



## The Nottingham Cycle Friendly Employers Project

### INTRODUCTION

The Nottingham Cycle Friendly Employers project arose as a Cycle Challenge project in 1996. Each of the partners aimed to provide improved cycle facilities as part of their own commuter plans. In the main, the intention was to encourage employees to use alternative modes of transport to travel to work. Each of the partners introduced an individual package of measures. Their experiences are described in this leaflet. The partners to the project were Nottingham City Council, Boots Company plc, Nottinghamshire County Council, Queens Medical Centre, Clarendon College (now New College), CCN Group (now Experian), University of Nottingham and Nottingham Trent University. Other partners were Pedals, the cycle campaign group, which provided advice, Nottingham Green Partnership, which was responsible for advertising material and Cleary Hughes Associates who were responsible for monitoring the effects of the projects and producing a final report.

### CYCLE CHALLENGE

The Cycle Challenge competition was initiated in 1995 by the then Department of Transport, now the Department of Transport, Local Government and the Regions (DTLR). The competition offered funds to support projects designed to encourage cycling at a local level. Altogether, the Nottingham partners received grants totalling £225,000, on the understanding that they matched any funding they were given. The flexibility of the partnership approach of the Nottingham project proved to be one of its strengths, as it allowed money that could not be spent by one partner to be transferred to another. For instance, as a result of savings made on their mileage allowance and loan schemes (see below), Nottingham City Council did not spend £10,000 of their grant. This money was distributed equally between four other partners (Clarendon College, Nottinghamshire County Council, University of Nottingham and Nottingham Trent University), who were able to add it to their original grants and implement extra facilities for cyclists.



## NOTTINGHAM CITY COUNCIL

Nottinghamshire County Council employed 2,300 workers at their two main sites in Nottingham at the time of the project. The following measures were implemented, following consultation with the Council's BUG:

- Workplace showers and changing facilities. The original plan to convert existing toilets had to be abandoned due to technical reasons, which meant that a new block had to be built, which was considerably more expensive
- Four pool bikes in county colours, including two fold-up bikes were purchased. These were initially little used, as no management system, maintenance, storage or insurance had been arranged.
- The introduction of a 15p per mile allowance for official journeys by bike within a 5 mile radius
- Support for the BUG and promotional events



## UNIVERSITY OF NOTTINGHAM

The main University campus is situated about 10 miles from the city centre, in an area well served by the Greater Nottingham Cycle Network.

- At the start of the project, the University in Nottingham had the greatest need for cycle parking, as there was a university lecturer, who was also a local cyclist, who sought expert advice.
  - Eventually 530 Sheffield stands (1060 spaces) were installed to demand, the University later put in 30 more stands as other partners had not been able to use.
- The total cost of these improvements was £80,000.



## QUEEN'S MEDICAL CENTRE (QMC)

QMC is a large teaching hospital and medical centre situated about two and a half miles from the city centre. It is located at the hub of the Nottingham Cycle Network, so there is plenty of good cycling provision in the surrounding area. At the start of Cycle Challenge it had 6,500 staff and 1,400 students.

QMC's Cycle Challenge plans were:

- Provision of showers, lockers, secure parking
- To increase cycle mileage allowance from 6.7p to 38p (equivalent to that for a small car) for staff using bikes for short official journeys (included in the loan scheme)

The total cost of these improvements was £45,000. Despite great interest from staff, a cycle loan scheme was finally abandoned when Trent Health NHS (which was half funding the project) was disbanded in April 1996.



## PEDALS

Nottingham's cycle campaign group Pedals offers a cycle repair service generally and commissioned a feasibility study for a bike stop near the City Centre. It was envisaged that this would provide refreshments and repairs for a small charge.

Although the plans for a major facility have not been implemented, a bike stop was opened in 1998 in the outbuilding at the City Centre, which provides secure parking.

## NOTTINGHAM TRENT UNIVERSITY (NTU)

Nottingham Trent University is one of the largest universities in the country, and at the start of the Cycle Challenge Programme had approximately 20,000 students and 2,400 staff.

