

Loughborough University

# Travel Planning for Loughborough University

June 2010

---

Staff and Student Travel Survey Findings - Executive Summary

TRANSPORT  
TRAFFIC  
DEVELOPMENT  
PLANNING  
URBAN DESIGN  
ECONOMICS  
MARKET RESEARCH

colinbuchanan.com

# **Travel Planning for Loughborough University**

## Staff and Student Travel Survey Findings - Executive Summary

Project No: 18176-01-1  
June 2010

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

Prepared by:

Approved by:

---

M Hemphill

---

R McArthur

Status: Final

Issue no: 1

Date: 25 June 2010

loughborough university travel survey findings - 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

# 1 Executive summary

## 1.1 Background

1.1.1 Colin Buchanan (CB) have been commissioned by Loughborough University to carry out a comprehensive travel survey amongst staff and students. This executive summary provides an overview of the results, which can be seen in additional detail in the full report.

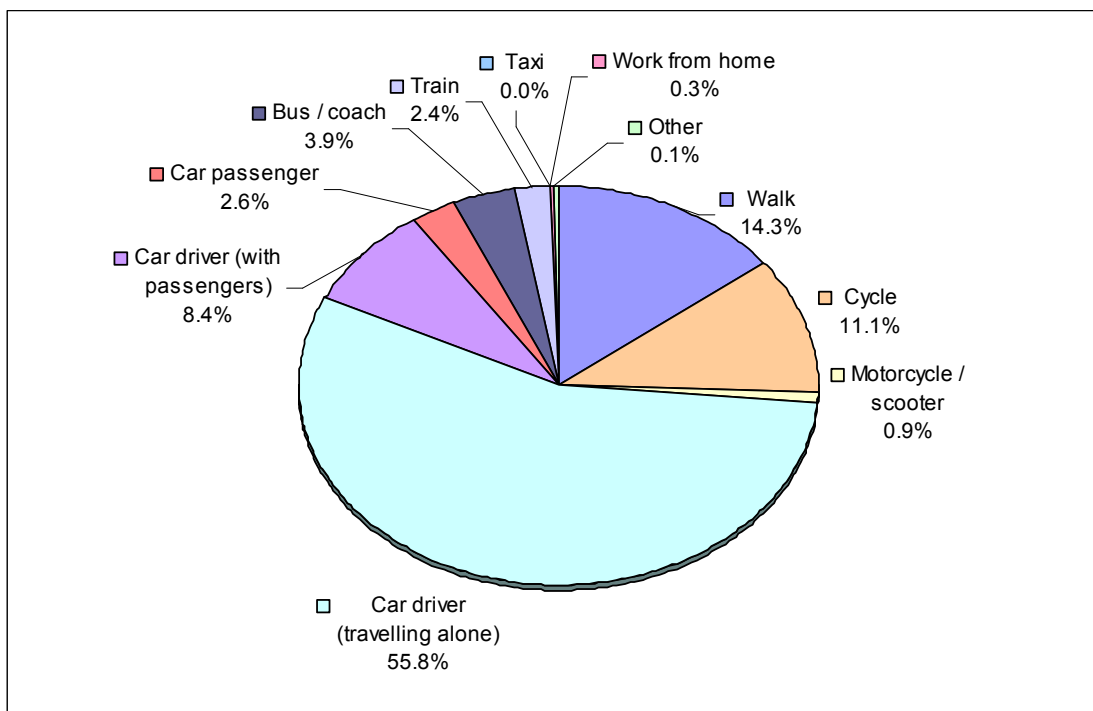
1.1.2 At the closing of the staff survey, the total number of responses was **2051**. With 3350 total staff, this gives an overall staff response rate of **61.2%**. At the closing of the student survey, the total number of responses was **873**. With 13,000 full-time equivalent students, this equates to a student response rate of **6.7%**.

## 1.2 Staff travel survey

### *Journey to work*

1.2.2 The split of main modes of travel for staff, defined as the mode by which they travelled the furthest distance, are shown below.

**Figure 1.1: Staff main mode of travel to work**



1.2.3 Most staff members currently travel to the University by car (either as a driver or passenger), however a quarter still travel by active modes (walking and cycling) with a small percentage travelling to the site by public transport.

1.2.4 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.

