

Developing effective alternatives to car commuting

Bicycle User Group November 2009

Publicising alternatives to car use is often more cost-effective and attitude-changing than civil engineering.

- Better web- and physical signage of routes for cyclists and pedestrians (some exists already). <http://www.coventry.gov.uk/ccm/navigation/transport-and-streets/sustainable-transport/travelwise/>
- Webtools for personal cyclistroute planning such as Google pedometer <http://www.gmap-pedometer.com/>
- Advertise Cycle to Work scheme + mileage benefits versus real costs of motoring
- Regular updates on e.g. Sustrans' cross-campus to Kenilworth route http://www.sustransconnect2.org.uk/schemes/project_detail.php?id=146

Small works bring big benefits

- Covered 'Sheffield Stand' parking close to building entrances
- Secure cycle parking across campus

Planning and implementation in consultation with user communities

- Improving cycle routes around campus would have a significant impact on safety of all campus users, on foot, cycle and car *e.g.* entrance / exit to Gibbet Hill cycletrack behind SU; entrance / exit to shared use path between boilerhouse and University House.
- Unforeseen consequences of parking changes on campus - surrounding roads are more congested, more dangerous for cyclists.

Consider <http://www.cycletoworkguarantee.org.uk/> The guarantee covers 5 areas:

- Cycle to work scheme - the University subscribes to this
- Cycle storage
- Changing facilities
- Repair/maintenance facilities
- Inspiring cycling - including cycle training

Adoption of the full guarantee would be a good step towards encouraging more staff and students to take up cycle commuting to campus.