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1. INTRODUCTION

The IEE funded Active Access project aims to encourage walking and cycling, to improve health, energy consumption and the local economy through the implementation of a variety of measures by 11 project partners across 10 EU countries.

This document contains a collection of case studies on walking and cycling compiled by walking & cycling experts in the Active Access consortium. These case studies were not intended to be an exhaustive list of all of best practice case studies in the field of active travel, but rather a snapshot of the kinds of activities that may be inspirational for the project partners in preparing for and designing their Active Access implementations.

They are presented here as a resource for other practitioners looking to encourage walking and cycling in their local areas. To see how the Active Access partners used these examples in their work, please refer to D3.1 Report with Lessons Learnt from Best Practice Case Studies and Adaption to Local Context which is available to download from the project website: www.active-access.eu
2. BEST PRACTICE CASE STUDIES – WALKING

2.1. Tewkesbury Healthy Town (Walking Case Study No. 1)

2.1.1. Fact Sheet
Name of the project: .................................................................Tewkesbury Healthy Town
Active Access approach: ..........................................................General Promotion
Location: .................................................................Tewkesbury, United Kingdom (town of 10,000)
Time frame: .................................................................................February 2009 – April 2009
Link to further information: ........................................... www.tewkesbury.gov.uk/index.cfm?articleid=3316

![Tewkesbury Borough Council logo]

Figure 2.1.: Tewkesbury Borough Council logo

2.1.2. Introduction
Again and again it is revealed that a broad range of approaches are required to ensure comprehensive community input to and engagement with walking projects. Projects across the world report similar issues, approaches and results. The example below typifies the elements that have proven successful in many projects in a diversity of community settings: providing a range of opportunities to engage with the project: surveys, meetings, online tools, events, incentives, going to where the people you want to meet are: clubs, pubs, parks and media presence, particularly in local papers and radio.

2.1.3. Objectives
“Tewkesbury: Living for the Future” is an initiative that arose in response to the Government’s ‘Healthy Weight, Healthy Lives’ strategy published in January 2008 and was made possible due to a successful submission for funding from the Healthy Communities Challenge Fund. The aim is to work towards a change in culture, attitudes and behaviour to enable Tewkesbury to become a healthier and happier town.
The specific aims as set out in the brief were to:

- promote and inform both the general public and key stakeholders of the aims and objectives of the programme;
- outline the initial delivery programme and explore the future directions within the 3 work streams contained in the programme, i.e. improvement in diet & nutrition, increasing levels of physical activity, improving the environment;
- to understand what the general public, organisations, community groups and stakeholders perceive as a ‘healthy town’ and to identify incentives and barriers.

2.1.4. Process

During the project, particular consideration was given to encouraging participation by those who do not generally readily engage in consultations. The methods used to engage the community in Tewkesbury were selected to maximise the potential to engage a wide cross section of the local population in terms of age range, socio-economic background, those in or out of employment and from right across the town.

Particular consideration was given to the approaches that would encourage participation by groups and individuals who do not generally readily engage in consultative processes run by statutory organisations. In line with the Living for the Future Programme objectives a particular focus was placed on achieving a good level of engagement with the residents of the Priors Park and Northway areas of the town and the 5–18 age group.

The first phase was to gather intelligence about the networks and individuals who were influential and trusted within the community. These individuals and groups where then contacted to raise awareness about the Programme and to seek their co-operation.

The range of engagement activities undertaken included:

- seven events with community groups, schools and other organisations;
- a community event branded ‘It’s Your Shout’ held on the 21st of March;
- an on-line survey which ran from the 11th March 2009 to the 10th of April 2009;
- story dialoguing through video recording of individuals’ experience;
- filming of events and places highlight by the community;
- semi-structured interviews with 13 community leaders.

More than 333 people have participated in the engagement processes and a far greater number are aware of the initiative. In general the population of the town of Tewkesbury appears receptive to the Healthy Towns Programme.

It is suggested that the following actions are considered to provide feedback to the community:

- issuing a press release outlining the findings and response of the Programme Board;
• distribution of a summary report of findings and the response;
• distribution of the project film to encourage and focus further engagement;
• a ‘child/youth friendly’ summary document for school councils & youth groups;
• an offer to attend community group meetings;
• a Healthy Towns summit with key local groups.

2.1.5. Key Success Factors
For the ongoing success of the project there are a number of factors which warrant further consideration. These are the following.

• Developing a wider multi-agency approach than the formal Partnership established to date. There are a number of groups and individuals whose work or activities are in line with the objectives of the Programme. There is a great opportunity to harness this energy, leadership, enthusiasm and resource to further the Programme objectives.
• Identifying a ‘key person’ to be the human face to represent the project to the community with sufficient time for face to face communication and engagement.
• Establishing a continuing process of communication and community engagement and wherever possible community co-design of the initiatives taken forward. As a minimum, the views of informal community leaders should be sought. The ‘how’ is at least as important as the ‘what’ in terms of the success or otherwise of the Programme.
• Ensuring any initiatives are very local to the community that they are intended to target. The community’s perceptions about convenient access routes and places where they wish to spend time outdoors or attend classes are not always self evident to those outside.

