



Cycling Friendly Campus Award criteria

Who are Cycling Scotland?

Cycling Scotland is the nation's cycling organisation. Working with others, we help create and deliver opportunities and an environment so anyone anywhere in Scotland can cycle easily and safely.

Our vision is a sustainable, inclusive and healthy Scotland where anyone, anywhere can enjoy all the benefits of cycling.

Cycling Scotland is a Scottish Charity, SC029760, regulated by the Scottish Charity Regulator (OSCR).

Introduction

The Cycling Friendly Campus programme is designed to provide support and guidance to colleges and universities who wish to encourage cycling as a healthy, sustainable and accessible mode of transport.

With inner city congestion and the increasing cost of car ownership, bikes can offer a simple solution to many of our modern-day challenges. Cycling is truly a healthier, and more sustainable travel option for our generation and the next.

In supporting your campus to become Cycling Friendly, you can help us create a more welcoming, sustainable and active environment for all.

Why become a Cycling Friendly Campus?

The Cycling Friendly Campus award is awarded to colleges and universities in recognition of their clear commitment to increase the number of bike journeys made by students, staff and visitors. The award provides a guiding framework, various resources and one-to-one support to equip higher and further education institutions with the tools to make cycling mainstream amongst the students and staff community.

In the short-term, getting more students and staff on bikes will offer a range of benefits:

- Improved health and wellbeing of staff and students
- Reduced pollution and congestion, relieving pressure on vehicle parking
- Making your campus more attractive to prospective students

In the long-term, research has shown that individuals are more likely to change their travel behaviour during or following key events in their lives, such as starting college or university.

A Cycling Friendly Campus will offer cycle parking, changing and showering facilities bike hire or loan schemes, cycle training, access to showers and lockers or personal travel planning.

The Cycling Friendly Campus Award was developed with help from a range of partners, including EAUC, Sustrans Scotland, Tactran, Transport Scotland and with support from The Bike Station, Keep Scotland Beautiful, NUS, Recycle-a-bike and Osbert Lancaster.

How to register

You can register for the Cycling Friendly Campus Award [here](#). The Cycling Friendly website will be your go-to place for resources, tailored action plan, information about funding and details on when and how to renew your Award. You'll also be able to access your Award comms pack to spread the news that you're Cycling Friendly.

For further information, or to view all of Cycling Scotland's projects, please check our website <https://www.cycling.scot> or contact us on 0141 229 5350 or by email CyclingFriendly@ycling.scot

Getting started

- 1** • **Registration:** A campus registers for the Cycling Friendly Award online. A Cycling Friendly assessor will be assigned to assist the campus in their journey to becoming a Cycling Friendly Campus.
- 2** • **Campus assessment:** The assigned assessor arranges a campus visit, during which the institution is assessed against the Cycling Friendly Award criteria.
- 3** • **Action plan:** The assessor follows up with action plan of outstanding criteria, and advice and guidance on how to achieve them.
- 4** • **Development funding and Internship programme:** If required, a campus may apply to the Campus Development Fund or the internship programme to help meet the Award criteria.
- 5** • **Award:** Once the campus has achieved the criteria, the assessor awards Cycling Friendly Campus status. A site audit will determine whether the campus achieve the necessary score for the standard or the distinction award.
- 6** • **Award with Distinction:** Campus achieving the standard award and wanting to take further action to promote cycling can pursue Cycling Friendly Campus with Distinction status next.
- 7** • **Reassessment:** After 3 years, the assessor arranges a reassessment to ensure the organisation is still achieving the Cycling Friendly Award criteria.



Award criteria

When you have worked through your development plan and are ready to put your campus forward for the Award, Cycling Scotland will assess your campus across four key performance zones:

- Strategy & Governance
- Promotion & Communications
- Service & Facilities
- Monitoring & Evaluation

Campuses that meet the minimum requirements in each performance zone will be awarded Cycling Friendly Campus

Campuses that score highly across at least two performance zones, while meeting the minimum points in all other performance zones, will be awarded Cycling Friendly Campus status, with Distinction.

