

Case Study: Cycle Parking

Workstream
Workplace & Destination
Travel Planning

Campaign
Workplace, Destination
and Residential Cycle
Parking Programme

Background

As part of the Workplace and Destination Travel Planning workstreams, organisations have been offered full or part-funded cycle parking facilities to help encourage and support cycling for staff, visitors and residents.

Plans have been drawn up to provide the following types of organisations with new cycle parking facilities:

- Tourist Attractions
- Research Institutes
- Colleges
- Crematoriums
- GP's and Dental Surgeries
- Stadia
- Sports Clubs
- Railway Stations
- Small Businesses
- Social Housing Developments

Achievements

- 600 new cycle parking spaces across the borough by March 2011
- Delivery of complimentary measures including information provision, upgraded travel information on organisation website pages, cycling promotions and the setting up of pool bike schemes.



*New Cycle Parking at
The National Archives*

Benefits

- Potentially reduced cycle thefts due to more secure cycle parking facilities
- Opportunity to attract new cyclists
- Increased profile of cycling in the borough
- Cross-working with key partners such as NHS, South West Trains and housing partnerships



*32 bespoke cycle parking posts
planned at Ham House*

Challenges

- Striking the balance between aesthetics and function, particularly for sites in a historical setting

“I am really excited about this project and feel it will considerably improve our visitors and students cycling experience”

Diane McVey (Facilities Administrator, St Mary's College)

“The prospect of bike racks going in is sure to have a really positive impact on our residents”.

Joe Williams (Housing Services Team Leader)