Figure 2.2.: Event of Tewkesbury Healthy Town project

2.1.6. Results
The range of engagement activities enabled people from different neighbourhoods, age groups and interests to be involved in the project. For example, while the ‘It’s your shout!’ event did not attract people in the 17–30 age bracket, this group were the pre-dominant age group that completed the on-line survey.
2.1.7. Other Projects And Useful Links

- European Mobility Week: [www.mobilityweek.eu](http://www.mobilityweek.eu) – in the menu, under “Citizens” you’ll find information on the objectives of the project; the “Download” menu contains useful downloadable tools like logos, templates for letters, leaflets, posters, etc.
- Kensington markets in Toronto, Canada (creative ways to engage the community): [www.streetsalive.net](http://www.streetsalive.net)
2.2. CONNECT (Walking Case Study No. 2)

2.2.1. Fact Sheet

Name of the project: ........................................................................................................... CONNECT
Active Access approach: .......................................................................................... school/kindergarten
Location: ......................................................................................................................... 9 European countries
Time frame: ..................................................................................................................... October 2007 – October 2010
Link to further information: ............................................................................................ www.schoolway.net

Figure 2.3.: Schoolway website logo

2.2.2. Introduction

The Traffic Snake Game is a fun game and campaign that stimulates young children (and their parents) to go to school in an environment-friendly, safe and healthy way. The Traffic Snake Game encourages schools, children and parents to walk or cycle more to school, certainly those living close to the school, or by taking the bus or car sharing.

2.2.3. Objectives

This project aims to raise awareness of children, youth and their parents about the importance of the use of environmentally friendly (sustainable) forms of traffic on travelling to and from school. The objectives of the CONNECT project are:

- Inform children, youth and their parents about the benefits of the use of environmentally friendly forms of transport on the way to and from school (on foot, bicycle, public transport, etc.);
- Educate children about safe and environmentally friendly mode of travel to and from school, to encourage children; and
- Stimulate youth and their parents to use safe and environmentally friendly forms of transport for travel to and from school.
In the frame of CONNECT project two campaigns were developed namely one for primary schools and one for secondary schools. In primary schools the campaign is called “Traffic Snake”, in secondary schools the campaign is called “Eco-Trip”.

Specific objectives of the CONNECT project are to increase the number of environmentally friendly journeys to school by 20% in primary schools and 10% in secondary schools and the maintenance of changed travel habits for at least 10% and 5%.

2.2.4. Process

Demonstration of the Traffic Snake campaign:

- Preparation for the campaign with parents involved.
- Measurement before the campaign concerning modal split: the teacher must question all pupils in the class on their current travel behaviour to and from school (hands-up survey).
- Playing the game itself. In each class it is necessary to set goals (how many pupils will come to school on foot, by bicycle, with a school bus...). The basic plot line of the game is handing out stickers each time a pupil travels to school during the campaign week with a sustainable mode of transport. Aim is to attach as many stickers as possible to the Traffic Snake Game banner in an attempt to cover the snake complete.
- Measurement during the game: teacher must again question all pupils on their travel behaviour to and from school (hands-up survey). Results can be compared to the earlier measurement.
- Third measurement: it should take place 2-4 weeks after the game, aiming to discover the long term effect of the Traffic Snake Game.
- Closing event on the last day of the Traffic Snake Game with representatives of school, pupils and their parents but also if possible other local stakeholders. Achieved results will be shared and prizes will be awarded. At the end of the campaign schools, teachers and parents will be given an evaluation form which aims to gain feedback about the Traffic Snake Game.

(More information about Eco-tripper for secondary schools is available on the schoolway website link.)
2.2.5. Key Success Factors

Key Success Factors of the project are:

- ease of implementation;
- children centred approach;
- stepping stone for continuous work on the subject;
- connection between own behaviour and the “real” world;
- broader approach towards parents, policy makers;
- minimal costs;
- professional project.

2.2.6. Results

The first year of the Traffic Snake Game has engaged 15,854 children from 76 schools in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK. Before the game was played each school was required to provide baseline data on the number of sustainable trips made.

Across the 9 partners the “before” data indicated 72% of trips to school were made by sustainable modes of transport. The results “during” the game show an increase of 16% to a total of 88%. The “after” results show an 11% increase in eco-trips compared to the “before” data.
The parents and teacher evaluation forms have also provided positive results with 85% of parents wanting the game to be played again next year and 82% recommending the game to others. This is reflected in the teacher’s answers with 100% stating they want the game to be played again next year and 100% of teachers recommending the game to other schools.

