

Loughborough University

Loughborough University

November 2010

Travel Plan 2010

TRANSPORT
TRAFFIC
DEVELOPMENT
PLANNING
URBAN DESIGN
ECONOMICS
MARKET RESEARCH

colinbuchanan.com

Loughborough University

Travel Plan 2010

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Contents

1	Introduction	2
1.1	Background	2
1.2	Additional considerations	2
1.3	Report structure	3
2	Travel Survey Findings	4
2.1	Introduction	4
2.2	Staff	4
2.3	Students	10
3	2006 Travel Plan progress	12
3.1	Introduction	12
3.2	Key achievements	12
3.3	Outstanding items	12
4	Aims and objectives	13
4.1	Introduction	13
4.2	Aims and objectives	13
5	Targets, indicators and actions	14
5.1	Introduction	14
5.2	Marketing and awareness	14
5.3	Managing car use	15
5.4	Walking and cycling	15
5.5	Public transport	17
5.6	Car sharing	17
5.7	Business travel	18
5.8	Fleet, servicing and deliveries	19
6	Summary and conclusion	20
6.1	Summary	20
6.2	Conclusion	20

Figures

Figure 2.1:	Staff main mode of travel to work	4
Figure 2.2:	Staff distance travelled per main mode	5
Figure 2.3:	Staff attitudes to walking per distance travelled	6
Figure 2.4:	Staff attitudes to cycling per distance travelled	7
Figure 2.5:	Staff attitudes to public transport per distance	8
Figure 2.6:	Staff mode of travel across campus	9
Figure 2.7:	Student main mode of travel	10

1 Introduction

1.1 Background

- 1.1.1 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.
- 1.1.2 The previous Loughborough University Travel Plan was written in 2006 with minor amendments made in 2009. Since the document was written, the University has made great strides in supporting, enabling and promoting sustainable travel to, from and within the University.
- 1.1.3 The University has also changed during this time period. SportPark has opened and the East Park Design Centre will open in mid-2011. These new developments have created new parking pressures on site, with new actions necessary to help alleviate any possible issues before they arise. This renewed Travel Plan will help ensure that the University remains accessible as more and more people travel to the campus.
- 1.1.4 Priorities have changed over time as well. The primary aim of the previous Travel Plan was to reduce the number of single occupancy car journeys to the University, whereas now increasing emphasis has been placed on encouraging 'active' travel (walking and cycling) and reducing the environmental impact of necessary vehicle travel.
- 1.1.5 The general scope of the travel plan, however, remains the same. The University will continue to actively persuade staff, students and visitors to change their travel habits in favour of more sustainable modes.
- 1.1.6 This 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. A separate report discussing the findings of the travel surveys in detail has been prepared with key findings summarised within this report.
- 1.1.7 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. This Travel Plan provides a direction for supporting sustainable travel, with targets and guidance on how best to reach the targets.

1.2 Additional considerations

- 1.2.1 A number of additional factors have been taken into consideration during the preparation of this travel plan, including the following:
- The University's new campus-wide landscape strategy;
 - Review of the University's car parking management strategy;
 - Scrutiny Panel report on Loughborough University entrances and parking policies; and
 - HEFCE requirements for the reporting on carbon emissions.
- 1.2.2 Information on all of these factors is available separately, with some references made to them in this document.

1.3 Report structure

1.3.1 Following this introductory statement, this report is structured as follows:

- *Chapter 2* reviews the findings of the 2010 staff and student travel surveys;
- *Chapter 3* discusses the progress to date for the 2006 travel plan;
- *Chapter 4* details the aims and objectives of the travel plan;
- *Chapter 5* sets out the targets, indicators and actions for the travel plan; and
- *Chapter 6* provides a summary and conclusion.

2 Travel Survey Findings

2.1 Introduction

2.1.1 Staff and student travel surveys were carried out in the spring of 2010. The surveys were available online and in paper form.

2.1.2 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%**.