- 1.2.5 Walking is the predominant mode of travel for those travelling less than a mile to the University. For all distances above 1 mile, car driver (travelling alone) is the predominant travel mode.
- 1.2.6 There are a total of 196 survey respondents currently travelling to campus by car (as driver or passenger) for journeys of 2 miles or less, including 35 respondents for journeys less than 1 mile. If scaled to account for all University staff<sup>1</sup> this equates to 326 members of staff travelling 2 miles or less by car.

### ***Car use***

- 1.2.7 The lack of a viable alternative was the most frequently cited reason for car use, with staff stating that they either live too far to walk or cycle to the University, that they do not live near any bus or train routes serving the University, or both. Staff requiring their car to run errands outside of work was also cited frequently as a reason for car use, and was also cited as barrier to car sharing, alongside staff stating that they could not car share because they cannot predict their work start and finish times.
- 1.2.8 Amongst staff living within 2 miles (walking distance) of the University, caring responsibilities and needing to use the car to run errands outside of working hours were the most frequently cited reasons for car use.

### ***Travel by other modes***

- 1.2.9 All respondents were asked to comment on their current use of 'other' modes – walking, cycling and public transport. This section of the survey was designed to gauge how many staff may be encouraged to use these modes, or use them more often, and determine what actions the University may be able to take to support this change.
- 1.2.10 Over half of staff stated that they would not consider walking, with distance cited as the most common barrier to doing so.
- 1.2.11 Amongst those living within walking distance, nearly as many staff stated that they sometimes walk as those that walk as their usual mode of travel to the University. This indicates that walking is a popular 'occasional' mode amongst staff living close to the University. Bad weather, needing a car outside of work and having too much to carry are the most frequently cited barrier to walking, or walking more, within this group.
- 1.2.12 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.
- 1.2.13 While distance was the most frequently cited barrier to cycling, bad weather, needing one's car and feeling unsafe while cycling were also popular responses.
- 1.2.14 Existing and potential cyclists were asked to list their preferences for the infrastructure improvements they would most like to see at the University, with staff selecting covered cycle parking, secure cycle parking and the installation of showers as their most sought

<sup>1</sup> Assuming 3,350 University staff, based on a sample of 2,012 staff.

after improvements. Responses to this question were consistent across Central Park, East Park and West Park.

- 1.2.15 Public transport is not a commonly used main mode for staff travelling to the University, with the lack of viable routes, high fares and the infrequency of services the most cited barriers.
- 1.2.16 The results indicate that there is some scope for encouraging public transport use amongst those living farther from the University, while there is more scope for encouraging walking and cycling amongst those living closer to campus.

**Business travel**

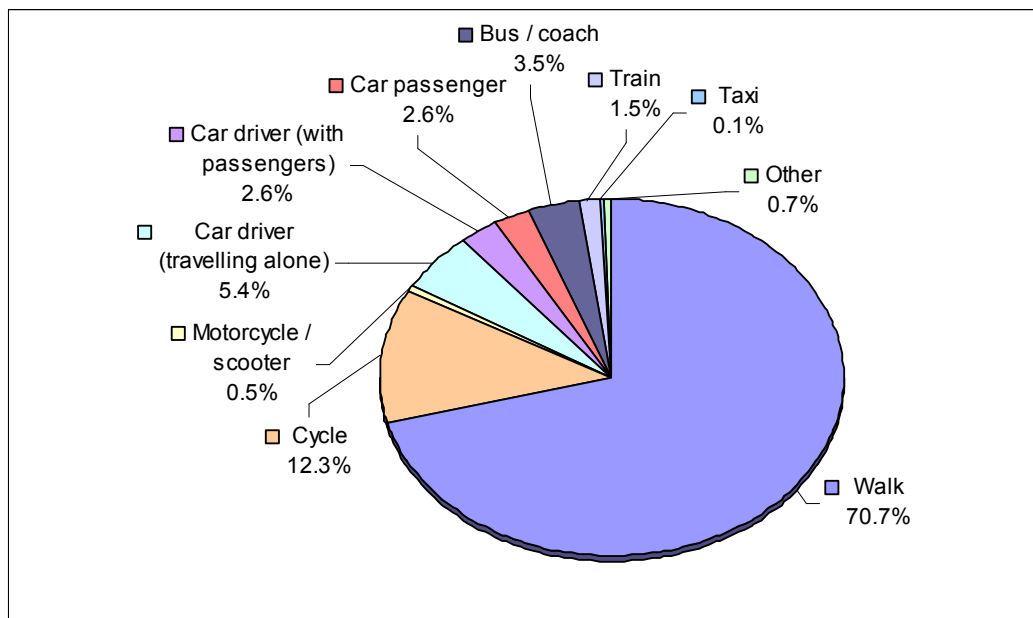
- 1.2.17 Only a small minority of staff travel frequently for business, with most travelling less than once a week and a quarter never travelling at all. Those that drive to work are the most likely to travel frequently for business, however less than 20% stated that they travel once a week or more for business.
- 1.2.18 The car is the most popular mode for undertaking off-campus business travel, with 39% of staff stated that they primarily travel by car (alone) when undertaking business travel, however, it is followed closely by train with 35% mode share.