Support will be offered to achieve the criteria to become a Cycling Friendly Campus. If you are unsure about whether you are ready to put your campus forward for the Cycling Friendly Campus award, please contact us on 0141 229 5350 or email cyclingfriendly@cyclingscot.org.uk

Performance zone	Maximum points available	Cycling Friendly Campus	Cycling Friendly Campus with Distinction
Strategy & Governance	120	70	95
Promotion & Communications	100	50	80
Services & Facilities	210	90	140
Monitoring & Evaluation	90	40	60
TOTAL	520	250	375

Strategy & Governance

Strategy and Governance defines the direction and way of managing the development of cycling on campus.

Criteria	Purpose and guidance	Example evidence	Score	Notes
1.1 A baseline review of current cycling facilities, services and activities has been undertaken (20)	This will provide understanding of where the gaps and opportunities exist.	<ul style="list-style-type: none"> Record of activities and events Promotional materials Map and description of facilities on site Evaluation report on current measures 	/20	
1.2 Quality data is available on current cycling rates in and around campus (10)	This will establish what percentage of the modal share has been achieved with the current level of provision. This will be an integral part of the evaluation process.	<ul style="list-style-type: none"> Travel survey Cycle count data Screen shots of online surveys 	/10	
1.3 Efforts have been made to engage stakeholders and students have a voice in developing cycling projects (20)	Involving key stakeholders from an early stage will help verify assumptions made about the performance of current provision for cycling. Meaningful consultation and participation will also inspire a sense of ownership and focus on a common goal.	<ul style="list-style-type: none"> Cycle forum Bike User Group Workshop notes / report Stakeholder map Terms of Reference (ToR) 	/20	
1.4 Senior management are supportive of efforts to increase bike use as a means of travel (20)	Securing management buy-in is a significant milestone in ensuring that adequate resources are committed towards improving the provision for cycling on campus. Recognition at a senior level will also reinforce the importance and value of supporting students to travel by bike.	<ul style="list-style-type: none"> Strategy document Mission statement Senior representation on cycling steering group Prospectus Commitment of staff time, resources and budget 	/20	
1.5 Partnership working opportunities have been identified and links have been made (20)	Some barriers, such as the lack of safe routes to campus or funding, may not be overcome easily without working in partnership with external agencies that have the authority, remit, skills and resources to assist.	<ul style="list-style-type: none"> Partnership agreement Other appropriate evidence Joint projects, promotion and events Joint investment and sharing of resources 	/20	

<p>1.6 Funding opportunities have been identified and explored (10)</p>	<p>Projects often require a degree of financial investment. There are a number of funding bodies who may invest in projects which aim to increase cycling and deliver the benefits. Cycling Scotland, Sustrans, Paths for All, Regional Transport Partnerships, the NHS and Keep Scotland Beautiful are just some of the potential funders that may provide financial support to such initiatives.</p>	<ul style="list-style-type: none"> • Funding sources have been identified • Proposals or applications have been constructed / submitted 	<p>/10</p>	
<p>1.7 There is a coordinated approach to developing support for cycling on campus (20)</p>	<p>There is a recognised strategy to support and develop the provision for cycling as a means of transport.</p>	<ul style="list-style-type: none"> • Action plan • Strategy document • Communications plan 	<p>/20</p>	

Promotion & Communication

Promotion and Communication defines the institution's approach in how they encourage cycling and promote behaviour change around travel choices.

Criteria	Purpose and guidance	Example evidence	Score	Notes
<p>2.1 Cycling is actively and widely promoted to students, staff and visitors on campus (100)</p>	<p>It is important to highlight the full range of benefits cycling offers in regard to health and wellbeing, reduced environmental impact, savings in travel costs, social opportunities and convenience.</p> <p>There can be a general lack of awareness among students around the full range of facilities and support available on campus. Targeted and well-timed promotion will help keep cycling on the agenda and alert students to opportunities available.</p>	<ul style="list-style-type: none"> • An induction or welcome pack (10) • Promotion of active and sustainable travel, linking cycling within the prospectus (10) • Social media / online promotion (10) • Active cycle forum or Bike User Group (15) • Promotional materials prominently placed around campus (10) • Events – social rides, bikes sales, bike breakfasts, community cycling days, Dr. Bike, direct engagement activities, club activities, car free day (15) • Cycle hub / information zone (15) • Participation in wider initiatives such as Bike Week, Health Week, Earth Day, Road Safety Week – within the context of cycling (15) 	<p>/100</p>	

Services & facilities

This area relates to the cycling facilities and services that are on offer to students and staff on campus.