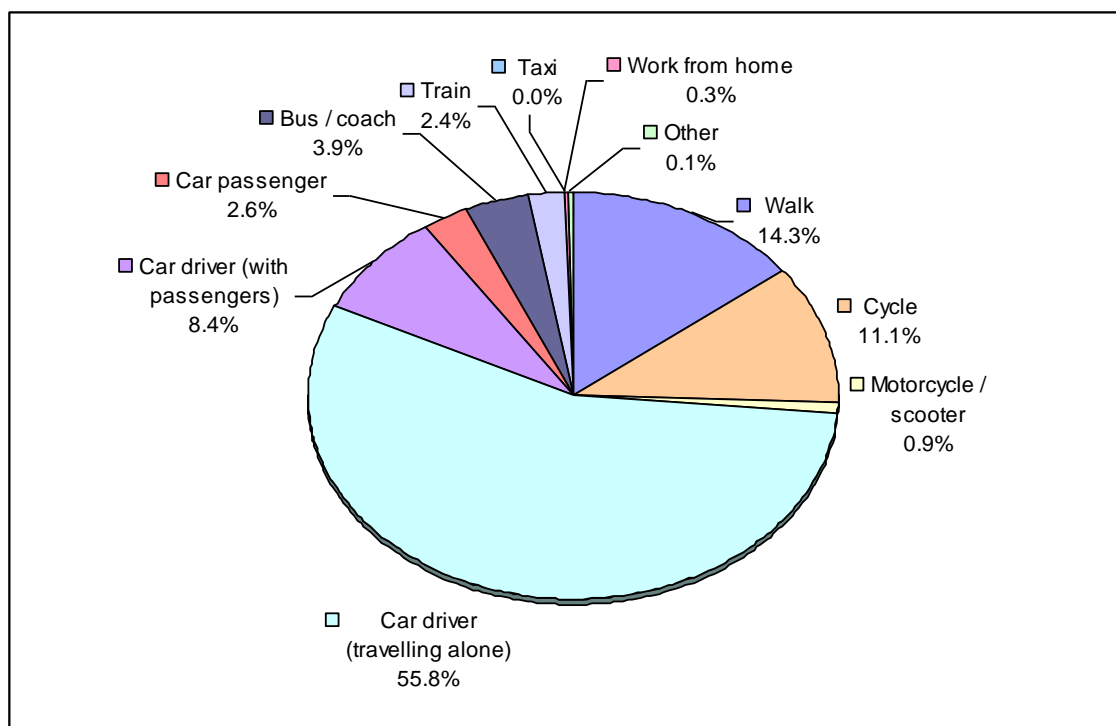
2.1.3 The results of the survey are discussed in brief below, with additional points referenced later within this document.

2.2 Staff

Journey to work

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

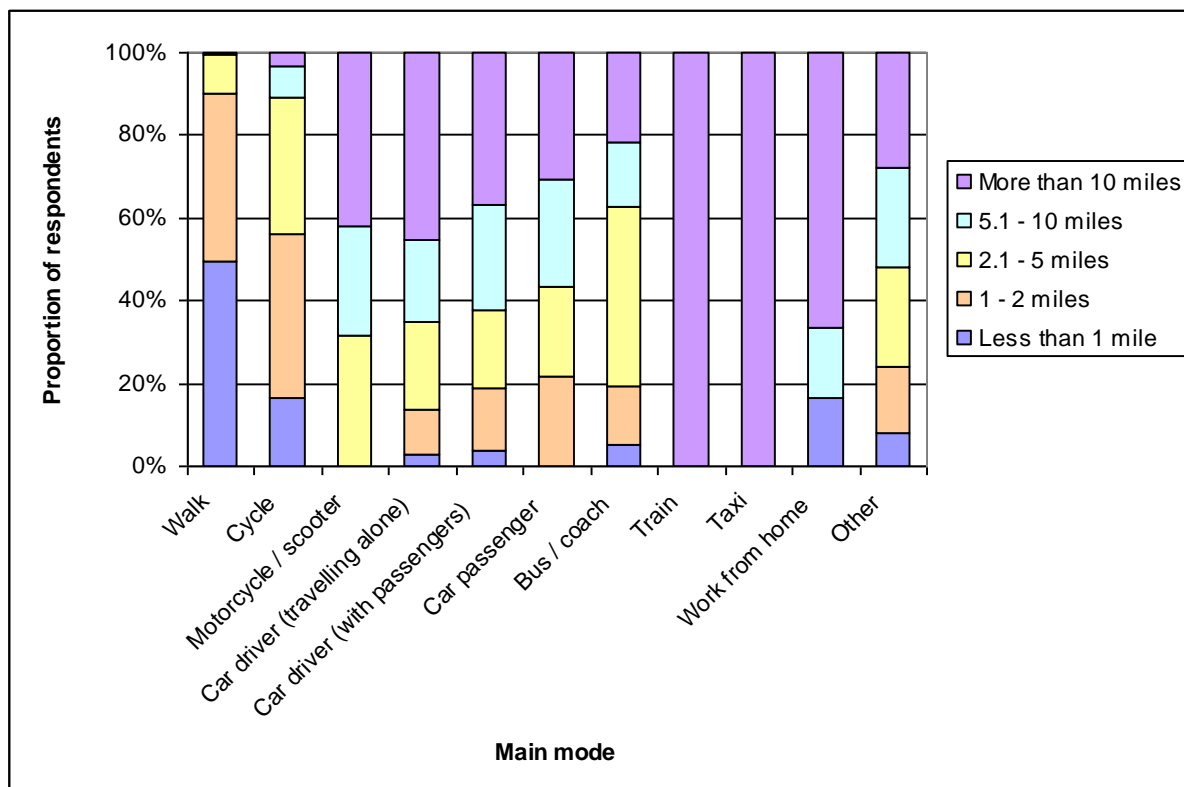
Figure 2.1: Staff main mode of travel to work