2.2.7. Other Projects And Useful Links

- UK project for primary schools: [www.walktoschool.org.uk](http://www.walktoschool.org.uk)
- UK project for secondary schools: [www.stepup.org.uk](http://www.stepup.org.uk)
- Active and Safe Routes to Schools (Canada): [www.saferoutestoschool.ca](http://www.saferoutestoschool.ca)
- National Centre for Safe Routes to School (USA): [www.saferoutesinfo.org](http://www.saferoutesinfo.org)
- International website seeking to support campaigns: [www.iwalktoschool.org](http://www.iwalktoschool.org)
- ManagEnergy: [www.managenergy.net](http://www.managenergy.net) and [www.managenergy.net/themes/flash](http://www.managenergy.net/themes/flash)
2.3. Walking Maps for Camden (Walking Case Study No. 3)

2.3.1. Fact Sheet
Name of the project: ................................................................. Walking Maps for Camden
Active Access approach: .......................................................... recreation/leisure time
Location: ................................................................................. Camden, London, United Kingdom
Time frame: .............................................................................. ongoing
Link to further information: ......................................................... www.camden.nhs.uk/walking-maps.htm

Figure 2.5.: NHS Camden logo

2.3.2. Introduction
Walking is a good natural exercise that can help you to live longer, stay healthy and control your weight. It is also a great way of discovering more about the area you live in and spending time with your family and friends. Adults who walk for a total of 30 minutes a day, five days a week, can help protect themselves against a number of illnesses and health conditions. NHS Camden, together with Walk England has made getting fit easier with the introduction of 5 simple walking routes that Camden residents can use to help them explore the borough and get fit at the same time. Ranging from half to two miles long, walking map routes are suitable for all ages and fitness levels.

2.3.3. Objectives
Walk England and NHS Camden have worked together to develop a series of accessible, safe and attractive 30 minute walks around doctors’ surgeries to encourage sedentary patients to walk more. Colourful maps have been designed to be legible and easy to follow and are distributed by health staff at the surgeries. The maps have also been made available at libraries and community centres and are used by health trainers to encourage physical activity with their clients.
2.3.4. Process
Walk England consulted and involved sedentary people, older people’s groups, ethnic minority groups and people with pre-existing health conditions to help choose and audit the best walking routes and ensure the maps were practical and easy to use. Routes were chosen to reflect desires to be more socially connected; to help get-away-from-it all; and set personal health challenges. A selection of interconnecting walks from each surgery reflected these experience themes over measured distances to allow walkers to benchmark their walking ability by measuring the time they took for each route and giving the opportunity to progress their health over time by walking faster and for longer.

In partnership with the local transport authority the accessibility, character and management commitment was audited for each path. The audit, carried out by The Access Company on behalf of Walk England, included a review of steps, gradients, cross slopes, crossings, surfaces, widths, obstructions, signs, way marking and other route characteristics. The local highway authority identified a number of works to be included on their maintenance lists.

Simple, uncluttered maps that make it easy to see where you are and give confidence to know where to go were created using a three dimensional illustrative style. Informed by the opinions of health centre staff the maps are available from an A4 tear off pad which typically sits on a doctor’s desk or at the surgery reception. By adopting the national Change for Life programme colours and branding the maps stand out from other leaflets and generate an interest. (See an example on figure 2.6.)

The project was centrally funded by the Primary Care Trust for five surgeries in Camden: 30% of costs: consultation, local engagement and route identification; 40% of costs: design and production of maps; 30% of costs: liaison with the health authority, local authority and surgeries, project management, promotion and distribution of the maps.

2.3.5. Key Success Factors
Conducting local consultation and walkabouts to select the routes is central to ensuring the chosen routes are pleasant, varied and comfortable to walk. Liaison with the surgeries from the beginning of the project is essential. Initially so that they know about and want the maps, as well as being able to provide ideas for routes and access to patients for input. And secondly to promote take up of the maps with a follow up visit to deliver the maps and provide a personal contact for future requests. A clear, uncluttered design for the maps is crucial to enable patients to feel confident using them and safe to venture out on the walks.
Figure 2.6.: Example of Camden walking maps

Get Active with NHS Camden's Walking Maps

walk 4 life
kentish town

For more information or to download a map visit:
www.camden.nhs.uk/walkingmaps or www.walkengland.org.uk
www.nhs.uk/choose4life

- Talacre Loop: 1.4 miles / 28 mins
- Caledonian Loop: 1.9 miles / 38 mins
- Cantelowes Loop: 1.7 miles / 34 mins
- Alternative route avoiding steps and steep gradients
- Rail Station
- Underground Station
- Outdoor Gym
- Surgery
2.3.6. Results
The project is still being evaluated for longer term impacts, but initial feedback from surgeries has been very positive. Telephone interviews were carried out using a standard questionnaire to gather quantitative and qualitative data. 54% of respondents had used the maps, 51% said that the maps had encouraged them to walk more, 62% would recommend the maps to someone else. 31% indicated that they had a disability 'which limited their daily activities'. Some respondents indicated that they had a pre-existing and diagnosed health condition. 63% of respondents did not achieve the threshold of 5 sessions of 30 minutes of moderate intensity physical activity within the previous week. Only 20% were active at, or above, 5×30 minutes.

2.3.7. Other Projects And Useful Links
- Edmonton, Canada: [www.edmonton.ca/for_residents/resident_services_programs/walking-map-workshops.aspx](http://www.edmonton.ca/for_residents/resident_services_programs/walking-map-workshops.aspx)
2.4. Walking Works (Walking Case Study No. 4)

2.4.1. Fact Sheet
Name of the project: Walking Works
Active Access approach: Work
Location: United Kingdom
Time frame: Ongoing
Link to further information: www.walkingworks.org.uk

Figure 2.7.: Walking Works logo

2.4.2. Introduction
Walking Works is a campaign run by Living Streets that aims to encourage more people to walk to and from work, and to walk more during their working day. Living Streets is a national charity that works to create safe, attractive and enjoyable streets, where people want to walk. The Walking Works campaign helps workplaces promote walking and encourage individuals to walk for all or part of their journey to work. It does this through national awareness events such as Walk to Work Week, providing online support to individuals and employers, as well as a Campaign Partner Scheme.

