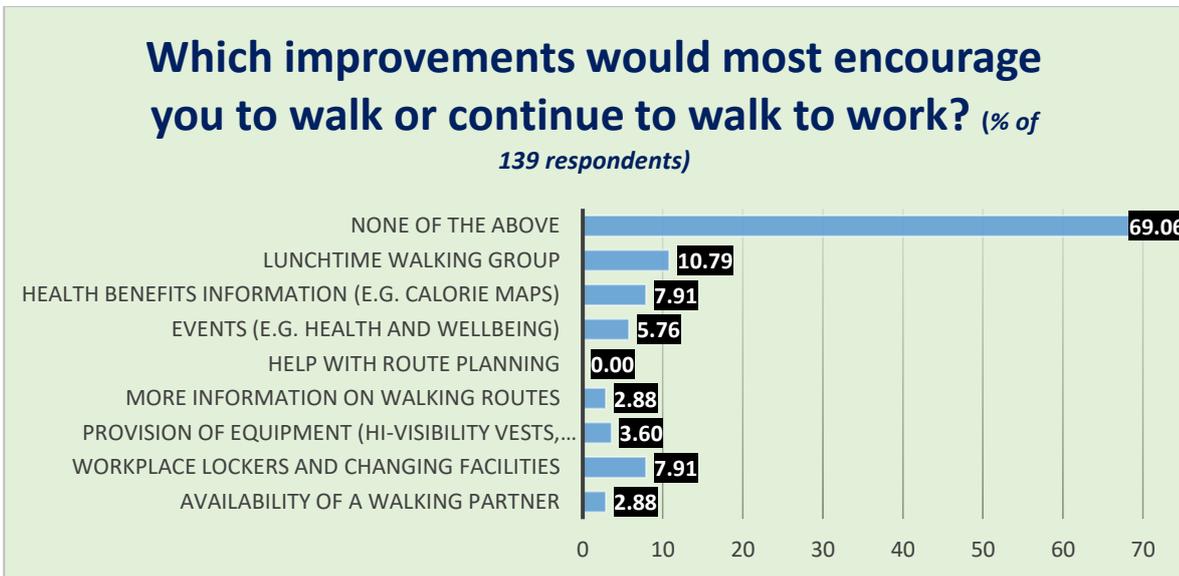
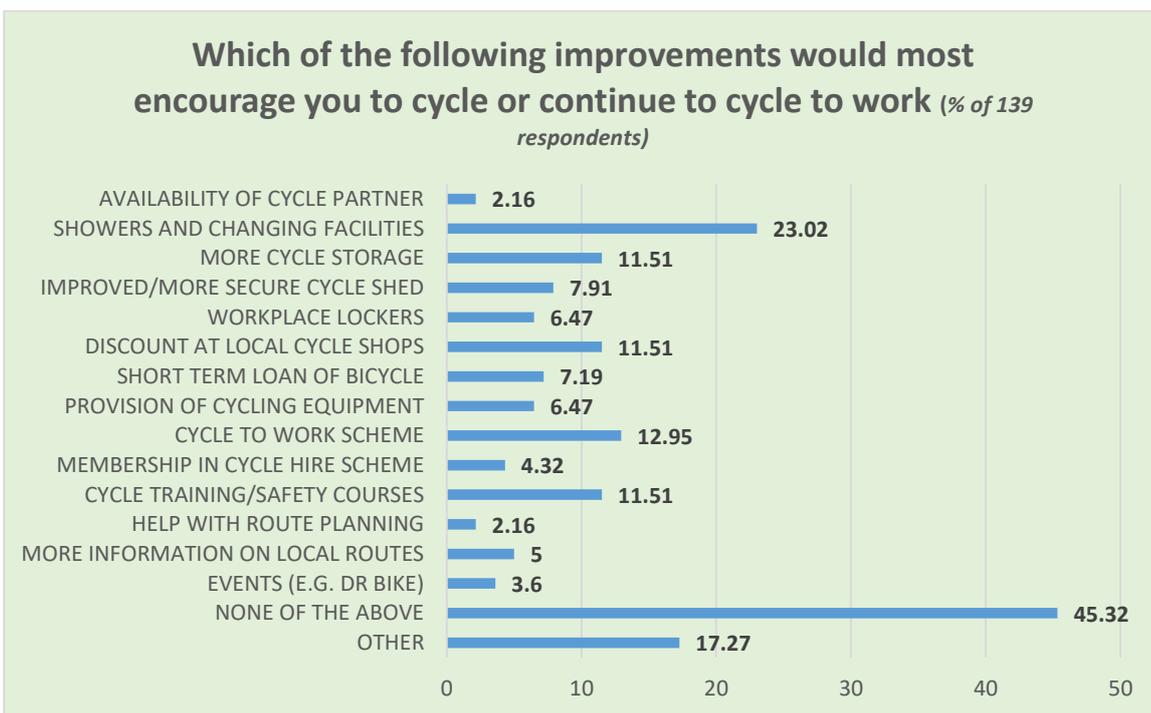


