



Cycle Friendly Employer accreditation

Development Report

Company Swansea University

Contact Jayne Cornelius

Auditor James Palser, Cycling UK

Date of Audit 20th May 2019

Accreditation period valid 23rd April 2022

Accreditation level achieved GOLD





Congratulations on your official recognition as a Cycle Friendly Employer (CFE-UK)

Your efforts in making your workplace awe-inspiring through cycling are extremely beneficial to both employees and the workplace, as well as making a valuable contribution to creating modal shift towards cycling.

Your official accreditation will be valid for three years from receipt of this report. Cycling UK is here to help and support you maintain and increase your cycle-friendly measures so please get in touch if you need any support or information.

As an accredited CFE-UK employer you have access to special events, offers and information. You'll be kept up to date with a quarterly newsletter and invited to networking opportunities with other like-minded organisations.

This report provides a summary of your onsite audit and identifies areas for improvement and development.

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Audit Overview

Swansea University has shown a very active commitment to improving conditions for cycling at the Singleton Campus, benefitting the whole workforce, student users and visitors alike across all their buildings. As a large employer in Swansea, and one of the largest trip generators, Cycling UK is delighted to see the steps the University is taking to help its staff make positive travel choices; from bringing the UK's first campus-based cycle hire scheme, to not paying a mileage rate to car users between its two sites. Swansea University has recognised the positive impact they can have on the city by protecting the environment and enhancing its surroundings. It is doing this in several ways, including travel surveys and through the implementation of a regularly monitored Travel Plan (2015 – 2020).



The University has employed Jayne Cornelius as their Sustainable Travel Officer since 2014 and her role includes monitoring the Travel Plan and all aspects of sustainable travel. Jayne's enthusiasm for enabling cycling is tremendous and she is determined to make Swansea University a fully cycle friendly campus. She has been tireless in recruiting and developing a team of dedicated volunteers who are as committed to promoting cycling as she is. It was clear throughout the audit how much her colleagues respect and appreciate the effort she goes to. The University has a Staff Cycling Forum which provides a way to feedback issues, but also propose initiatives, many of which are now being taken forward to delivery.

Cycling UK was impressed with the University's commitment to continual improvement and they have embraced the Cycle Friendly Employer accreditation process to benchmark their efforts. The University has an Active Travel Plan (2015-2020) which is regularly reviewed and the number of colleagues choosing to cycle (14%) is well above the average for Swansea's residents (1.4%) from the latest Census analysis. This could be due to a variety of factors, but the University's investment and leadership on sustainability undoubtedly has an influence.

Due to Swansea University's commitment, the culture of cycling in this part of Swansea may not be limited to staff or students of the University alone. Their continued lobbying to local and national government regarding wider cycling facilities and infrastructure could help generate a positive impact on the whole City of Swansea.

The following report provides details of the onsite audit and Cycling UK's recommendations for further improvements.

Key Recommendations:

- The University has a detailed cycling programme and has trialled several innovative cycling initiatives. We would recommend using these examples as positive case studies and presenting them to local and national government, in particular:
 - The bold steps being taken around workplace car park charging, and its impact on mode shift
 - The Ride Leader initiative for commuter cyclists, especially its impact on mode shift for non-cyclists
- Developing a series of individual case studies on 'every day' cyclists from the staff base. It was clear in discussion with Jayne's colleagues, that having examples of those who cycle is a motivator to try cycling themselves. It can even dispel some of the key barriers to cycling with 'real world' examples i.e. (*Will I have to do it daily, what if it rains, what if I get a puncture?*)
- Continuing to lobby the local authority to improve conditions for cyclists. It was apparent that as a major employer in the area, the University could have a great influence on improvements, either on the highway or access to the cycle friendly facilities off-road
- We would encourage working with the other large workspaces in Swansea, sharing the best practice demonstrated during the audit process. Taking the lead in charging for car parking, and having a robust sustainable travel offer as a push measure towards more sustainable modes would be inspiring to others
- Continuing to take an active role in promoting and developing the Next Bike scheme in Swansea. It is very encouraging that the University is already in discussions to extend the scheme to the train station, offering a benefit to the wider community
- Evolving the work being done by the cycle forum, to include them as key stakeholders in upcoming cycle developments being made on campus, in regard to facilities and routes



Audit results in detail: Category 1 – Information, Communication And Incentives For Employees



MS1.1 Participation in a national or regional cycling campaign – such as Bike Week in June, Cycle to Work day in August

The University has a range of activities that take place during Bike Week, including a bike breakfast, Dr Bike and led rides from the University that are open to staff, students and the local community. These are planned into their cycling events calendar and are accessible to all.