2.4.3. Objectives
Objectives of Campaign Partner Pilot Scheme:
- Deliver a scheme tailored for each organisation; which is flexible and complements existing initiatives or objectives.
- Improve the general health and wellbeing of participating employees by increasing the number of employees walking to and from work and during the working day.
- Enable employers to better understand the health and business benefits associated with walking to work.
- Enable an employee or team of employees to better promote walking at work with advice, support, resources and training.
2.4.4. Process
Living Streets’ Walking Works campaign is offering 10 businesses in London and 4 nationally, the opportunity to receive free advice, support and resources to further improve their walking offering to staff through various events and interventions. Interventions will be tailored to suit the organisational needs and there will be plenty of positive profile raising opportunities along the way. Monitoring and evaluation will be carried out by Living Streets, throughout the life of the project and a final report produced at the end of the project.

The campaign is funded by Transport for London, London Councils and the Big Lottery Fund. It offers Campaign Partners cash incentives to engage with and set up for the project.

How will it work?

First stage:
- Hold an initial meeting to explain more about the scheme and discuss existing initiatives/resources etc.
- Joint signing of a Memorandum of Understanding detailing level of commitment (from employer and Living Streets) such as staff time and resources and budget.
- Living Streets will create a bespoke proposal of intervention delivery and objectives.
- Collect baseline data from employees and employer.
- Identify a ‘walking champion’ (or team of) from within the organisation who will serve as the main contact between the Walking Works team and the organisation’s workforce and lead on delivering interventions.

Second stage:
- Discuss and confirm a final proposal detailing interventions to run during the first year of the project, including our national Walk to Work Week in Spring.
- Intervention delivery.
- Continual discussion/evaluation with walking champion throughout delivery.

Third stage:
- Issue final survey to all employees.
- Hold focus groups with various groups of employees/walking champions.
- Living Streets will produce a final report summarising the overall success of the pilot project and interventions.
What Living Streets provides?

- Free resources such as seasonal posters and pledge cards to help promote walking.
- Support, help and advice on planning and delivering walking interventions.
- Supplemental evaluative tools (online or paper based) and a free analysis of results and changes to employees’ travel behaviour.
- Free online activities to promote walking internally throughout Walk to Work Week in 2010.
- A budget (minimum of £1000).
- An online blog and network for walking champions across all campaign partners to share learning.
- Opportunities to learn and share best practice.
- Online support through the website and weekly e-communications.
- An opportunity to publicise walking initiatives nationally in monthly e-bulletins (circulated to over 2200 employers).

2.4.5. Key Success Factors

Walk to Work is an ongoing project, so key success factors are not defined yet.

2.4.6. Results

In 2009 the first ever Walk to Work Week was a show stopping success for Living Streets! The week (27 April – 1 May) saw participation from well over 500 workplaces across the nation, and just under 5000 employees. Individuals were tasked with taking part in any of the five challenges and inputting their minutes walked into a specially built microsite. Together participants managed to walk 2.7 times around the world and save 12,791 kg of carbon.

2.4.7. Other Projects And Useful Links

- A helpful guide for making a survey can be found on our internal website: active-access.eu/docs/1073/london_olympic_park_survey.pdf
2.5. Bike Lanes, On-street Parking and Business (Walking Case Study No. 5)

2.5.1. Fact Sheet

Name of the project: ..................................... Bike Lanes, On-street Parking and Business
Active Access approach: ........................................................................................................shops
Location: ......................................................................................................................... Bloor Street, Toronto, Canada
Time frame: ........................................................................................................................ February 2009
Link to further information: ............. www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf

Figure 2.8.: Clean Air Partnership logo

2.5.2. Introduction

Despite the title, this case study was looking into wider sidewalks as well as bike lanes. The research outlined was published in February 2009 and looks directly at the impact of removing off-street parking for wider sidewalks or more bike parking in shopping precincts. It demonstrates some sound survey tools to interview both merchants and pedestrians, as well as analysing available traffic and parking data.

2.5.3. Objectives

Proposals to install bike lanes on major streets are often met with opposition from merchants who fear that the reallocation of road space from on-street parking to on-street bike lanes would hurt business. The purpose of this study is to understand and estimate the importance of on-street parking to business on Bloor Street in the Annex neighbourhood of Toronto.
The report is about the development and testing of new analytic tools to determine the public acceptability and economic impact of reallocating road space. The study – conducted in July of 2008 – surveyed the opinions and preferences of 61 merchants and 538 patrons on Bloor Street and analyzed parking usage data in the area.

This tool will help municipalities determine whether vocal opponents of bike lanes reflect the opinions of the majority and whether warnings about loss of business from reduced parking are accurate.

