

Loughborough University

Travel Plan

November 2010

Executive Summary

TRANSPORT
TRAFFIC
DEVELOPMENT
PLANNING
URBAN DESIGN
ECONOMICS
MARKET RESEARCH

colinbuchanan.com

Travel Plan

Executive Summary

Project No: 18176-03-1
November 2010

20 Eastbourne Terrace,
London,
W2 6LG
Telephone: 020 7053 1300
Fax: 020 7053 1301
Email : London@cbuchanan.co.uk

Prepared by:

Approved by:

Margo Hemphill

Atholl Noon

Status: Final

Issue no: 1

Date: 18 November 2010

loughborough uni travel plan executive summary.doc

(C) Copyright Colin Buchanan and Partners Limited. All rights reserved.

This report has been prepared for the exclusive use of the commissioning party and unless otherwise agreed in writing by Colin Buchanan and Partners Limited, no other party may copy, reproduce, distribute, make use of, or rely on the contents of the report. No liability is accepted by Colin Buchanan and Partners Limited for any use of this report, other than for the purposes for which it was originally prepared and provided.

Opinions and information provided in this report are on the basis of Colin Buchanan and Partners Limited using due skill, care and diligence in the preparation of the same and no explicit warranty is provided as to their accuracy. It should be noted and is expressly stated that no independent verification of any of the documents or information supplied to Colin Buchanan and Partners Limited has been made

Contents

Executive Summary	1
--------------------------	----------

Executive Summary

Introduction

Loughborough University has commissioned Colin Buchanan (CB) to review their previous Travel Plan and provide new targets and actions for taking the Travel Plan forward.

The Travel Plan is based on the results of staff and student travel surveys conducted in Spring 2010. The survey has provided a strong evidence base for this travel plan, and ensures that the targets and actions within the plan are achievable and realistic.

The Travel Plan is intended to provide a guideline for actions at the University over the next 5 years. The list of actions may need to be adjusted during the course of the travel plan, as the travel plan reacts and adapts to any changes that may occur over the next 5 years. The Travel Plan provides a direction for supporting sustainable travel, with targets and guidance on how best to reach targets.

Travel survey findings

At the closing of the staff survey, the total number of responses was 2,051. With 3,350 total staff, this gives an overall staff response rate of 61.2%. At the closing of the student survey, the total number of responses was 873. With 13,000 full-time equivalent students, this equates to a student response rate of 6.7%.

The survey found that most staff members currently travel to the University by car, with 56% driving alone, 8% driving with passengers and 3% as passengers. A quarter of staff travel by 'active' modes, with 14% walking and 11% cycling. Only 4% currently travel by bus and 2% by train.

A large number of staff live within walking and cycling distance of the University, with nearly a third living within 2 miles and a further 20% living between 2 and 5 miles from the University. A third of all staff live more than 10 miles from the University, and 16% travel between 5 and 10 miles.

Walking is the primary main mode of travel amongst those living within one mile (a 20 minute walk) of the University. Amongst those living within 2 miles, nearly all walk at least on an occasional basis. Bad weather, needing a car outside of work and having too much to carry are the most frequently cited barriers to walking, or walking more, within this group.

While over half of staff again stated that they would not consider cycling, there is considerable scope for increasing the proportion of staff that do cycle to work with 20% saying that they might cycle in the future and a further 10% cycling some of the time already.

Amongst students, walking is the most frequently used mode for travelling to and from campus, accounting for a 71% mode share. An additional 12% cycle, 3.5% by bus and 1.5% by train. Just over 10% of students travel to the University by car, with 5% driving alone and 5% car sharing, either as passenger or driver. When students drive to campus, only 18% stated that they park on-street, with most instead parking in a University car park.

Full-time students were asked if they kept a car in Loughborough, with 24% stating that they did. Students with cars most frequently stated that they had their car for travel to and from their permanent residence, with the second most popular reason to run errands and undertake other activities unrelated to the University.

Aims and objectives

The primary aim of the travel plan is to ensure that Loughborough University is an accessible University for staff, students and visitors without negatively impacting on the surrounding area.

The objectives are as follows:

- To provide an alternative to single-occupancy vehicle use for as many staff and students as possible.
- To ensure that any restrictions placed on travelling onto the University campus by car is matched with action to support travel by other modes.
- To promote active travel (walking, running and cycling) as a means of travelling to campus and across campus.
- To reduce the carbon footprint of transport to, from and within the University.
- To minimise overspill parking and local traffic congestion related to travel to and from the University.
- To save the University money by reducing business travel claims and reducing the costs associated with subsidising on-campus parking.

These objectives have been at the heart of determining the targets within this travel plan, and all further actions regarding travel at the University should be checked in terms of these objectives.

Targets

The targets are based on the results of the travel survey and build directly on the over-arching travel plan aims and objectives. Both aim and action targets have been set. Aim targets are focused on achieving mode shift or increasing awareness levels, and action targets focus on the introduction of new or improved facilities, incentives and campaigns.

Mode shift targets have been set at challenging yet achievable levels, demonstrating that the University is dedicated to encouraging and promoting sustainable travel to staff, students and visitors.

The timescales for all targets, unless otherwise stated, is 5 years from the baseline travel survey, which will be the end of the academic year in 2015.

The targets are shown in the table below, along with the indicator that will be used to measure progress towards these targets.

