Developing a strategy to reduce car use by staff and patients.

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Developing a strategy to reduce car use by staff and patients.

Headlines from the press: 1. Climate change and the NHS.

Climate change biggest threat to humans

Climate change poses the biggest threat to human health in the 21st century but its full impact is not being grasped by the healthcare community or policymakers, a medical report concludes.

The Times May 14, 2009

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Headlines from the press 2: Hospital car use policy.

Hospitals making £78m a year from car park charges

Debate: Hospital parking

A row has broken out over the news that more than half of all staff at Derby's new superhospital will not get a parking space at the new facility.

Staff blast hospital parking charges

From December 1, all daytime staff, including nurses, doctors and surgeons, will have to pay for the privilege of parking where they work.

Hospital parking 'a stealth tax on illness'

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Touch it and Die!

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Developing a strategy to reduce car use by staff and patients.

Don't fight motorists.
Promote “cycling”
Cycling/walking/running etc = active travel.

Developing a strategy to reduce car use by staff and patients.

- Real Urgency of climate change
- vs Necessity to “live in real world.”

- Pragmatism.

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Developing a strategy to reduce car use by staff and patients.

- Large Teaching Hospital in North of England
  - 78% drive car or motorbike.
  - 10% bus
  - 8% train
  - 2% cycle
  - 1% walk.
- By 2050, numbers must reverse!
  - 3% driving
  - 78% walking/cycling.

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Strategy to increase cycle use by staff

- Large Teaching Hospital in North of England
  - 78% drive car or motorbike.
  - 10% bus
  - 8% train
  - 2% cycle
  - 1% walk.
- But 24% said they'd prefer to walk or cycle but it wasn't practical.
- Achieving 24% would be magnificent.

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Strategy to increase cycle use by staff.

- Addenbrookes: 1993-2003.

  * car use fell from 74% to 42%

  * bus travel rose from 4% to 23%

  * cycling went up from 17% to 25%

  * and walking from 4% to 7%

- 25% is achievable.
- Pragmatic solution: encourage active travel to 25%

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Our Experiences.

Cycle Users Group.

"What one change would make cycling a better means of commuting?"

- Cyclists
  - 24/30 80% security
  - 6/30 20% changing
- Non-cyclists
  - 45/90 50% changing
  - 27/90 30% traffic free routes
  - 18/90 20% security.

Cycle Users Group.

- 5 years of negotiations about changing facilities and showers.
- No new showers
- No new security
- >200 cycles stolen since survey.

Our Experiences.

Permanently manned valet parking. Compared to >200 stolen cycles.

“Do I drive or do I cycle?”

Not a difficult decision

Lesson 1.

To enable cycling, theft must be stopped.

Security

- Recruit experts. But local considerations.
- LISTEN TO YOUR OWN CYCLISTS!
- Costs £60-300 per bike.
- Surface car parking at £3000
- Multi-story at £6000 per car.
- 6 bikes/car space.

Lesson 2.

- Listen to your cyclists and react to their concerns quickly.
- To enable cycling, theft must be controlled.

Showers and changing

- Lack of showers important barrier to starting cycling
- Once people cycle, they don't use showers.
- Did you shower when you cycled to school?
- In Holland 50% of commutes are by bike
- Dutch employers don't install showers.

Showers and changing

- Install ample lockers and changing areas.
- Install attractive wash facilities.
- Don't go overboard or overspend unless there is clear demand that is sustained.
- Attractiveness and convenience is the key.

Lesson 3.

- The Dutch don't use showers.
- Listen to your cyclists and react to their concerns quickly.
- To enable cycling, theft must be controlled.

Signs

St Francis' University Hospital NHS Trust
welcomes walkers and cyclists.

For cycle storage and changing,
follow yellow arrow (staff)
follow green arrow (visitors)

“Together Towards a Greener Future.”