MS1.2 Additional activities related to a national or regional cycling campaign

Swansea University, and their cycle to work provider Cycle Solutions, proudly support a local initiative called the Gower Bike Ride: <https://gowerbikeride.co.uk/gower-bike-ride/> which has been in operation for 30 years. This year, the University's ride leaders have developed a 'Couch to Gower' bike ride programme that will support those who are either new to cycling or returning cyclists to take part in the challenge. This level of commitment to getting more colleagues, students and the local community to take part is inspiring.

MS1.3 Information and materials on cycling for new employees or those switching from driving to cycling

On the Swansea University externally facing website there is a dedicated webpage for travel initiatives: <https://www.swansea.ac.uk/sustainability/travel/by-bike/> This has a range of information for staff and students to help them travel sustainably, including by bike. Further to this, there is more information available on the staff intranet. In the reception of Fulton House, there is an information desk and the MyUni Hub. They had printed materials, maps and guides to help people to cycle as well as a range of equipment to help those keen to start cycling, such as D-locks and lights all of which are given out freely to colleagues.

MS1.4 Regular internal promotions on cycling

Cycling activities at the University are regularly promoted through various channels, including social media, digital signage, internal newsletters and emails.

MS1.5 Regular activities to promote cycling

Regular activities take place throughout the year, including several cycle security events and led rides with trained ride leaders.

MS1.6 Rewards for Cyclists

Staff cyclists are offered rewards through SWell:

<https://swell.teamjump.co.uk/?lid=0>

SWell is a programme that rewards employees of Swansea University for taking a range of sustainability and wellbeing related actions.

MS1.7 Individual trip planning guidance for cyclists

The University has a public website that details the routes that Swansea City Council are promoting, guidance for colleagues travelling between their two sites and a link to the Cycle Streets website that gives more detailed transport planning. The MyUni Hub colleagues have information and maps for more routes across Swansea and neighbouring Neath Port Talbot.

MS1.8 Mentor system or bike-buddy services

This is provided both informally between colleagues and formally through the 'guided commute' rides that are delivered by the Cycle Leaders on the campus, with colleagues regularly putting on rides from their area of Swansea to the University. This initiative is fantastic, breaking down the barriers for those where cycling to work isn't the natural choice. Cycling UK encourage the University to complete a case study on the participants of these rides, using them to motivate other colleagues.

MS1.9 Company bicycle tour

The University has taken the bold step to offer ride leader training to their staff through British Cycling, these ride leaders then put on regular rides to encourage others to cycle. These have primarily been commuting type journeys, but also journeys

from the Singleton Campus to the Bay Campus six miles away. An idea from the Universities' cycle forum is being trialled to use the Santander cycle scheme for short term use (2 hours) so staff could use them for travel between the two campuses. Cycling UK looks forward to hearing the results of this trial.

MS1.10 Training sessions or company-wide events regarding cycling delivered for all staff

The University offers Bikeability training through a local provider for those who are new to cycling or returning. They offer regular guided commute rides that are open to all staff and also have regular events delivered by the cycle to work provider, Cycle Solutions providing a basic bike check and giving out incentives such as puncture repair kits.

MS1.11 Training sessions or access to educational events regarding cycling

Through the Cycle to Work provider and bike shop 'Cycle Solutions', a cycle maintenance workshop is delivered to staff, currently on an ad-hoc basis but Jayne and the team are keen to improve this and offer it more regularly throughout the year. The start time of the workshop (4pm) was a barrier to some colleagues who have core working hours until 4pm. The University is encouraged to offer a later course, so even more staff can benefit.

MS1.12 Create a map of the surrounding area of your company

The University has maps illustrating the cycle parking and shower facilities, as well as areas in which colleagues and students can park their bikes that are closer than the car parking in nearly all cases. Detailed route maps are available for the surrounding area created by the local authority and the University utilise these along with their own maps of the campus.



Audit results in detail: Category 2 – Coordination And Organisation



MS2.1 Appoint a Company Cycling Coordinator

Jayne Cornelius, j.cornelius@swansea.ac.uk is the Sustainable Travel Officer for Swansea University, who works within the Corporate Responsibility team. Jayne herself travels by bus and works tirelessly to help others to travel sustainably, particularly by bike. Her efforts are reinforced by the positive affirmations made by her colleagues to Cycling UK. As the chair of the Swansea Bay Sustainable Travel Planning Group Jayne commits much of her work and leisure time to sustainable transport.