Criteria	Purpose and guidance	Example evidence	Score	Notes
3.1 Safe cycling routes (30)	<p>Identifying and developing safe and comfortable routes for cycling to campus will greatly enhance the experience for people cycling and may increase the number of staff and students commuting by bike.</p> <p>Planners and engineers involved in the development of the campus should ensure designs accommodate those who choose to cycle, with due consideration given to best practice guidance such as, Transport Scotland's Cycling by Design and Sustrans' Handbook for Cycling Friendly Design.</p> <p>Safety, or the perception of risk, is often cited as a prominent barrier to cycling on road. Universities and colleges committed to increasing cycling rates should seek to identify, develop and promote the most suitable routes, in partnership with the relevant authorities.</p>	<ul style="list-style-type: none"> • Suitable routes have been identified and promoted (5) • There is adequate signage to direct people on bikes to routes and facilities (10) • Development of the campus recognises the needs of bike users and requirements feature in specifications (5) • The institution takes an active role as key partners in the development of safe cycling routes leading to the campus (10) 	/30	
3.2 Cycle parking (30)	<p>As well as serving a functional purpose, the provision of visible, accessible, easy to use, connected, safe and secure parking facilities helps promote cycle use by making bikes a prominent part of the built environment. Well-designed parking with sufficient capacity reduces the clutter of bikes chained to railings, drainpipes and lighting columns, which can affect accessibility.</p> <p>Section 8 of Transport Scotland's Cycling by Design offers technical guidance on cycle parking. Cycling Scotland's Transport Planning & Engineering can also offer technical advice and services in designing and installation of cycle parking solutions.</p>	<ul style="list-style-type: none"> • Adequate parking which is readily available and accessible in key locations around campus (10) • A proportion of parking is fully or partly sheltered, offering some weather protection (10) • Secure cycle storage is available to staff and students on campus and the allocation of these units is fairly managed (10) • 	/30	

3.3 Changing / Drying Area (10)	It is likely that such facilities will be available on campus, but there may be a lack of awareness that they are available.	<ul style="list-style-type: none"> • Suitable drying and changing areas are available on campus and are signposted (10) 	/10	
3.4 Showers (10)	It is likely that such facilities will be available on campus, but there may be a lack of awareness that they are available.	<ul style="list-style-type: none"> • People who cycle are able to make use of showers on campus (10) 	/10	
3.5 Lockers (15)	Where there is high demand for lockers, some degree of priority should be considered for students who cycle to campus and can demonstrate a particular need for locker use. Having a locker to store a bike helmet and clothing will improve convenience and lessen the need to carry heavier loads.	<ul style="list-style-type: none"> • Lockers are available to students cycling to campus (10) • There is a recognised and fair process for allocating lockers – with priority given to those commuting by bike regularly (5) 	/15	
3.6 Access to bikes (30)	Low rates of bike ownership and lack of access to maintained, road worthy bikes is a common barrier to increased cycling rates. Hire schemes have been proven to be popular on campus, facilitating a notable increase in journeys by bike. It may not always be possible or appropriate to create a hire scheme. In some cases, it may be more suitable to link in with existing hire schemes, such as those seen in Glasgow, Stirling, Edinburgh.	<ul style="list-style-type: none"> • Students are signposted to discounted and affordable bike sources (5) • Formal links with external cycle hire scheme providers (10) • Supported bike hire/loan scheme on campus (15) 	/30	
3.7 Maintenance support (35)	A designated space with a simple selection of tools would provide clear benefits and complement any bike maintenance training that is offered on campus. Provision can range from a small selection of basic tools available for students to borrow, to a fully equipped maintenance area.	<ul style="list-style-type: none"> • Basic bike maintenance tools are made available to students on campus (5) • There is an equipped maintenance station where staff and students can tend to their bikes (5) • Supervision and technical advice are available at bike maintenance points (5) 	/35	