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

- 2.2.4 Amongst those that currently car share, 64% currently travel with another University employee, 16% travel with another adult who does not work at the University and the remaining 20% car share with children. Taking this into account, 7.1% of staff currently car share with other University staff, thus directly reducing the number of vehicles travelling onto the campus.
- 2.2.5 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.
- 2.2.6 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. The distance members of staff travel per main mode is shown in Figure 2.2.

Figure 2.2: Staff distance travelled per main mode



- 2.2.7 Most of those that walk to campus travel 2 miles or less, while cyclists generally travel up to 5 miles. Buses are used mainly by those travelling between 2 and 5 miles while trains are used exclusively by those travelling more than 10 miles.
- 2.2.8 Car users travel further than walkers, cyclists and bus users, with over 40% of single-occupancy vehicle drivers travelling more than 10 miles.
- 2.2.9 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 travelling less than 1 mile. If scaled to account for all University staff this equates to an estimated 326 members of staff travelling 2 miles or less by car.

Car use

2.2.10 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. That staff require their car to run errands outside of work was cited frequently as a reason for car use, and was also cited as a barrier to car sharing. Staff also frequently stated that they could not car share because they cannot predict their work start and finish times.

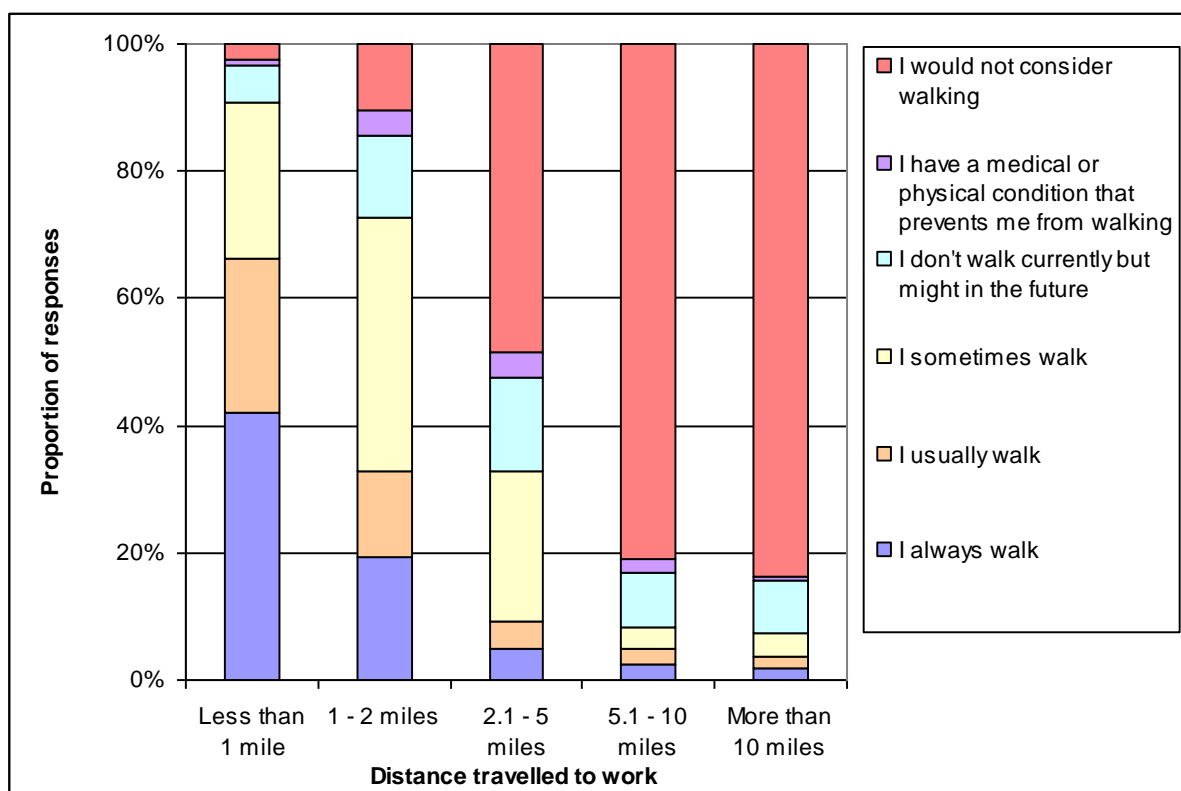
2.2.11 Amongst staff living within 2 miles (walking distance) of the University, caring responsibilities and needing to use the car to run errands outside of working hours were the most frequently cited reasons for car use.