2.5.4. Process

The methodology for this study was based on 2006 research that quantified the relative importance of the various modes of transportation to business activity on Prince Street, in New York City, as well as projecting the impacts on business activity of a road reallocation from onstreet parking to wider sidewalks (Transportation Alternatives & Schaller Consulting, 2006).

The study found that patrons of Prince Street’s stores and restaurants would come more often, drawn by the reduced crowding on sidewalks, and that this increased patronage would offset by a five-to-one ratio any lost retail sales from those not coming due to the reduced number of parking spaces.

The study incorporated a series of surveys to:

- determine the relative importance of on-street parking to business activity on Bloor Street West in the Annex, a medium-to-high-density, traditional commercial street in downtown Toronto;
- project the impacts on business activity of reallocating space in the Annex from on-street parking to bike lanes or widened sidewalks.

Data were collected using the following sources:

- A survey of area merchants to gauge assumptions about the modes of transportation patrons use to access the neighbourhood and in what proportions.
- A pedestrian intercept survey to determine how patrons access the neighbourhood, how often, and how much money they spend there. This survey also included a question about the type of road space allocation (to cars, bikes, or pedestrians) they would prefer.
- On-street parking data to determine what percentage of the on-street parking spaces are occupied at different times of day.
- Off-street parking data to determine whether there is underutilized capacity.
2.5.5. Key Success Factors

The most obvious limitation of this study is the fact that it was conducted in only one month of the year. This was due to both funding and organisational resource constraints. The researchers acknowledge that there are variations in travel behaviour associated with weather and temperature, and this study does not capture these variations. The study also fails to capture possible variations in parking demand during busier commercial periods.

The pedestrian survey targeted people walking on Bloor Street between Spadina and Bathurst. The survey participants may have arrived by car, transit, bike or on foot, but were walking when intercepted to complete the survey. Pedestrians were approached at one of eight locations throughout the study area on both sides of the street in order to avoid any bias associated with a particular destination on Bloor. The responses from each survey location were fairly evenly distributed with no more than 19% and no less than 5% of responses coming from any one survey location.
2.5.6. Results

Among the study’s findings:

- Only 10% of patrons drive to the Bloor Annex neighbourhood.
- Even during peak periods no more than about 80% of paid parking spaces are paid for.
- Patrons arriving on foot and by bicycle visit the most often and spend the most money per month.
- There are more merchants who believe that a bike lane or widened sidewalk would increase business than merchants who think those changes would reduce business.
- Patrons would prefer a bike lane to widened sidewalks at a ratio of almost four to one.
- The reduction in on-street parking supply from a bike lane or widened sidewalk could be accommodated in the area’s off-street municipal parking lots.

2.5.7. Other Projects And Useful Links

- Bringing stakeholders together to support improvements to public space: [www.astute-eu.org/astute_toolkit/toolkit.php](http://www.astute-eu.org/astute_toolkit/toolkit.php)
3. BEST PRACTICE CASE STUDIES – CYCLING

3.1. Einkaufen mit dem Rad (Cycling Case Study No. 1)

3.1.1. Fact Sheet
Name of the project: ................................... Einkaufen mit dem Rad (Shopping by bicycle)
Active Access approach: ................................................................. shops
Location: .................................................................German cities of 60,000–3,400,000
Link to further information: .................................................. www.einkaufen-mit-dem-rad.de

Figure 3.1.: Einkaufen mit dem Rad project logo

3.1.2. Introduction
The “Shopping by bicycle” project was implemented in the German cities of Bremen, Göttingen, Offenburg, Rostock, Karlsruhe, Potsdam and Berlin to promote cycling as a way of doing one’s shopping as it is
- quick,
- economical,
- healthy and
- environmentally responsible.

3.1.3. Objectives
The main objectives of this project were
- raising awareness of the issue with shopkeepers, municipalities, professional communities, the public and consumers (assessment: neglected issue in spite of high share in daily mobility);
- building up motivation to use bike for shopping;
- improving conditions for cycling in the streets and sub-centres.
3.1.4. Process

Regional and local groups of national environmental and nature protection club, BUND (German section of Friends of the Earth) were involved in the project on a voluntary basis. Besides this, national co-funding, minor national club co-funding and local sponsoring were involved.

Main steps of the implementation:

- presenting the project in professional communities;
- creating press releases, flyers, displays / tables for the street, competitions;
- creating brochures, website, training exercises prepared nationwide for local campaigners (see example on Figure 3.2.);
- organising local action to switch to bicycle (local groups were free to choose their specific actions!);
- organising local roundtables, surveys, traffic counting, mapping.

Different highlights from the implementation of the cities:

- regional flyer (with cycle friendly shops), presence on local television;
- presence at local festivals;
- trailer and bag rental, trailer test travel and race;
- survey with shoppers on travel mode, perception of issue (partly for analysis by municipal staff, partly related to and sponsored by a restaurant chain);
- ranking of bicycle friendly shops, awarding the 3 first;
- cooperation with other local campaign groups and municipalities to raise local funds;
- documentation of local habits of cycling for shopping (mode of transportation of the goods);
- mapping of actual and potential locations for cycle parking;
- establishing temporary baggage deposit bus;
- bicycle parking study of city centre implemented by school project;
- action with posters in the streets (“stop spending your money on parking fees”);
- addressing shopkeepers by phone / letter asking why they do not do more for cyclists.
Figure 3.2.: Project brochure for local campaigners
3.1.5. **Key Success Factors**

Key success factors of the project were:

- voluntary work in the city (not easy to keep up over a longer period);
- project with backing from national scheme and co-funding;
- combined also with public funding for material expenses, national coordination (empowerment of local groups), also local sponsoring.