Figure 6: Encouraging Cycling



Date	26/09/18	
Version	Final	
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Authorised by	HC	

Figure 7: Journey Plan Information

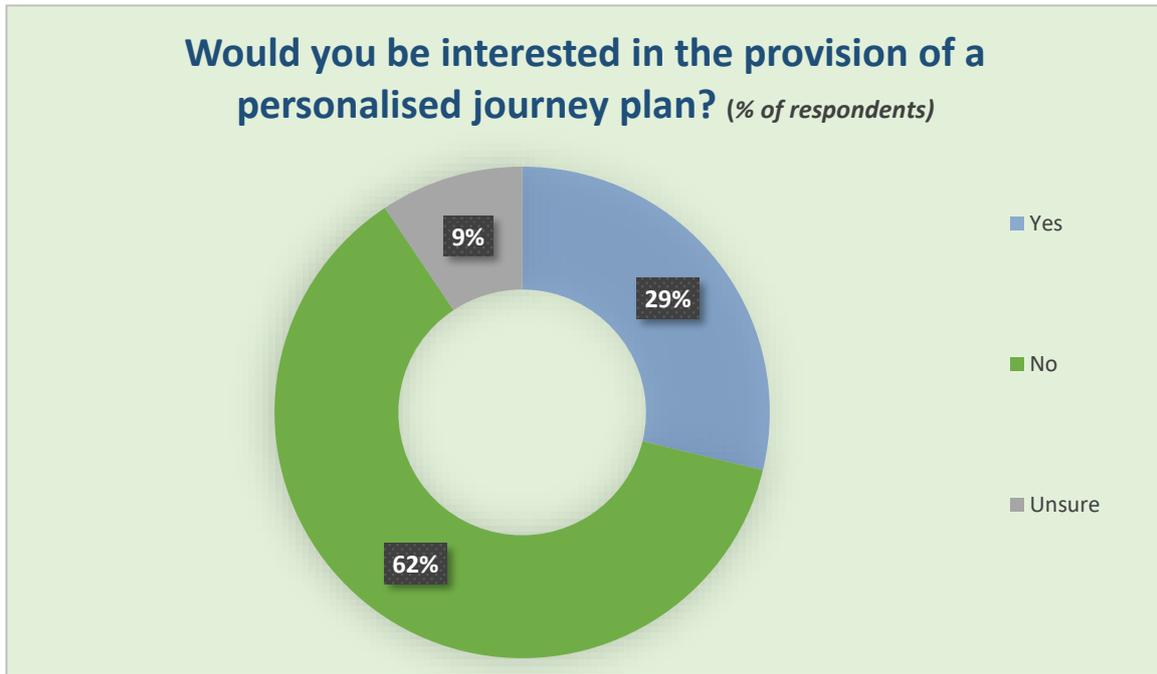
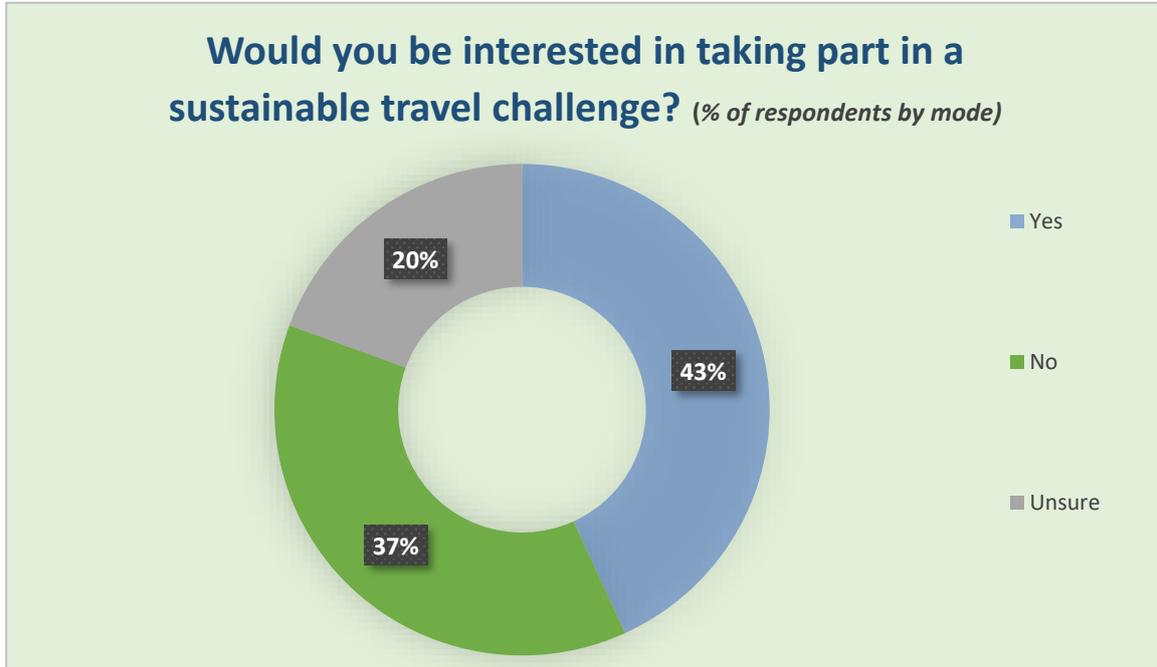