As part of Cycle Challenge, the University provided:

- 500 new cycle parking spaces, which included a lock-up garage, containing 30 secure stands which incorporate a locking device requiring a £1 returnable deposit
- 4 new showers for use only by cyclists, with keys issued in exchange for a returnable deposit and a commitment to cycle to college on average at least twice per week



three miles south west of the city  
Nottingham Cycle Route Network.  
Investigated a study to identify where  
availability of space and ease of access. A  
ing activist, was able to contribute

s) were installed at 23 locations. Due  
ore Sheffield stands, using money that

,000.



## THE BOOTS COMPANY

Boots, the international pharmaceutical  
headquarters in Nottingham, with so  
The Cycle Challenge improvements

- Refurbishment of existing run-down  
showers, lockers and changing area
- Repairs to existing cycle parking fa  
and lighting

The total cost of these improvements

## NOTTINGHAM CITY COUNCIL

Nottingham City Council is one of Nottingham's biggest employers, the majority of employees working at three city centre buildings. The Council implemented the following as part of Cycle Challenge:

- Five showers distributed among the three sites, with changing areas and lockers
- A loan scheme for staff to buy bikes. Interest free loans were provided, with payments made by direct deductions from pay. The 'preferred' retailer serviced the loan as part of the contract
- Two secure cycle compounds at city centre sites, with further Sheffield stands at an outlying depot
- An allowance scheme for official journeys made by bike
- Support for a BUG to facilitate events and publicity

The total cost of these improvements was £47,000.



ered support and advice on the project  
for a One-Stop Cycle Shop facility  
s would provide cycle parking, showers,

ot yet been fulfilled, a smaller "satellite"  
ngs of a wine merchant near the city



## NOTTINGHAM GREEN PARTNERSHIP

Nottingham Green Partnership was  
voluntary sector bodies in the city  
the project.

Nottingham based cycling consulta  
the Cycle-Friendly Employers Proje  
questionnaires, site visits and meet  
this leaflet is based.



## CLARENDON COLLEGE (NOW NEW COLLEGE NOTTINGHAM)



Clarendon College had approximately 30,000 students and 1,100 staff at the start of Cycle Challenge, spread across five sites in the city. The College implemented:

- 70 stands ('toast racks') across four sites, with space for 140 bikes. These were bolted to the ground, so that they could easily be moved if demand proved greater elsewhere, or the location proved prone to theft
- 280 personal lockers exclusively for cyclists, spread over three sites
- Showers exclusively for use by cyclists at three sites

The total cost of the improvements was £29,500

cal company, has its administrative  
me 6,000 employees at the time of the project.  
were:

n male and female toilet blocks to provide  
s in addition to toilets  
ilities- replacement Sheffield stands

was £44,900



## CCN

CCN (now Experian) is a market analysis company which at the time of Cycle Challenge employed some 1,600 workers. As part of Cycle Challenge, CCN provided:

- Secure cycle parking for up to 100 bikes. At one site a purpose built, covered bike compound was accessed by a key issued to cyclists on demand: at another site a number of Sheffield stands were installed in an undercover car park, with security offered by electronic access controls.
- Personal lockers, changing facilities and showers

The total cost of these improvements was £40,000.



## P AND CLEARY HUGHES ASSOCIATES

s an existing alliance of public, private and  
which financed general publicity material for

ncy, Cleary Hughes Associates, monitored  
ct. This involved sending out and assessing  
ings and writing a Final Report, on which

## RESULTS

Anecdotal and observed evidence at all the sites involved in the project suggest that the facilities introduced as a result of Cycle Challenge have increased cycle use. For example, at the University of Nottingham, the new stands filled up almost immediately and there have been requests for cycle parking elsewhere. There has also been a 50% reduction in recorded theft. New College Nottingham has given a commitment to provide cycle facilities if demand should significantly exceed supply, whilst Experian (ex-CCN) have installed cycle facilities at their new Riverside site which are on a par with those at their three existing Cycle Challenge locations.