3.1.6. **Results**

- Issue can be raised in public awareness, especially in local planning and shopkeepers community by “their clients / consumers getting in action”
- Voluntary work on city (neighbourhood) level a success factor, but hard to keep up over a longer time with the issue
- Synergies by coordination over several cities, findings fixed in print /download version for other cities and after the project period

3.1.7. **Other Projects And Useful Links**

- A similar project from Belgium: [www.belgerinkel.be](http://www.belgerinkel.be)
- A study from Switzerland: [www.igvelo.ch/pro_velo_info_f.php](http://www.igvelo.ch/pro_velo_info_f.php)
3.2. SlowUp (Cycling Case Study No. 2)

3.2.1. Fact Sheet
Name of the project: slowUp
Active Access approach: Recreation/leisure time
Location: Switzerland
Time frame: ongoing since 2000
Link to further information: www.slowup.ch

Figure 3.3.: SlowUp project logo

3.2.2. Introduction
The recipe of slowUp is simple yet very convincing: organisers just have to find an attractive section of a route of about 30 km long, close it from all kinds of motorised traffic and organise different programmes and activities all along the way. The first slowUp was held in 2000, in the frame of the project called “Human Powered Mobility”, around lake Morat. Since then, the idea became a nationwide programme. Each year more and more slowUps are organised all around the country – 15 were held in 2009 with the participation of more than 400,000 cyclists, roller skaters and runners. This success could be reached by creating a national trademark for slowUp, defining the quality criteria for the events.
3.2.3. **Objectives**

The main objectives of slowUp are:

- giving people an opportunity to experience the pleasure of leisure time sports (cycling, in-line skating etc.) and, as a result, reaching an increased daily use afterwards;
- motivating people for more physical activity and reaching a healthy body mass;
- promoting cycling and skating destinations in the Swiss tourism profile.

3.2.4. **Process**

The national trademark is held by a consortium of the Swiss Public Health Foundation, SuisseMobile (a foundation for mobility) and Switzerland Tourism (the national marketing and sales organisation for Switzerland). Branding, sponsoring, national website and quality management are managed by this consortium but organising a slowUp is up to the communities and local organisations.

A slow-up means a festival on about 30 km of car-free street in attractive surrounding on a Sunday, with several social programs on the route for 10,000 to 80,000 people, mainly cyclists but a lot of them in-line skaters.

3.2.5. **Key Success Factors**

- Local business interests combined with national public health interest (also with clear distinction for the regional events);
- Nationwide brand, guarded with manual and quality checks;
- Profile of fun by moving on bike / foot / in-line skating;
- Emphasis on media partners nationally and locally.

3.2.6. **Results**

The number of participants has grown from 20,000 (in 2000) to 405,000 (in 2008). An evaluation of the project from 2007 shows that the average age of participants is 40 years (50%/50% men/women), 48% of participants arrived at the event in a non-motorised way, 24% by public transport and 28% by car. The average expenditure of participants was 17 euros. The main motivation for participating were:

- the joy of moving,
- health,
- experience an adventure in community.
3.2.7. Other Projects And Useful Links

- CTC’s Cycling Holidays (UK): [www.cyclingholidays.org](http://www.cyclingholidays.org)
3.3. Bike It (Cycling Case Study No. 3)

3.3.1. Fact Sheet
Name of the project: Bike It
Active Access approach: school/kindergarten
Location: United Kingdom
Time frame: ongoing since 2004
Link to further information: www.sustrans.org.uk/what-we-do/bike-it

3.3.2. Introduction
Bike It is an ongoing project in the UK, managed by Sustrans. It works directly with schools, getting thousands of children on their bikes and cycling to school every day. It does this by helping schools to make the case for cycling in their school travel plans; supporting cycling champions in schools and demonstrating that cycling is a popular choice amongst children and their parents. The aim of Bike It is to create a pro-cycling culture in schools that continues long after the Bike It officer has finished their work.

3.3.3. Objectives
In the UK, nearly half of schoolchildren are willing to ride their bikes to school but only 1% of them are practicing it. So the main objectives of the project are:

- removing all kind of obstacles for bicycle use, especially the fears of parents;
- encouraging active travel as an essential component of a healthy lifestyle for all ages;
- delivering local physical activity and strategies against child obesity.