MS2.2 Commitment to key objectives to increase the percentage of employees who cycle to work

Through the University's Travel Plan, Cycling UK are pleased to see a commitment to increase the number of University staff cycling to work by 2% annually. This is monitored by Jayne through the Travel Survey. The work that has been completed over the last five years is feeding into their new targets, with a new Travel Plan being developed for 2020 – 2025.

MS2.3 Development and implementation of Alternative Transport Strategy

Swansea University's Travel Plan sets out the support and targets for active and sustainable transport, however Swansea University is not standing still and are driving forward with innovative initiatives proposed by their staff, for their staff.

MS2.4 Funding and financial support for cycling

The organisation has financial support for cycling in several ways including:

- A Cycle to Work Scheme
- A dedicated Sustainable Transport Officer, overseeing cycling
- Support and rewards for those who cycle through SWell
- Funding for incentives that encourage more cycling
- A capital spending programme for cycle facility improvements.

The budget for sustainable travel at the University is considerable, it is bearing fruit by the number of cyclists seen during the onsite audit. Cycling UK would anticipate that this would be shown in the data from the student and staff travel survey.

MS2.5 Utilise bikes, cargo bikes or bicycle trailers for internal operations

The organisation has not made use of bikes, cargo bikes or trailers for internal operations. This is something Cycling UK would recommend they invest in as a leader in sustainability initiatives.

MS2.6 Utilise parcel delivery companies who use bikes for delivery of goods

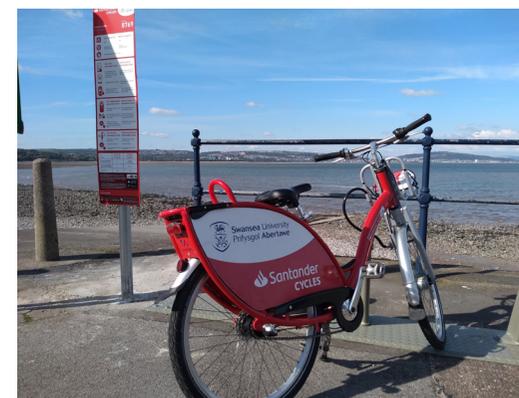
There are limited opportunities to use these companies within Swansea, other than food delivery by the likes of Uber Eats and Deliveroo. When there are delivery companies operating within Swansea that use bikes for the delivery of goods, Cycling UK recommends that Swansea University utilise these.

MS2.7 Utilise cycle couriers in your local area

This is not a function the University make use of.

MS2.8 Partnerships with other companies to support cycling facilities

There are several other companies that operate from the Swansea University site, including Natural Resources Wales who participate in the activities and use the facilities provided. In Jayne's role she is an advocate for cycling and seeks to work with other employers across Swansea to improve conditions for cycling.



MS2.4 Funding support for cycling across Swansea



Audit results in detail: Category 3 – Service



MS3.1 Provision of bike maintenance

The University provides bike maintenance tool kits that can be taken home for short periods of time, bike maintenance stands at Singleton Campus are currently being installed and a free staff cycle maintenance training course at Cycle Solutions.

MS3.2 Provide a work space for in-house bike repairs or provide access to a third-party contractor

There is a dedicated space next to the bike parking which will house the maintenance stand for in-house repairs designed by Cyclepods. The specifications for the tools are high quality and capable of performing most routine maintenance tasks required.

MS3.3 Test days for bikes and cycling equipment

The University has a 'Pop up Shop' for cycling that brings bikes and equipment to the campus for staff to try out throughout the year. Santander Cycles are available on the campus for colleagues to try out cycling in a low-cost trial.

MS3.4 Provision of company bikes

The University won a prestigious competition to have Santander Cycles on their campus, a scheme funded by local partners, businesses and by small donations from individuals. This hugely popular scheme has been placed at the campus and in 5 other locations across the city. These bikes are available for colleagues to use at the own cost and Jayne has implemented a scheme for departments to buy discounted tickets for their staff; employees who use the bikes for inter-campus journeys have the bikes provided for free.

MS3.5 Discounts and offers from local cycle suppliers and retailers

Swansea University have negotiated various discounts from local bike shops both for bike purchases and for servicing, details of the discounts can be found here: <https://www.swansea.ac.uk/media/New-Bike-Discount-Info.pdf>

MS3.6 Rental pool of specialised bikes and cycling equipment

The University doesn't have a rental pool of specialised bikes or equipment to try out, they do, however, have several connections into the local cycling community within Swansea and have informally arranged for specialist bikes (Fat Bikes) to be lent between staff. There is also a local charity 'BikeAbility' that the University has strong links with. Cycling UK would encourage the University to promote the use of adapted bikes for transport to their staff.

