

# Green Impact Case Study Template

## The University of Oxford Language Centre's innovative way of promoting cycling

### Background

Institution: University of Oxford

Team Name (if applicable): The Language Centre

No. of years participating in Green Impact: First year

2013-14 Award Level (if applicable): Silver

### Highlights

*Please include 2-3 bullet points (of approx. 10 words each) which summarises your case study:*

- *The Language Centre helped promote sustainable travel through an innovative engagement initiative.*
- *A discarded bike was decorated and placed in the Language Centre's entrance hall.*
- *The bicycle was repaired and now serves as a departmental pool bike.*

### Description

*When The Language Centre received a poster for the staff travel road show the department's Green Impact team decided to make it a feature in the departmental entrance foyer. In doing so, the team were hoping that, by displaying the poster prominently, it would encourage staff and students to make time to visit the event.*

*The Language centre's departmental administrator discussed ideas with the team's Green Impact Project Assistant Katie and came up with the idea of combining the poster with handing out bike registration packs which had been left over from the previous year. They put up the poster in a prominent position, put a discarded bike in front of it, decorated the bike with balloons and hung it with bags full of bike registration scheme packs and bike maps.*

*On the first day alone they got rid of 20 packs and all of the maps. Consequently the department invited a member from security services to the Language Centre, where they had a stand for a couple of afternoons selling their discounted bike locks. They also brought more bike registration scheme packs and travel maps and handed out personal alarms to staff and students.*

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As well as advertising the travel road show, this alerted staff and students to the fact that the university has a bike registration scheme and sells good quality locks, all of which helps in the reduction of bike thefts.

The bike was later done up, the chain and gears cleaned and serviced and is now used as a staff bike. Some members of staff borrow it for lunchtime cycle rides while others use it to get to meetings within the city. At least one member of staff uses the bike route map to plan weekend excursions for her and her family.

It was a fun and simple way of combining several objectives; advertising someone else's event, reducing bike crime and providing a working bike for the department.

## Photograph



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