3.3.4. Process
Bike It was introduced by the Sustrans foundation, a nationwide charity for sustainable transport (also delivers multiple other campaigns and projects on cycling), as a joined action with local authorities and school governors. The project is implemented mainly in
primary but also in secondary schools. The charity has worked with over 40 local authorities throughout England and Wales. Each Bike It officer works with between 10 and 12 schools and up to 200 children at each school throughout an academic year. Their tasks are the following:

- explaining the advantages of cycling and contributing to classroom work;
- holding sessions with local authority, parents and others on safety and responsibility;
- giving advice to school’s stakeholders for organisation of events, better bicycle parking facilities and safe routes;
- establishing an incentive (bonus) system for increased bicycle use;
- caring for public awareness in the local community, e.g. with open days related to cycling;
- wide spread modules for action, e.g. “virtual bike race”, “beauty and the bike” (on fitness, cosmetics and self-confidence of female schoolchildren);
- training bike abilities at school (by staff accredited with on-road cycle training).

Bike It is made possible with the support of the Bike Hub (an initiative of independent cycle retailers and companies to generate funds to support the future of cycling) and additional funding from organisations such as the Big Lottery Fund, Transport for London, Cycling England, Welsh Assembly Government, NHS Primary Care Trusts and many local authorities.

![Figure 3.6.: Children participating in Bike It](image)

**3.3.5. Key Success Factors**

Main success factors of Bike It are the following:

- It gives a good mix of advice and action in current practice of school year by continuity of staff. It takes long term conditions into account, not only short term effects.
- It creates a network of the Bike It staff in the region. The national office helps to find the right mix of measures and action.
- It focuses on establishing conditions and structures in schools so as to keep up the effect after the Bike It year.
3.3.6. Results
Since the beginning of the project, simple “hands-up-surveys” are held at each school to count bicycle use before and after the Bike It campaign. (Monitoring is made by Sustrans branch “streets and monitoring”.) The results of one such survey are shown in figure 3.7.

![Figure 3.7. Bike It hands up survey results](image)

From spring 2004 to 2009 Sustrans expanded the team from 4 to 43 officers, each supported by a regional supervisor and the national project manager. They now work with 443 schools in 55 local authorities and estimate that are giving a positive cycling experience to nearly 89,000 children.

Bike It shows that a nationwide charity can move the schools by continuous action during an academic year. This finds a long list of supporters and sponsors, due to the wide range of benefits from increased cycling. Bike It is a proven intervention to help children develop the habit of healthy travel.

3.3.7. Other Projects And Useful Links
- A similar project on walking: [www.walktoschool.org.uk](http://www.walktoschool.org.uk)
3.4. Fietspoolen (Cycling Case Study No. 4)

3.4.1. Fact Sheet
Name of the project: .......................................................... Fietspoolen (Cycle Pooling)
Active Access approach: .......................................................... school/kindergarten
Location: .................................................................................. Belgium, Flanders region
Time frame: .................................................................................. ongoing since 2001
Link to further information: ......................................................... www.fietspoolen.be (Dutch only)

www.nationaler-radverkehrsplan.de/praxisbeispiele/anzeige.phtml?id=2094&lan=en

Figure 3.8.: Graphical design of Fietspoolen project

3.4.2. Introduction
In Flanders – as in many other regions and countries – children were driven to school by car instead of walking or cycling on their own. There are various reasons for this behaviour, i.e. perception of safety, convenience when combining trips, weather etc. Due to their daily trips by car, children had less experience in cycling in daily traffic and lost a part of their independence. “Mobiel 21” (a multidisciplinary group with activities in the field of sustainable and safe transport and mobility) thought of ways to convince parents to let their children cycle to school in a safe way and to offer them a sustainable alternative. The objective is to make children more experienced and independent in traffic. Therefore, the project “fietspoolen” had been developed: A “fietspool” is a kind of cycle train, a small group of clearly recognisable children who cycle along a known route under the guidance of an adult.
3.4.3. Objectives
Main objectives of the campaign:
- training abilities for autonomous mobility of children, combining joy of cycling and riding in a group;
- encouraging physical activity.

3.4.4. Process
The “Bicycle Pool” was introduced as a pilot project in 1998 in several schools, municipalities and regions in Flanders. Mobiel 21 provided guidance to schools, parents associations, municipalities and regions interested to start their own cycle train projects. The first step was to stimulate the interest of parents and children, and to build support from teachers as well as parents’ associations. It is useful to arrange an evening event for parents to give information about the project and to find coaches and assistants for the organisation of bicycle pools.

To set up a project the following steps are suggested:
- Bring together initiators for “cycle trains” or “Bicycle Pools”.
- Check the level of interest for being a bicycle pooler or a coach.
- Map the collected data.
- Set out routes on a map.
- Make a list of agreements.
- Give additional tips for a good start.
- Monitoring and further awareness raising.

The “Bicycle Pool” in a nutshell:
- Riding in a bicycle pool is cycling with a small, clearly recognisable group of children under the guidance of an adult.
- All children from primary schools can enter a bicycle pool.
- Small groups from the same area meet at a certain place and time to start cycling along a fixed route to school.
- A bicycle pool can be set up step by step via a concrete action plan.
- The school and/or local authority support the bicycle pooling project.
- A small-scale start is the best!
- In a “Bicycle Pool”, the majority of the children wear yellow vests and helmets. The average size of the groups is seven schoolchildren.

Costs of the project are quite low. Insurance of the accompanying adult costs approximately 25 € a year. (Children are covered by public insurance.) Besides this, helmets and yellow vests should be bought.