MS3.7 Anti-theft protection

The University offers staff and students a free D-lock, which they promote regularly. Since the start of this initiative bike theft has declined greatly on campus and within the student population off-campus. The University also offers free bike marking for staff and students carried out by their local police liaison officer.

MS3.8 Periodical or seasonal Dr. Bike Days

These are regularly established in the calendar for Swansea University, the information is communicated through the various channels and are hugely popular amongst the staff.

MS3.9 Periodical or seasonal key activities

There are seasonal activities for cycling such as Bike to Work day in August, and the Gower Bike ride in July.

MS3.10 Periodical or annual health checks

The University has a Health and Wellbeing Academy at the Singleton Campus, this is open to all staff. Cycling UK is pleased that cycling initiatives are promoted on the Health and Wellbeing pages of the University website.



MS3.1 Tool kit for colleagues to loan



Audit results in detail: Category 4 – Facilities



MS4.1 Bike Parking facilities close to entrance or closer than car park spaces

Bike parking is generally outside the entrance to every University building, car parking at the University's Singleton Campus is in a less favourable position than the cycle parking.

MS4.2 Bike parking: number of spaces and appropriate facilities

There is good capacity for the current number of users. These stands have been designed to get the most from the limited space available. Cycling UK would recommend that when this area is refurbished to consider a mix of Sheffield type stands and Dutch two tier stands, maximising capacity for storage while supporting those who cannot lift their bike into the upright position or use a type of bike that doesn't fit into these racks currently such as adaptive bikes or cargo bikes.

Cycling UK would recommend consideration for more secure staff bike parking in anticipation of the increased modal share for cycling.

MS4.3 Bike parking: addition of constructed roof

The cycle parking for staff is in a covered area of the Fulton building creating a natural roof and barrier from the weather. There are many other cycle parking locations around the campus that have a constructed roof as an integral part of the parking.

MS4.4 Bike parking: addition of lighting

Bike parking facilities within the Fulton Building are well lit, as are the other locations across the campus.

MS4.5 Bike parking: barrier free, bike friendly access or easy access to premises

The cycle parking at Singleton Campus is easy to access for both staff and there is plenty of choice around the campus. The security guards at the campus are aware of the cycling initiatives and enthusiastically promote them to passing cyclists.

MS4.6 Bike parking: bike maintenance close to or directly at bike parking

The cycle maintenance stand at Singleton campus is being installed currently and is adjacent to the cycle parking.

MS4.7 Access: improving access to cycle paths and cycle-friendly routes

The site is accessible by bike friendly routes through Singleton park and through the shared use pavements along Mumbles Road. Cycling UK would encourage Swansea University to investigate providing an improved crossing or cycle friendly access over the foot bridge to the coastal path directly from the entrance to the campus, thus encouraging more journeys to be made by bike.

MS4.8 Access: creating bike-friendly access to secure or closed premises

The site is open access to those on bikes.

MS4.9 Access: enabling bike access into secure or closed premises

Singleton campus is open access for all bike users and there are no areas that are closed.

MS4.10 Changing: changing facilities

There are changing facilities across Singleton campus, these are generally with the shower facilities, Cycling UK would recommend when updating the map of the campus, to include a separate list of changing facilities.

MS4.11 Changing: lockers for clothing and bike equipment

Across the campus there are lockers for staff that are managed centrally. These are given out to an individual user for long term use. These may not always be correlated to the shower facilities so it may be that a user must go to two locations for their shower and their locker. Given the age of the campus and space restrictions this is a legacy issue but one the University is rectifying with newer developments like those in Fulton House.

MS4.12 Changing: drying rooms for clothing

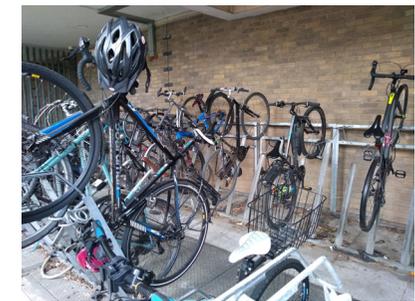
On the specification for the new facilities that are being developed currently there is a dedicated drying room. Given the size of Singleton Campus it may be advantageous to consider further developments of this type in the other faculty buildings.