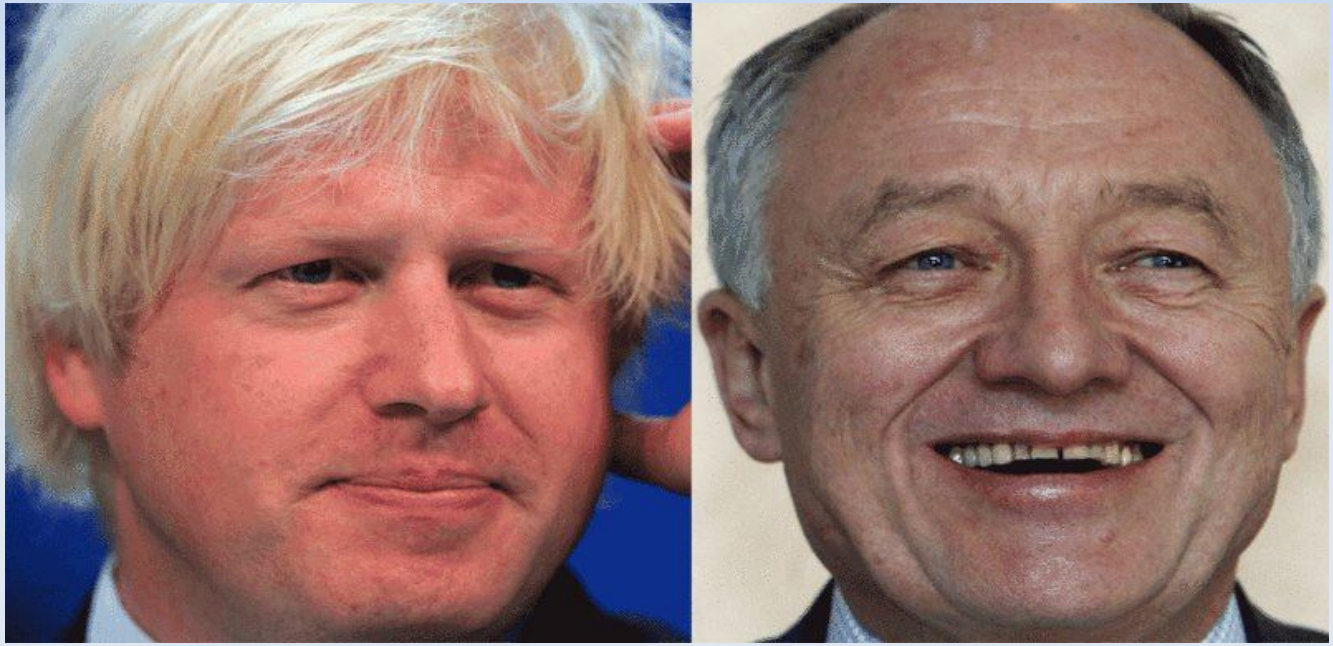
Infrastructure.

- Security
- Changing facilities
- Clear welcoming signs.

- That's it!

Education: Increasing the numbers.

- NEVER before infrastructure.
- Involve cycle users group.
- Recruit champions.



Education: Increasing the numbers.

Lesson 4.

- Champions high in the organisational structure are crucial.
- The Dutch don't use showers.
- Listen to your cyclists and react to their concerns quickly.
- To enable cycling, theft must be controlled.

Education: The Message!

- Middle aged execs/consultants:
  - 40% reduction in all-cause mortality
  - Drop in Blood pressure (may stop meds)
  - Drop in LDL cholesterol (may stop meds)
  - Reduced tendency to diabetes. (better than meds)
  - Better sleep.
  - Less mental illness.
  - Better sex. (Physical unfitness: biggest risk factor for male impotence)
- Weight loss is guaranteed!!!

Education: Messages for others.

- Younger staff, lower wages, higher mortgages.
  - I save £2700 per year on my work commuting.
- Under 30s:
  - It's cool! Also, sex! Attractive weight-loss!
- Conservationists and ecologists:
  - The climate. Congestion.
- Chronically time pressured.
  - It's faster than driving in most UK cities.
  - Anti-anxiety and anti-depression better than meds.

Education: The bottom line.

- Corporate Management:
  - 34:1 ratio of benefit to cost. Price Waterhouse Cooper.
  - 4% drop in absenteeism
  - 6% increase in productivity
  - 13% increase in staff retention.
  - Corporate image.
  - Future targets.

Lesson 5.

- Education and promotion: Tailor it to your audience.
- Champions high in the organisational structure are crucial.
- The Dutch don't use showers.
- Listen to your cyclists and react to their concerns quickly.
- To enable cycling, theft must be controlled.

The finishing touches

- Tax free cycles by salary sacrifice.
- Car parking charges.
  - Cyclists who occasionally NEED to drive should have pro rata charges.
- Paying adequate rate for business mileage by cycle.

- NB None of this costs the Trust money.

The finishing touches

- Tax free cycles by salary sacrifice. 15% profit
- Car parking charges.
  - Cyclists who occasionally NEED to drive should have pro rata charges. No loss.
- Paying adequate rate for business mileage by cycle. Cycle rates cheaper than car.

- NB None of this costs the Trust money.

Lesson 6.

- Financial schemes make money for trust and save money for cyclist.
- Education and promotion: Tailor it to your audience.
- Champions high in the organisational structure are crucial.
- The Dutch don't use showers.
- Listen to your cyclists and react to their concerns quickly.
- To enable cycling, theft must be controlled.