Figure 8: Sustainable travel challenge



Date	26/09/18	
Version	Final	
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Summary Headline Findings from the Travel Survey

A total of 157 staff completed the travel to work survey, representing a 24% response rate (based on 674 staff). The headline survey results illustrated in Figures 1 to 8 indicate the following opportunities and constraints for encouraging continued and/or increased use of sustainable travel modes by Liverpool Hope staff on their journey to work:

Opportunities:

- The majority of staff work full-time (83%) and at the Hope Park campus (92%).
- 58% of staff travel by car alone, with 8% travelling by car share as a driver or passenger. Therefore, 42% of survey respondents currently travel to work by modes other than car alone.
- The potential exists to increase the level of sustainable travel to the site, as follows:
 - o 32% and 59% of staff live within 2 miles and 5 miles of their workplace, respectively. This makes the use of sustainable travel modes likely to be more feasible for these staff.
 - o 14% of staff currently walk to work and 5% of staff cycle to work. These staff could be used to champion these modes and help promote it throughout the University. There is a high level of interest in car sharing. 35% of respondents stated that they would consider car share. There is currently high travel by single occupancy vehicles (58%) but limited car sharers (8%). A formal or an informal car share scheme may therefore be beneficial to encourage a decrease in single occupancy vehicle travel. Only 10 staff members indicated that they make their current mode choice due to their job role, indicating that personal vehicles are generally not essential for business travel. 100 respondents choose to drive for convenience.
 - o Many staff would consider cycling (35 respondents), walking (19 respondents), car sharing (50 respondents), bus use (33 respondents), shuttle bus use (33 respondents) or train use (11 respondents), at least occasionally.
 - o 29% and 43% of staff would be interested in a personalised journey plan or a sustainable travel challenge, respectively.

Constraints:

- 41% of staff live more than 5 miles from their workplace, which may limit the potential to travel sustainably to the site.
- Travel options are limited for some staff due to reasons such as a lack of viable alternatives (36 respondents), working hours (22 respondents), business role (12 respondents) and carer/child responsibilities (35 respondents).
- Increased shuttle bus use would be encouraged by measures such as improved frequencies (36 respondents) and improved routes (28 respondents).