		<ul style="list-style-type: none"> • Students can purchase some spares – inner tubes, brake blocks, chain oil etc. – on campus (5) • There is a bike maintenance service available to staff and students on campus (10) - Bike maintenance events, such as Dr. Bike, are held during term (5) 		
<p>3.8 Training & Education (50)</p>	<p>Training is an important element of the Cycling Friendly package, offering students the opportunity to develop the skills and confidence to cycle safely and responsibly.</p> <p>Instructor led cycle training may not appeal to everyone. Led rides may offer a more informal, less daunting approach to improving skills and confidence.</p> <p>It may be that both structured training and group rides are offered. Cycling Scotland's Cycle Ride Leader qualification and Let's Ride package can help facilitate safe, enjoyable and informative group rides.</p> <p>The college or university can access Cycling Scotland's instructor training programme to create a network of campus-based instructors.</p> <p>This model of delivery offers increased sustainability, with the institution able to react to training needs in house, without reliance on external providers.</p> <p>Poorly maintained bikes are an obvious barrier to increasing the rate of cycling. However, often simple faults, such as punctures or a broken chain, can stand in the way of students getting on their bikes.</p>	<ul style="list-style-type: none"> • Students have the opportunity to attend cycle training sessions / social rides on campus (10) • There are instructor training opportunities for staff and students, facilitating a more independent, sustainable model of delivery for cycle training (10) • Maintenance training is offered at regular intervals throughout the academic year (10) • The potential to link cycling with the academic syllabus has been explored and students can choose to base their class project or dissertation on a theme related to cycling (10) • The university or college may subscribe to the professional development programme managed by Cycling Scotland (10) 	/50	

	<p>Even the threat of picking up a puncture, and not being able to carry out the repair, is enough to discourage prospective journeys by bike.</p> <p>Basic maintenance training, in conjunction with adequate maintenance facilities and support, will provide an effective solution to this challenge.</p> <p>Cycling Scotland's professional development courses can build quality and capacity in the workforce who have responsibilities for designing, developing and promoting the cycling network and infrastructure</p>			
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Monitoring & evaluation

Monitoring and Evaluation defines the institution's ability to track the performance of projects, measure the impact of associated outcomes and refine their approach to enhance the experience of those who cycle on campus.

Criteria	Purpose and guidance	Example evidence	Score	Notes
4.1 All projects and initiatives aimed at supporting cycling are effectively monitored, with relevant data being collected (30)	<p>Monitoring is a periodically recurring task already beginning in the planning stage of a project or programme. Information is routinely and systematically collected against the cycling plan. The information might cover promotional activities, communications, infrastructure or services (including usage and participation) or other outside factors affecting the campus or project.</p> <p>Monitoring allows results, processes and experiences to be documented and used as a basis to steer decision-making and learning processes. The data acquired through monitoring is used to evaluate the success of new cycling measures.</p>	<ul style="list-style-type: none"> • Performance Indicators • Monitoring & Evaluation Plan • User comments • Lessons learnt log • User surveys • Cost / Benefit analysis • Needs assessment • Mid-term evaluation 	/30	
4.2 Monitoring data is used to evaluate the performance and impact of all activities and measures implemented (30)	<p>The evaluation process is an interpretation of the collected monitoring data which delves deeper into the relationships between the results of the project/development programme, the effects produced and the overall impact of measures put in place to increase cycling. Despite effective stakeholder engagement and thorough research, assumptions are likely to remain when constructing the scope of the project. It is important to ascertain whether the project outcomes have enacted the change in travel behaviours.</p>	<ul style="list-style-type: none"> • Performance Indicators • Monitoring & Evaluation Plan • User comments • Lessons learnt log • User surveys • Cost / Benefit analysis • Needs assessment • Mid-term evaluation 	/30	

<p>4.3 There is evidence that lessons learnt from previous projects are being applied to maximise the impact and return on future investment in cycling (30)</p>	<p>Proper analysis will also help evidence efficiency and effectiveness for management, funders, commissioners and all stakeholders.</p>	<ul style="list-style-type: none"> • Performance Indicators • Monitoring & Evaluation Plan • User comments • Lessons learnt log • User surveys • Cost / Benefit analysis • Needs assessment • Mid-term evaluation 	<p>/30</p>	
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