3.4.5. Key Success Factors
- Civil society interacting with parents, teachers, police and municipality on the local school level.
• It does not require great efforts to introduce.
• Support from the province (material like helmets, political backing).
• Motivation and time of available coaches as well as the information provided on the extra insurance for them when guiding children other than their own.

3.4.6. Results

Four years after the start in Flanders, effects of the project had been evaluated through a questionnaire and a random telephone survey at 190 schools. The amount of active schools with bicycle pools varies between 4.9% and 11.6%. The written questionnaire indicated that the number of children, bicycle groups and coaches of the pools is maintained at a stable level. The survey by telephone indicated that bicycle pooling is a dynamic issue: while 11.6% of the schools claimed to pool at the time of questioning, another 6.3% reported to have stopped the project at a certain moment. More than 80% of the Flemish schools knew about the concept of bicycle pooling. Mostly, schools claimed a lack of interest by parents or school-boards as a reason for non-participation. The survey by telephone learned that 2.6% of the schools had concrete plans for a bicycle pool in the future, 7.4% considered to (re-)start the project.

A little more than half of the schools (51%) that have a cycling train project were pooling throughout the year. Another 28.5% of the schools reported to pool during specific periods of the year. In these schools the Bicycle Pools were mostly active in September-October (fall) and April-May-June (spring) with a winter-break in-between. The school-board (81.9%) and parents committee (71.4%) were often involved in the project, and also city councils (30.5%) and police forces (38.1%) were active.

During the school year 2001-2002 a total of 172 bicycle pool-groups were active. During the school year 2004-2005 a total of 317 groups were registered, with a constant average of four groups per school (see Figure 3.9.).
A typical group contained about seven children. In 2001-2002, 1432 children came to school with a bicycle pool, which number increased to 2390 in 2004-2005 (see figure 3.10.).

Each school had 20 to 25 children that pool and five to seven coaches.
Most of the children wear reflecting clothing (77%) and a helmet (64%). Other attributes like ribbons or flags are seldom used. Because of the dynamic character of Bicycle Pooling it is important for the continuation of the project to find motivated coaches to accompany children outside their own family to school. Some parents do not want to take the responsibility because of the danger in traffic. On the other hand, the coaches notify that children who pool, sooner become independent in cycling to school. Several schools indicate positive experiences between participants.

The fact that 80% of the schools in Flanders knew about Bicycle Pooling and 10% had plans for (re-)starting a pool-project is satisfying. It means that the project has high chances for extension.

### 3.4.7. Other Projects And Useful Links

- The “Safe in the Saddle” project (Liechtenstein): 
3.5. Cycling To Work, Berlin Sanitation Company (Cycling Case Study No. 5)

3.5.1. Fact Sheet
Name of the project: Cycling to work, Berlin Sanitation Company
Active Access approach: work
Location: Berlin, Germany
Time frame: ongoing since 2008
Link to further information:
http://www.nationaler-radverkehrsplan.de/praxisbeispiele/anneige.phtml?id=2123

![BSR Logo](image)

Figure 3.11.: Berlin Sanitation Company logo

3.5.2. Introduction
A good example is even better if it is shown by a company that is responsible for the cleanliness of the city. The sanitation company in Berlin started a cycling to work campaign on their own.

3.5.3. Objectives
Main objectives of this project are:
- strengthening health of staff, especially in a public service sector company caring for a clean and healthy city;
- implementing an internal strategy for sustainable development, e.g. the company contribution to the municipal target to achieve 15% mode share of cycling until 2010.

3.5.4. Process
This is an average example, no outstanding workplace based travel plan, like described in the EPOMM (European Platform on Mobility Management, including the awards for those
travel plans). The initiative started from the staff responsible for health prevention and communication and also from company marketing.

In Berlin there is an incentive system for those who travel a minimum of 30 days to work by bike during a 6 month period in the summer. These journeys can be made 100% by bike or by commuting by bike combined with public transport. The incentive includes a personal health bonus pass, and entrance into a lottery at the end of the season. For those who commute by bike for 60 days or more, there is the opportunity to win a very high level bike.

The action is supported by the company based cycling sport group, offering tours on the weekend. A bicycle safety check is also given for free. Due to rising response to the project the number of cycle racks was increased and the minimum number of days cycling per season to receive the incentive was risen to 40 (most participants exceed the 60 days minimum for the higher prize).

Estimated costs of the project are 5000 € for cycle racks, 500 – 2000 € / year for catering during tours, prize in lottery; partly co-funding from companies accident insurance.

3.5.5. Key Success Factors

- Somebody caring for health prevention (communicating fitness first, not environment).
- Goals fixed both on company (sustainability) and city level (modal share goal).
- No temporary but long term action.

![Figure 3.12.: The Berlin Sanitation Company cycling team](image)
3.5.6. Results
150 participants in first year. No evaluation foreseen.

Just simple regulations and measures can introduce a change in behaviour. There was no intervention from outside the company, but it was appreciated in public afterwards being a contribution to the city transport policy goals.

Possibly the role of the company in the public to guarantee a clean and healthy city is a specific motivation for the staff to take the bike in daily practice?

3.5.7. Other Projects And Useful Links
- Europe-wide examples: www.epomm.org