Travel by other modes

2.2.12 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.

2.2.13 Staff attitudes to walking per distance travelled to the University are shown in Figure 2.3.

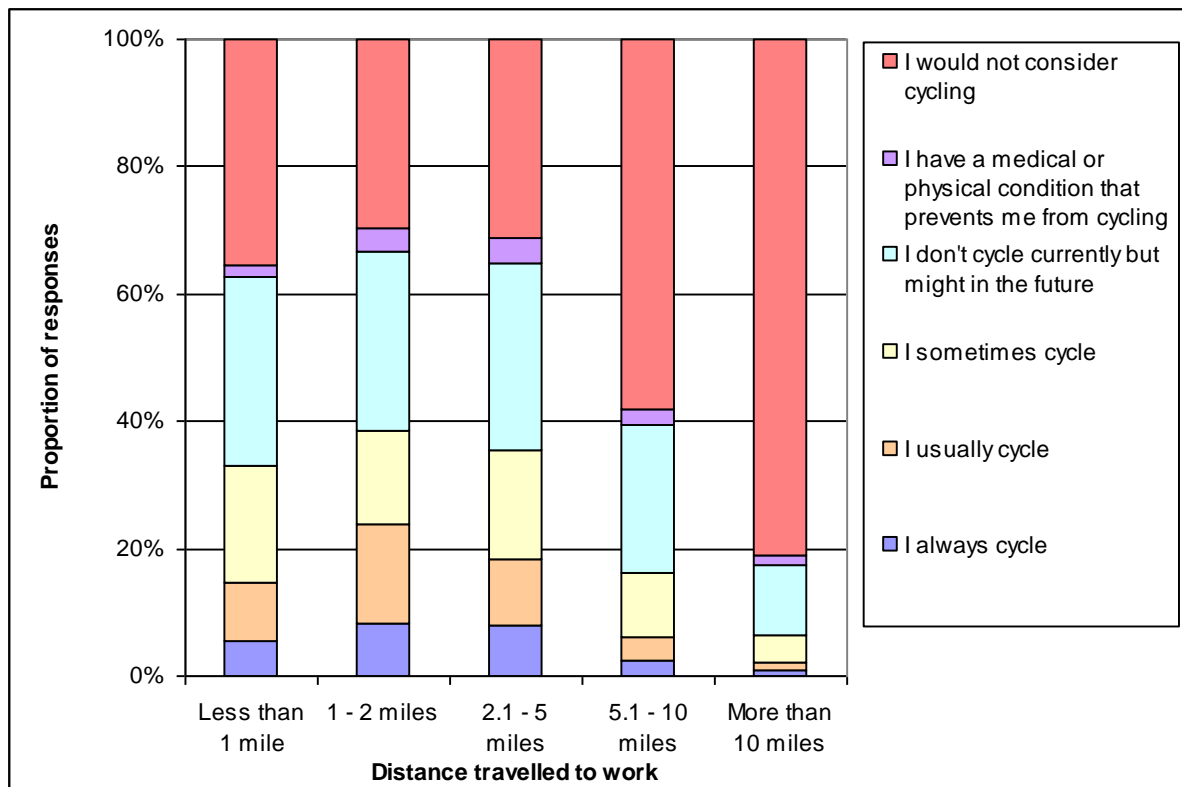
Figure 2.3: Staff attitudes to walking per distance travelled



