

SMARTER TRAVEL WORKPLACES NEWSLETTER

Issue 2 March 2012

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"I feel so energetic & refreshed after cycling to work and I've managed to lose a bit of weight. Now I'm even faster than the Dart! "
Lei 'Two Loose Wheels' (Dublin City Council)

Register for the 10 Minute Cycle Challenge

The 10 minute Cycle Challenge will run from **6th - 26th June** with some **great prizes** on offer for participants. It will encompass National Bike Week (16th-24th). If your workplace would like to take part please **email cyclechallenge@smartertravelworkplaces.ie to register** before the 27th of April. Feedback from 2011 participants found that intention to cycle to work on a regular basis **more than doubled** and all participants increased physical activity, which has huge health benefits for staff. It also serves to reduce pressure on car parking.

How to encourage staff to take part!

- * Get management buy in (even better if they take part)
- * Personal invites- meet your colleagues & ask them to take part
- * Email all staff inviting participation-the initial email could come from a senior Manager, personal emails have higher success rate.
- * Put a notice on your intranet and posters on site (canteen, bathrooms, notice-boards, tea stations, cycle parking, cycle changing areas etc.). Posters will be available in April.
- * Set up an information session for staff (last year's participants might say a few words)
- * Sponsor a prize- it's very important to have a local award and lots of glory to go with it!
- * Get the Cycle to Work list from HR & invite those who've purchased bicycles to participate
- * Word of mouth is very powerful so talk about the challenge at every opportunity!

Sponsor prizes
e.g. mugs!



For further information on the Smarter Travel Workplaces Programme please visit www.smartertravelworkplaces.ie

Setting up a Bicycle Users Group (BUG)

Why set up a Bicycle Users Group (BUG)?

A BUG is a great way to bring together interested cyclists to support cycling and improve facilities, either on or off site. Sample activities include: getting group discounts, promoting cycling in the workplace, organising social bike rides, encouraging other members of staff to cycle to and from work, taking part in charity and other events, advising on improvements to workplace facilities for cyclists and advising on improvements to local cycle routes.

How to set up a BUG in your workplace

1. Who is interested in forming a workplace BUG?

Advertise through emails or posters to find out who would be interested in forming a workplace BUG. Invite people who've signed up to the Cycle to Work scheme and promote the BUG in cycle parking areas.

2. What's the purpose of the BUG?

Agree the key aims of the group – what will the group concentrate on over the next 12 months? Set up a member list to send information out to on a regular basis. Create partnerships, support local events and organise cycle rides. Upgrade facilities where required.

3. Keep going!

Maintain the momentum by holding regular BUG meetings and events at the workplace. Get Senior management involved. Make it fun! Organise weekend and evening events. Survey to measure success.

4. Celebrate your success

Let all staff and management know the achievements that have been made.

What's in a parking space?



If you're making the business case to promote and resource more sustainable travel in your site, you might find it quite useful to outline the true cost of providing parking for single-occupant cars.

Where car parking spaces are leased, an organisation will know what each space costs the organisation per annum. Contact your colleagues in Facilities for details of rental rates paid in your organisation.

However, the 'true costs' associated with parking can also include:

- * Maintenance costs
- * Insurance
- * Security- both personnel and lighting/CCTV/fencing/barriers

- * Land purchase
- * Ground works/surfacing
- * Street furniture (e.g. signage, bins)
- * Administration—including personnel and software

Where expenditure that would have been directed towards car parking is used to promote other modes, an organisation can reduce costs associated with parking while also addressing employee well-being.

Get moving!

A brisk **45 minute walk** can burn off **300 Calories**. Walking also helps suppress the appetite, now that's food for thought!



Did you know that **cycling** can burn off **calories** at a rate of up to **700 per hour**... a very good reason to sign up to our Cycle Challenge!

Stand tall!

Standing a little more each day tones muscles, improves posture, increases blood flow, ramps up metabolism and burns extra calories! For health, it is recommended that we take **at least 30 minutes** of moderate intensity **physical activity** 5 days a week, why not build this into your day by walking or cycling to or from work (or part of the way)?

What swaps could you make this week?

Here are some suggestions of swaps! Could you Swap:

- ✓ Taking the car one day this week for using public transport, walking or cycling
- ✓ The lift for the stairs
- ✓ Lunch-break at your desk for a walk around the block
- ✓ Evening TV time for a short stroll alone, with family or friends
- ✓ Driving one short trip this week for walking or cycling



Smarter Travel Workplaces Calendar of Events 2012

24th May: Site visit- Mater Misericordiae University Hospital, Eccles Street, Dublin 7

6th-26th June: 10 Minute Cycle Challenge

16th-24th June: National Bike Week

12th September- 10th October: Pedometer Challenge

IKEA Site Visit



Over 90% of participants found the presentation and 80% evaluated the site tour as very good or good.

ESB Site Visit



100% of participants found the site visit very good or good.