Table S 1: Travel Plan targets

Target	Indicator
Marketing and awareness	
To create, and continually update, travel guides for staff, students and visitors.	Online publication of updated travel guide at least two weeks prior to the start of Welcome Week.
To hold at least one campaign in support of sustainable travel per term, with an additional campaign to coincide with Welcome Week.	A campaign held, i.e. as either a single event, series of events or production of written materials highlighting either a particular mode or a specific theme.
Managing car use	
Update the University's Car Parking Management Strategy for the academic year 2011/2012, ensuring that incentives for non-single occupancy vehicle users are incorporated.	Introduction of approved campus-wide car park management strategy for the academic year 2011/2012.
Reduce the proportion of staff driving alone as their main mode of travel to the University, from 55.8% to 50%.	Proportion of staff stating that their main mode of travel to work is 'car driver (travelling alone) in the staff travel survey.
Reduce the proportion of staff driving alone as their main mode of travel across campus, from 6.9% to 5%.	Proportion of staff stating that their main mode of travel across campus is 'car driver (travelling alone)' in the staff travel survey.
To introduce at least 2 electric vehicle charging points as a pilot.	Usage of vehicle charging points, as determined through electrical meter readings.
Introduce a pilot 'car-share only' car park for students, allowing students to park in a designated area if there are 2 or more students travelling together.	The number of vehicles registered to students parked on residential roads surrounding the University, supported by proportion of students stating that they park on-street without parking charges in the student travel survey.
Walking and cycling	
Increase the proportion of staff walking or cycling as their main mode of travel to the University, from 25.4% to 30%.	Proportion of staff stating they walk or cycle as their main mode in the staff travel survey.
Increase the proportion of staff who are 'usual' walkers from 17.3% to 20%.	'Usual' walkers and cyclists as determined by the proportion of staff stating they always or usually walk or cycle, 'sometimes' walkers and cyclists as determined by the proportion of staff stating that they 'sometimes' walk or cycle.
Maintain the proportion of staff who are 'sometimes' walkers at 17%.	
Increase the proportion of staff who are 'usual' cyclists from 11.7% to 16%.	
Increase the proportion of staff who are 'sometimes' cyclists from 11.4% to 16%.	
Increase the number of secure and covered cycle parking stands in response to the staff choices for cyclist improvements per park, ensuring that available capacity increases in response to any increases in levels of use.	Usage of existing cycle parking, with ongoing usage surveys at peak times, ensuring usage does not exceed 80% of capacity.
Increase the number of covered cycle parking stands for occasional staff use as well as student and visitor use.	
Increase the number of showers available to staff in response to the staff choices for cyclist improvements per park.	
Public transport	
Increase the proportion of staff who are 'sometimes' public transport users, from 16.5% to	'Sometimes' public transport users as determined by the proportion of staff stating that they

20%.	'sometimes' use public transport for commuting in the staff travel survey.
Increase the proportion of students who are 'usual' public transport users, from 7.8% to 10%.	'Usual' public transport users as determined by the proportion of students stating that they 'always' or 'usually' travel to the University by public transport in the student travel survey.
Maintain the out-of-term-time frequency for the Kinch Sprint bus, with services every 15 minutes.	Frequency as determined by the number of buses running per hour during working hours, outside of term time, including the summer holidays.
Car sharing	
Increase the proportion of staff car sharing (with another University employee) as their main mode of travel to the University, from 7.1% to 10%.	Proportion of staff stating that they car share as passenger or driver, with another University employee, in the staff travel survey.
Increase the number of staff registered within Loughboroughshare to 500.	Number of staff registered and/or aware of Loughboroughshare.
Raise awareness of the Loughboroughshare scheme, reaching 75% staff awareness of the scheme.	
Establish financial or other incentives for registered car sharers.	Inclusion of incentives (financial or otherwise) for car sharers within the new car parking management strategy.
Business travel	
Reduce the proportion of staff driving alone as their main mode of off-campus business travel, from 39.4% to 35%.	Main modes for off-campus business travel as stated by staff in the staff travel survey.
Increase the proportion of staff walking or cycling as their main mode of off-campus business travel, from 2.9% to 4%.	
Increase the proportion of staff using public transport (bus or train) as their main mode of off-campus business travel, from 37.9% to 40%.	
Fleeting, servicing and deliveries	
To establish a baseline for fleet, servicing and delivery movements on campus, to include roughly the number and types of vehicles travelling to, from and within the campus on a regular basis.	Production of approximate baseline report by start of academic year 2011/2012.
To continue working towards the Green Fleet Strategy goal of moving 50% of the Facilities Management fleet over to low-carbon vehicles.	Half of all FM vehicles to be fuelled by alternative fuels, electricity or other technologies.

A package of recommended actions to help achieve these targets has also been proposed, is included in full within the full Travel Plan.

The actions focus on improving cycling and walking infrastructure on campus to support walking and cycling to, from and within the campus, as well as supporting the revision of the University's Car Parking Management Scheme. The updating of the scheme will be instrumental in encouraging staff and students to re-think how they travel.

Along with promoting any infrastructure improvements made on campus, a marketing and awareness scheme will help highlight the availability of more sustainable travel options and will illustrate the possible health and financial benefits of these modes.

Improving accessibility by non-single-occupancy vehicles will help the University remain accessible as it grows, helping to minimise any possible pressures on car parking that may arise in response to this growth.

Conclusion

The Loughborough University Travel Plan 2010 provides targets for achieving higher levels of sustainable travel to and from the University, amongst staff and students. The plan has been updated in response to new development on campus and has taken into account the priorities of the campus and the long-term vision for the University.

The headline mode shift targets are for a reduction in the proportion of staff driving alone as their main mode of travel, with increases in the proportion of staff car sharing, walking and cycling.

The plan sets out actions for achieving these targets over a 5-year timescale, in conjunction with other changes and improvements at the University.