MS4.13 Changing: showers

There are good shower facilities across the campus which have a dedicated map available here: <https://www.swansea.ac.uk/media/Singleton-Shower-facilities-2019.pdf> The University is also investing in new facilities that replace underused spaces to encourage active travel.

MS4.14 Changing: washing machine

There is a washing and drying facility at Singleton Campus, this is a paid for facility used by students who live on-site. This is not a function the Sustainable Travel Team promote but is available for staff if they so require.



MS4.2 Staff Cycle Parking in Fulton House



Audit results in detail: Category 5 – Parking Management



MS5.1 Restricting car parking

There is a carefully controlled permit system for staff to receive a car parking pass, this is heavily restricted. Cycling UK is encouraged to see the University has not built their maximum number of car parking spaces allowed in their planning permission and has instead focused on providing and promoting as many sustainable transport options as possible.

MS5.2 Parking charges for employees

The car parking at the University is in short supply, car parking is monitored and controlled by the parking team. The car parking charges at the University are graduated; for those earning more their parking permits are more costly, this starts from £44 annually to nearly £400 for higher earners.

MS5.3 Transforming car park spaces into bike parking or green areas

There have not been any car parking spaces removed to convert into bike parking as the bike parking is already very close to the University buildings and the car parks are more removed. As noted in MS5.2 the University has not built their full allocation of parking spaces and is resistant to calls to build more.

MS5.4 Utilising funds generated from car park fees for cycling activities

Funds generated through car parking charges are not directly used for cycling activities.

MS5.5 Reduction in number of company cars

The University has a fleet of vehicles used for a variety of functions across the campus which is at the minimum level they require. Encouragingly 70% of the fleet is now electric powered and Jayne is also working on the infrastructure required to support these.

MS5.6 Remove car-related benefits from employment contracts

There are no specific car-related benefits within the contracts for colleagues who work within the University.

MS5.7 Remove or convert car-related allowances for employees

There are no car related allowances for employees at the University except in cases where a private car was deemed the only option. The University took the bold step to remove the car mileage allowance for employees traveling between their two sites, but instead offer the option to receive bike mileage paid at 20 pence per mile or to use the free University bus service. Cycling UK is pleased that these local journeys by car are not being encouraged through a mileage subsidy and that cycling is being incentivised in this way.





Further Reading and Support

Cycle Campaigns:

The [Women's Festival of Cycling](#) takes place throughout the UK in July. Raising the profile of women's cycling, putting on events to encourage more women to cycle, and celebrating the women in cycling who inspire others. Join us and celebrate the fun, friendship and freedom that cycling provides by hosting an event and encouraging female employees to give cycling a go.

www.cyclinguk.org/womensfestival

[Bike Week](#), delivered by Cycling UK, is an annual celebration to showcase cycling. Riding a bike can easily be a part of everyday life and Bike Week is here to inspire people all over the UK to give cycling a try. With hundreds of events taking place up and down the country, from Bike Breakfasts to charity rides, getting involved is easy – and if there isn't an event near you, why not put one on?

www.bikeweek.org.uk

[Cycle to Work Day](#) is the UK's biggest cycle commuting event. Every year since 2012 we've seen thousands of enthusiastic riders hit the streets to celebrate everyday cycling. All you need to take part is a bike – new or old – and the desire to ride. You can go solo or be the change your workplace needs and organise an event for you and your colleagues. Whatever you do, however far your ride – have fun!

www.cycletoworkday.org

[Love to Ride](#) is all about getting more people on bikes. Cycling is fun, (almost) free, easy and it's good for you: people who ride to work are far less likely to suffer from cancer or heart disease and if more people get around by bike our air will be cleaner, saving lives and making our towns and cities greener and more liveable. A digital platform designed with behaviour change principles, techniques and tools at its core to ensure that their approaches are as effective as possible at encouraging cycling in the workplace.

www.lovetoride.net/uk



Cycling UK – Commuting How To Guides

www.cyclinguk.org/taxonomy/terms/6981%2C6951



Sustrans

www.sustrans.org.uk



Love to Ride – #CycleSeptember

www.lovetoride.net/uk



Cyclescheme

www.cyclescheme.co.uk



The Cycle Friendly Employer accreditation (CFE-UK) has been developed within the framework of the EU project “Bike2Work” in accordance with the ADFC model (Allgemeine Deutscher Fahrradclub).

The framework in place for the CFE process is applicable for any partner country adopting the EU programme. Cycling UK is the recognised partner for the UK.

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