Third Level Partner Seminar



100% of participants felt the agenda was very good or good and the opportunity to network & share ideas was of great benefit.

All presentations are available on www.smartertravelworkplaces.ie/resources

Other Upcoming Events

FREE active@work workshop – Irish Heart Foundation

Learn how to motivate employees to get active. Sign up today and learn the inside tips and ideas on how to promote, encourage and motivate employees to be more active by doing the Irish Heart Foundation's active@ work programme. Using practical examples and case studies, you will find out how to roll out an activity programme in your company with great results. The active@work programme, including the Walk or Step Challenge will be covered in detail. Reserve a place no later than March 26th by emailing Ann Scanlon at ascanlon@irishheart.ie or by calling 01-6346956. This workshop is free of charge.

Date: March 29th 2012, Time: 9.30am - 4.00 pm

Where: Carmelite Community Centre, 56 Aungier Street, Dublin 2

The Irish Cycling Show 2012

Catering for all types of cycling from road cycling, BMX, mountain biking, competition, urban street cycling and all points in between. Demonstrations, shows and seminars, competitions and challenges will be held throughout the weekend.

Date: 19 & 20th of May

Venue: RDS, Dublin. For further details visit www.irishcyclingshow.com

Dublin Cycling Campaign Annual Lecture

The Dublin Cycling Campaign is an independent, voluntary lobby group that works to improve the city for all cyclists.

Event Topic: "Gender and Cycling"

International Workshop: Thursday 21st June

Conference: Friday 22nd June

Venue: Dublin City (tbc). Further details will be available shortly on www.dublincycling.ie



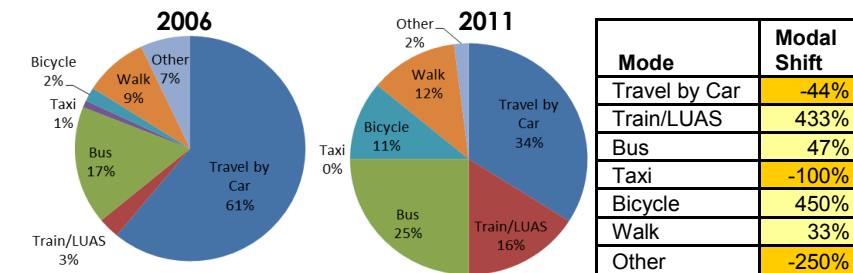
Case Study: Children's University Hospital, Temple Street (CUH)

By Padraig Ryan, Sustainability Coordinator, CUH

The Children's University Hospital is a core paediatric healthcare facility located in Dublin's North inner city. The hospital caters for circa 110,000 patients per annum and sees in excess of 140,000 visitors pass through its doors every year. The Children's University Hospital's current car parking levels have been operating at capacity for some time now. Hospital management identified the growing demand for car parking spaces and took the innovative step of deciding to address the issue of demand rather than increase capacity. This decision was taken with the fact that a mobility management plan would need to be submitted as a requisite of the planning permission for the National Paediatric Hospital.



Parking demand and allocation have always been an emotive issue for staff and the increased demand threatened to create a staff retention issue for management. Site congestion and the limited parking also created problems for patient and visitor access and required the development of a **patient/visitor information strategy**. Parking congestion and impending planning constraints led hospital management to take a strategic approach to reduce the number of single occupancy vehicles accessing CUH.



In 2005 the hospital established an **on-site Commuter Centre** with responsibility for the implementation of a Mobility Management Plan. The Commuter Centre would be tasked with reducing the number of single occupancy vehicles through soft measures of **behavioural change**. This is achieved through the **generation and communication of innovative alternatives to single occupancy vehicles**. Measures taken

include: participation in the annual Smarter Travel Workplaces Pedometer and Cycle challenges, upgrading of cycle parking and the development of a transport map for staff, visitors and patients to promote sustainable mode of transport while accessing the hospital. Since its inception the "Commuter Centre" has achieved unprecedented success. The graph above indicates the modal shift of how staff commuted to work in 2006 as opposed to 2011. The table above illustrates the reduction in vehicular traffic which has occurred in tandem with increases in public transport and active transport among staff. Further to the reduction in single occupancy vehicular traffic to the hospital by staff the Commuter Centre has also informed and assisted **other patrons** of the hospital in making their commute more sustainable. As part of the hospital's patient/visitor information strategy the hospital **redesigned their appointment card and website to include information on alternatives modes of commuting to CUH**. The hospital also commissioned the design of a site specific access map. This map provides information on public transport access to CUH. It is available in pocket size, online and can be seen in areas of high footfall at CUH.

Did you know we are on Facebook?

We update our Facebook page with information on upcoming events, photos and other interesting things! **Check it out here!**

Share your ideas!

We are always looking for new ways to support our Partner companies. If there is an activity, event or resource that you feel would you would find useful, please get in touch, send your emails to info@smartertravelworkplaces.ie