Date	26/09/18	
Version	Final	
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Action Plan

The staff travel survey results and information provided in the 'Employers Information Sheet' and through liaison with the Sustainability officer have been used to devise a sustainable travel Action Plan (**Tables 1 to 7**) for potential implementation at Liverpool Hope University.

Table 1: Walking and Cycling Infrastructure

Action	Current Situation	Detail
Walking and Cycling Infrastructure		
Improve outdoor cycling facilities	201 spaces across three sites. Cycle lockers and Sheffield stands – a mixture of secure and non-secure	<ul style="list-style-type: none"> a) Monitor the usage of the cycle parking to understand if supply meets demand. b) Investigate opportunities to make cycle facilities more secure e.g. enhance CCTV and/or provide staff with increased high standard cycle locks.
Improve workplace/indoor cycling facilities	Showers and lockers provided in Hope Park Sports 6 female and 3 male lockers in FML toilets	<ul style="list-style-type: none"> a) Investigate opportunities to provide more facilities for cyclists, including access to showers, lockers and changing facilities – where demand exceeds supply.

Date	26/09/18	
Version	Final	
Prepared by	NG/AM	
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Table 2: Increasing Walking and Cycling to Work

Action	Current Situation	Detail
Increase Walking and Cycling to Work		
Encourage staff to try walking and cycling	<p>43% of staff were interested in walking and cycling challenges;</p> <p>29% of staff were interested in a Personalised Journey Plan (PJP).</p>	<p>a) Organise walking and cycling challenges to encourage people to try walking or cycling to work;</p> <p>b) Provide prizes for walking/cycling challenges to incentivise and increase participation;</p> <p>c) Organise health and wellbeing and/or transport promotional events to increase awareness of walking and cycling opportunities and the benefits of these modes;</p>
Increase walking and cycling to the site	<p>14% of staff currently walk to work;</p> <p>5% of staff currently cycle to work</p>	<p>a) Set up a 'Bicycle User Group' / 'Walking Group' and appoint a 'cycle champion' / 'walk champion' as a point of contact to lead on workplace initiatives;</p> <p>b) Provide cycle equipment e.g. puncture kit, D-locks to facilitate cycling;</p> <p>c) Promote the use of the 'Cycling Works' website that supports and promotes cycling in Merseyside. 'Cycling Works' is a free web tool that helps to encourage people to cycle more often, log information about their cycling journeys and set personal goals. https://www.cyclingworks.co.uk.</p> <p>d) Provide information on cycle/walking routes to staff, for example:</p> <ul style="list-style-type: none"> • Offer Personalised Journey Plans • Provide cycle and/or walking maps • Hold events for staff to attend and ask questions • Display isochrone maps showing the feasibility for staff who live within a reasonable travel distance to walk or cycle.

Date	26/09/18	
Version	Final	
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Table 3: Cycling and Walking Information

Action	Current Situation	Detail
Provide Cycling and Walking Information		
<p>Improve provision of cycling/walking information</p>	<p>Campus sits on 2 cycle routes – 56 & 810 Around 10% of staff would benefit from either Maps/Routes or more information on walking or cycling to work</p>	<ul style="list-style-type: none"> a) Develop and provide a ‘How to Get to Guide’ to encourage employees (and new starters) to use sustainable modes of transport. Such a guide can include information on local cycle routes, trains and bus timetable etc.; b) Provide information on local cycle routes, local walking groups and events e.g. in social area/ reception; c) Provide all staff with information on cycle parking; d) Provide all staff with information on shower and locker locations for those who walk or cycle; e) Promote use of online journey planning tools (e.g. www.Walkit.com; www.cyclinguk.org, Merseytravel Journey Planner) and/ or encourage staff to contact Business Support Officers if a personal journey plan is required; f) Promote the use of the Merseyside Cycle Maps available from Merseytravel: https://www.merseytravel.gov.uk/getting-around/cyclingandwalking/Pages/Merseyside-Cycle-Maps.aspx g) Hold events in the workplace for staff to attend and ask questions/receive information regarding walking/cycling to work; h) Assist in journey planning e.g. through Business Support Officers; or through Liverpool sign-up to online tools such as <ul style="list-style-type: none"> - Merseytravel Journey Planner Widget – this is a journey planning tool that can be easily uploaded onto an organisations website. It provides accurate up-to-date information to help people plan their journeys. Further information and sign-up can be found as follows: http://www.merseytravelplanner.co.uk