In summary.

- Don't combat drivers.
- Promote cycling and walking at every opportunity
- Invest small amounts in cycling infrastructure.
- Educate, encourage, advertise and promote.

- Cycling/walking can increase to 25%
- 25% mirror reduction in driving.

A New Start: A Green Hospital

Attitude.

- **Be the change you want to see in the world.**

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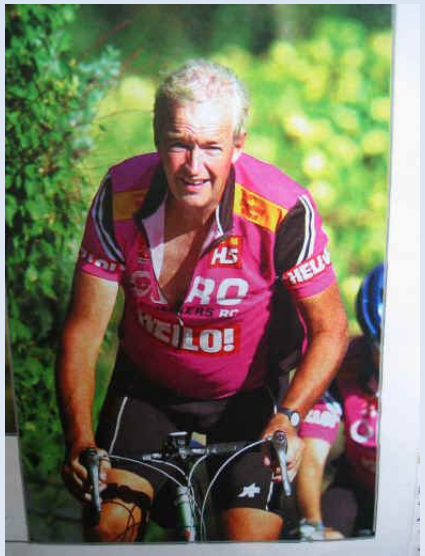
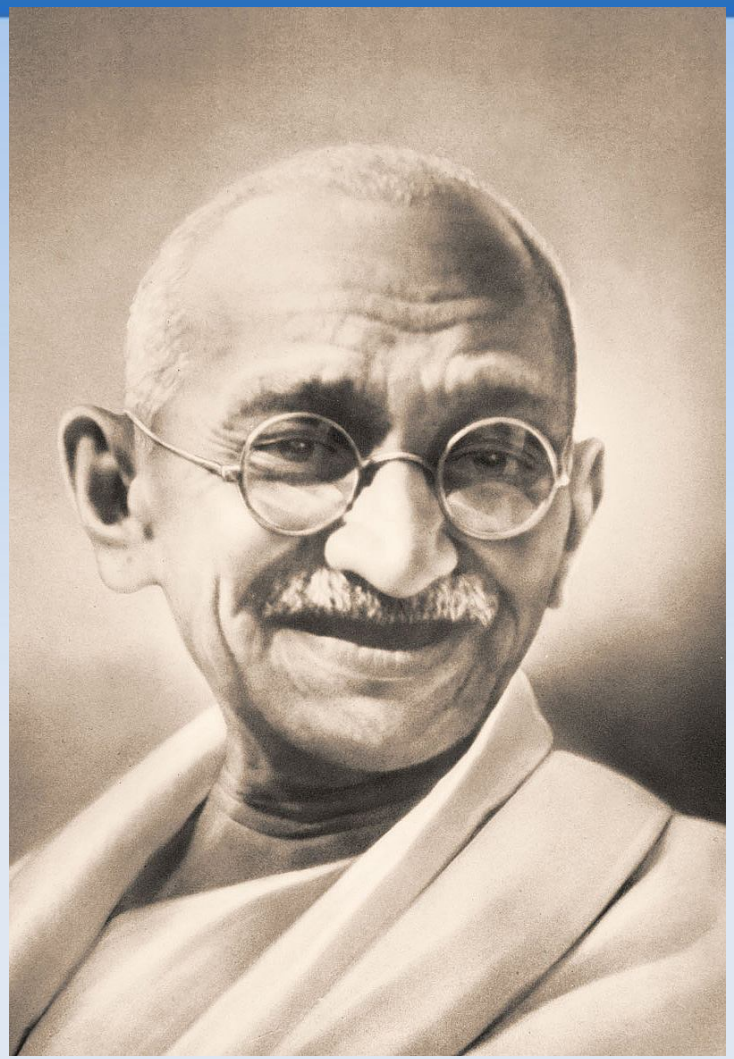
- **Be the change you want to see in the world.**



Cycling Chief Exec?

- **Be the change you want to see in the world.**
- Will do more for **Your Green Hospital** than anything else you could do.
- Please consider cycling for a day during bike week June 15-19th 2009.
- Arrange publicity and photographs!
- If you can't do it, encourage your deputy and be associated with this activity.

Attitude.



- Leadership by example.
- NHS 1.3M employees
- NHS widely respected by public
- What you do matters.
- Don't fight motorists
- Cycle and walk yourself.
- **Be the change you want to see in the world.**

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- www.spokes.nhs.uk
  - NHS network for cycling.
- www.sustrans.org
  - Look for active travel and health.
  - Useful starter pack on active travel.
- www.ctc.org.uk
  - Cyclist's touring club, largest cycle campaign in UK
- www.cyclenation.org.uk
  - How to start a cycle user group

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