**1.3 Student travel survey**

**Travel to the University**

1.3.2 The main mode of travel for students travelling to the University are shown in Figure 1.2.

**Figure 1.2: Student main mode of travel**



1.3.3 Walking is the most frequently used mode, with 71% of students stating this as their main mode. The second most frequently used mode is cycling, with 12% of students travelling by this mode. In total, 8% of students drive to campus and 5% travel by public transport.

---

### ***Car use***

- 1.3.4 All full-time students were asked if they kept a car in Loughborough. 817 responses were given for this question, with 200 (24%) stating that they did.
- 1.3.5 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.
- 1.3.6 When students do drive to campus, only 18% stated that they park on-street, with most instead parking in a University car park.
- 1.3.7 While the lack of viable alternatives was a frequently cited reason for travelling to the University by car, students claimed that the need to carry heavy or bulky items was their primary reason for using a car.
- 1.3.8 Reviewing the current exclusion zone for student permits would be beneficial, as the most commonly cited reason for driving to the University was the need to carry heavy or bulky items and not distance.

### ***Travel by other modes***

- 1.3.9 Nearly all students already walk to the University at least some of the time, with only 10% stating they would not consider walking.
- 1.3.10 Those who would not walk primarily lived too far from the University to realistically do so, with bad weather and having too much to carry being the most commonly cited barriers for students to walking more often to the University. Safety was also a major concern amongst students, with many stating that they do not feel safe walking after dark.
- 1.3.11 Compared to staff responses, students were less likely to state that they needed their car but more likely to state safety concerns as a barrier. As students tend to live closer to campus than staff, distance was also less of a barrier to students.
- 1.3.12 There is considerable scope for increasing the number of students that cycle to the University, with 16% stating they sometimes cycle and nearly 40% stating they might cycle in the future. It should be noted that as most students already walk to the University, a considerable proportion of responses to this question are from existing walkers.
- 1.3.13 The barriers to cycling are similar to those for walking, with bad weather and having too much to carry frequently cited. Fear of bicycle theft also ranked highly, along with not owning a bicycle and fear of traffic.
- 1.3.14 While not many students travel regularly to the University by public transport, it is used as a 'back-up' mode by a considerably proportion of students, with 34% stating they sometimes use public transport. High fares are the most frequently cited barrier to using public transport.

### ***Open responses***

- 1.3.15 The survey included a small number of open responses, allowing staff and students to suggest possible improvements to walking or cycling routes and to comment on travel in general.
-

- 
- 1.3.16 Most roads immediately surrounding the University were commented on by staff and students, with improved facilities for cyclists being requested in particular. A number of improvements were also sought on campus, particularly along University Road at the pinch point in front of the library.
  - 1.3.17 Public transport was also frequently commented on, with both staff and students requesting that the on-campus bus service run at higher frequency outside of term time and would also like these services to continue to Holywell Park. Students in particular would also like to see the service run later in the evenings, particularly during exam periods when students are likely to be at the library until late in the evening.

### ***Conclusions***

- 1.3.18 The survey findings indicate that there is scope for further increasing the uptake of walking and cycling to campus, particularly for occasional use.
  - 1.3.19 The existing car park charging system does not encourage staff or students to use different modes on different days. It is advisable that the University review their current car parking management system, exploring the feasibility of daily charging or similar schemes.
  - 1.3.20 Encouraging staff to think about their mode of travel on a daily basis should make them more receptive to travel plan initiatives, including those promoting walking and cycling as well as car sharing.
  - 1.3.21 The University should also continue its investment in cycling infrastructure on campus by installing covered, secure cycle parking facilities that are in turn advertised to staff and students.
  - 1.3.22 Overall, the University is clearly making strides in supporting sustainable travel to and from the University. The results of this travel survey will be able to support existing schemes and help identify target markets for future campaigns.
-