Date	26/09/18	
Version	Final	
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Table 4: Cycle Training

Action	Current Situation	Detail
Provide Cycle Training		
Encourage staff to improve their skills/ confidence	11.5% of staff said that courses to improve skills and confidence would encourage them to cycle more to work	<ul style="list-style-type: none"> a) Promote or organise cycle training to increase confidence to cycle on road; b) Liaise with Bikeright to facilitate individual or on-site cycle training and bike maintenance sessions for staff who are lacking confidence in cycling to work (<i>if six or more staff are interested Bikeright will come to the employer rather than individual employees visiting Bikeright</i>); c) Encourage group lunch cycle-rides to e.g. improve cycle skills/confidence. This could be undertaken as part of a Bicycle User Group. d) Promote cycle groups to staff to make them aware of services available in Merseyside e.g. Cycling Projects – enables people to ride, regardless of their age, ability or cycling experience. Free schemes are ‘Wheels for All’ and ‘Pedal Away’. Further information is available at http://cycling.org.uk/

Date	26/09/18	
Version	Final	
Prepared by	NG/AM	
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Table 5: Access to Bikes and Equipment

Action	Current Situation	Detail
Facilitate Access to Bikes and Equipment		
Facilitate access to a bike	<p>Liverpool Hope University is currently registered to Cycle to Work Scheme</p> <p>13% of staff said the Cycle to Work scheme would help encourage them to cycle to work more</p>	<p>a) Promote bike purchase through the Cycle to Work Scheme via different communication means e.g. newsletter, intranet, notice boards so all staff have access to information;</p> <p>b) Make staff aware of Citybike https://www.citybikeliverpool.co.uk/info.html and Bike&Go cycle hire schemes https://www.bikeandgo.co.uk/search?lat=53.4083714&lng=-2.9915726</p>

Date	26/09/18	
Version	Final	
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Table 6: Bicycle User Group Potential Assistance

Action	Current Situation	Detail
Assistance in Setting up Bicycle User Group		
<p>Facilitate setting up a Bicycle User and/or Walking Group</p>	<p>No walking or cycling groups or champions at Liverpool Hope University.</p> <p>11% of staff said that a lunchtime walking group would encourage them to walk to work more.</p>	<ul style="list-style-type: none"> a) Investigate opportunities to receive financial support through Cycling UK Community Cycle Club Programme for setting up the bicycle user group. • Cycling UK offer grants up to £1800 to community groups to help them start running regular cycling activities. Funding can be used for training and equipment to facilitate rides and cycle maintenance. Further information can be found www.cyclinguk.org And by contacting Donna.Hall4@liverpool.gov.uk or chris.alston@cyclinguk.org. Contact also can be made through Business Support Officers. b) Set up lunchtime walking group -find an interested employee to volunteer to lead and champion these walks. c) Walk leader training can be offered to staff through Living Streets https://www.livingstreets.org.uk/products-and-services/our-services

Date	26/09/18	
Version	Final	
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Table 7: Wider Sustainable Travel Measures – Public Transport and Car Share

Action	Current Situation	Detail
Encouraging Public Transport Use and Car Sharing		
<p>Encouraging staff to travel by public transport and/or car share where walking/cycling aren't feasible</p>	<p>Only 19% of staff currently travel by public transport.</p> <p>Measures such as cheaper/discounted fares and more frequent/direct/reliable services encourage the continued or increased use of public transport. Liverpool Hope offer an Arriva Bus Ticket pay monthly annual season ticket to staff – which is payable by monthly direct debit.</p> <p>9% of staff currently car share as a driver or passenger. 36% of staff would consider car sharing at least occasionally.</p>	<ul style="list-style-type: none"> a) Promote the Merseytravel Public Transport Journey Planner (as above) https://jp.merseytravel.gov.uk/nwm/XSLT_TRIP_REQUEST2?language=en b) Promote the Merseytravel public transport area and route maps. https://www.merseytravel.gov.uk/getting-around/route-maps/Pages/default.aspx. c) Hold events on site to share travel information (as above). d) Produce a How to Get to Guide for Liverpool Hope University (as above). e) Liaise with bus and rail operators to investigate specific discount and ticketing schemes and to understand any upcoming changes/improvements to services (i.e. introduction via Business Support Officers (BSO's)). f) Consider the introduction of an informal or formal car share scheme for Liverpool Hope University staff. https://liftshare.com/uk

Date	26/09/18	
Version	Final	
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Monitoring

For the Action Plan to be an effectively implemented it should be reviewed and updated annually, with progress against current travel to work modal split measured. To assist in this process, Table 8 indicates some suggested modal shift targets for a three-year period.