A questionnaire was distributed to a sample of cyclist commuters and another to a sample of non-cyclist commuters at each of the partner employers. The timing of this survey was intended to allow sufficient time for Cycle Challenge funded measures to have an effect. Some of the main results are listed below:

- 42% of cyclists cycled to work more after the Cycle Challenge Programme than before it began. 49% cycled the same amount and 9% less.
- Amongst those who said they cycled to work more, 30% said this was as a result of the new facilities, 30% as a result of moving house or job and 30% for health reasons.
- 67% of cyclists were aware of the improved facilities that resulted from Cycle Challenge.
- Newsletters and promotional events were by far the most successful ways of spreading information about the Cycle Challenge improvements.
- 16% of cycle owners said that they use their bikes for journeys at work (short official journeys), with 7% doing so on a weekly basis.
- 69% of those eligible to claim a mileage allowance, however, did not, the main reason offered being that the amount of the allowance (15p/mile) was considered too small to justify the time and paperwork involved in submitting the claim.

- For cyclists, provision of showers/ lockers was seen as the most important worksite improvement to encourage cycling by 46% of respondents, followed by cycle parking (36%) and financial incentives (10%). For non-cyclists, cycle parking is most important for 36% of respondents, followed by showers/ lockers (29%) and financial incentives (25%).
- 32% of non-cyclists would consider cycle commuting in future. Of these, 38% said that they did not cycle to work because of a lack of facilities.

Copies of the full report are available from Cleary Hughes Associates, 51 Wood Lane, Hucknall, Nottingham. NG15 6LR

## ACKNOWLEDGEMENTS

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Experian  
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Nottingham City Council  
Nottinghamshire County Council  
Queen's Medical Centre

## REFERENCES

Nottingham Cycle-Friendly Employers Project, Jo Cleary, Conference Paper, Velo-Australis, 1996

TAL 11/97 Cycling to Work, DETR

Nottingham employers take up the Cycle Challenge, Town and Country Planning, October 1997

Nottingham Cycle Challenge Final Report, Cleary Hughes Associates, 1999

Cycling Works (advice for employers), National Cycling Forum, 2001

## ENQUIRIES

Any enquiries about the content of this leaflet should be referred to: -

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**DTLR WEBSITE [www.dtlr.gov.uk](http://www.dtlr.gov.uk)**

**Details of Traffic Advisory leaflets available on the DTLR website can be accessed as follows:**

**From the DTLR homepage, click on the Local Transport icon and then on Traffic Advisory Leaflets. Lastly, click on one of the themes to view material.**

The Department for Transport, Local Government and the Regions sponsors a wide range of research into traffic management issues. The results published in Traffic Advisory Leaflets are applicable to England, Wales and Scotland. Attention is drawn to variations in statutory provisions or administrative practices between the countries.

The Traffic Advisory Unit (TAU) is a multi-disciplinary group working within the Department for Transport, Local Government and the Regions. The TAU seeks to promote the most effective traffic management and parking techniques for the benefit, safety and convenience of all road users.

**The Department for Transport,  
Local Government and the Regions**

**Scottish Executive**

**Cynulliad Cenedlaethol Cymru  
The National Assembly for Wales**

Requests for unpriced TAU publications to:  
Charging and Local Transport Division,  
Zone 3/23, Great Minster House  
76 Marsham Street, London, SW1P 4DR.  
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e-mail: [tal@dotditm3.demon.co.uk](mailto:tal@dotditm3.demon.co.uk)

Within Scotland enquiries should be made to:  
Ian Robertson, Scottish Executive, Development  
Department, Transport Division 3, Zone 2-F,  
Victoria Quay, Edinburgh, EH6 6QQ,  
Telephone 0131 244 0847  
e-mail: [Ian.C.Robertson@scotland.gsi.gov.uk](mailto:Ian.C.Robertson@scotland.gsi.gov.uk)

Within Wales, enquiries should be made to:  
The National Assembly for Wales,  
Transport Directorate, 2nd Floor, Cathays Park,  
Cardiff, CF10 3NQ  
Telephone 029 2082 5111



Cycling



Traffic  
Management



Parking



Signs  
and  
Signals