The 2021 targets aim for a slight decrease in overall car use (with greater use of car sharing) and an in walking, cycling and bus use.

Table 8: Modal Split Results and Targets

Mode	2018 Modal Split % (157 responses)	2021 Target Modal Split %
Car alone	60	55
Car Share	7	8
Walk	13	14
Cycle	5	6
Bus	8	9
Train	5	6
Ferry	0	0
Motorbike	1	1
Taxi	1	1

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Action Plan Summary

The Liverpool Hope University Walking and Cycling Action Plan is a package of practical measures which aim to promote and encourage more sustainable travel choices amongst staff. The Plan will help to achieve a strategic aim to reduce the associated negative impacts of travel such as congestion, carbon emissions and air pollution.

Business Support Officers (BSOs) are currently available to support certain aspects of the Action Plan implementation and are therefore keen to work with Liverpool Hope University in taking forward the defined recommended measures. Particular measures for BSO assistance include:

- Assistance in developing educational materials as well as provision of information on available schemes e.g. access to available training, cycle hubs, journey planning, walking and cycling routes/maps, How to Get to Guides;
- Event organisation, including distribution of cycling and walking resources.
- Referral to Bikeright for bike maintenance and/or repair sessions for staff as well as referrals to cycle training;
- Walking/cycling challenges;
- Assistance in personal journey planning (a total of 50 PJPs were provided to staff as part of the CWWF project, with further requests noted);
- Links to wider sustainable transport measures – including public transport information and provision (e.g. links to Arriva ticketing schemes) and links to car share schemes.

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Signposting - Summary of Key Walking and Cycling Resources / Information

Cycling Projects	http://cycling.org.uk/
	Through the CWWF their Bike and Boots scheme currently provides jobseekers and those recently in employment with walk/cycle equipment and cycle training for their journey to work. On a wider basis - is a national charity which promotes cycling through a range of successful community engagement programmes that give people the opportunity to cycle on a regular basis; through help, support and guidance. Most noticeably this is all achieved through its two nationally acclaimed initiatives Wheels for All and Pedal Away
Bikeright	https://www.bikeright.co.uk/merseyside/freewheeling
	FREE cycle training (Freewheeling) for everyone over 16 who lives and works in Merseyside
	Free Bike Maintenance - Bikeright two hour sessions in small groups Training offers for jobseekers (i.e. Cycle Instructor Training, Cycle Mechanic Training - see leaflet)
Widget LCR	http://www.merseytravelplanner.co.uk/ Widget allows you to upload your workplaces to be selectable from a drop down box and gives the end user just one job of adding their starting postcode and provides them with a travel plan to work.
Arriva ticketing scheme	https://www.arrivabus.co.uk/m-ticket/
Citybike	https://www.citybikeliverpool.co.uk/
	Citybike -schemes for individuals, students, businesses (corporate account etc. – which we can promote for commuting or business travel in the city centre). If a business top up a card with e.g. £50 City Bike Liverpool will match it and add extra £50.
Local Authority Cycle Maps	https://www.merseytravel.gov.uk/getting-around/cyclingandwalking/Pages/Merseyside-Cycle-Maps.aspx
Merseyside Public Transport Maps	https://www.merseytravel.gov.uk/getting-around/route-maps/Pages/Bus.aspx
Merseytravel resources	Employers Network - https://www.merseytravel.gov.uk/about-us/ourworkinMerseyside/Pages/Employer-Network.aspx
	Travel passes available for jobseekers to access work
	Bike for Work - bikes available for jobseekers if unemployed in four weeks previous, job minimum 4 weeks/16 hours pw.
	Cycling Works - Designed to support, promote and increase cycling in Merseyside. This free web tool will help encourage you to ride your bike more often, log information about your cycling journeys and set personal goals.

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