2.2.14 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 barriers to walking, or walking more, within this group.

2.2.15 Staff attitudes to cycling per distance travelled are shown in Figure 2.4.

Figure 2.4: Staff attitudes to cycling per distance travelled



2.2.16 The greatest scope for increasing cycling is amongst those living between 2 and 5 miles from the University. While those living within 2 miles also show a propensity to change, many of these staff members walk to campus and therefore already travel sustainably.

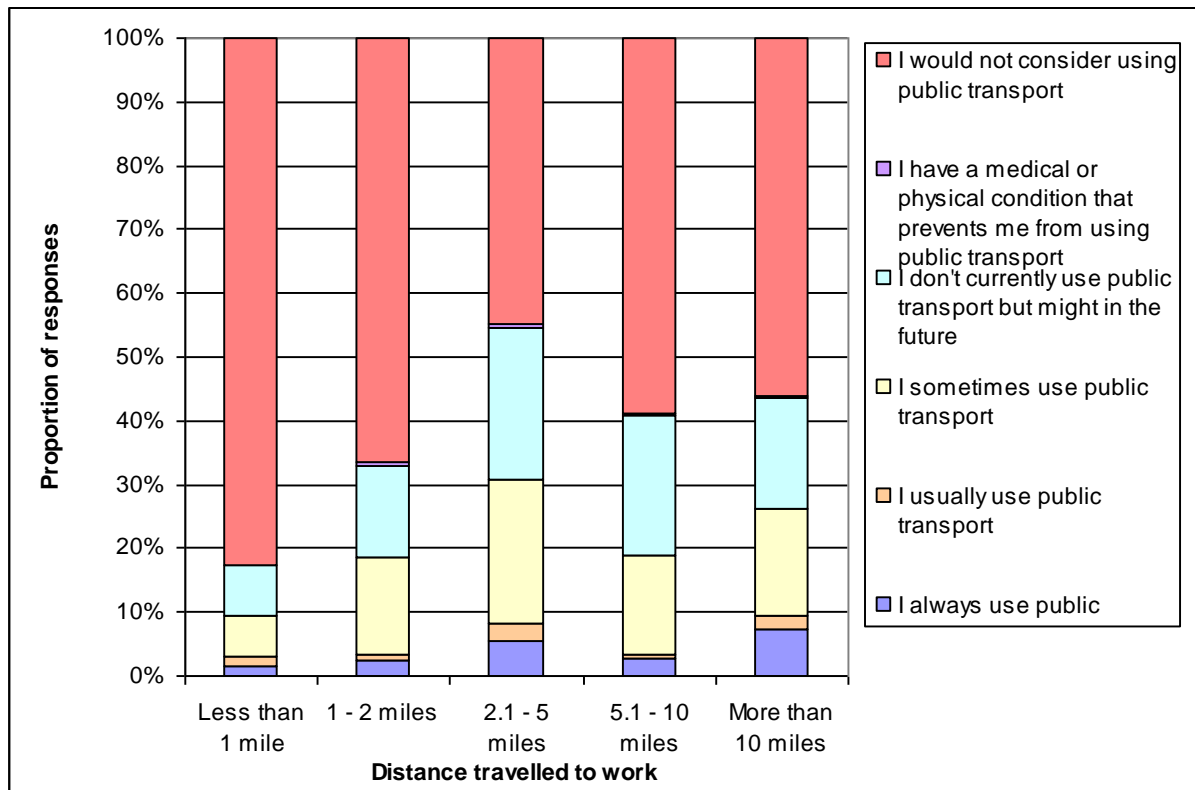
2.2.17 Overall, over half of staff again stated that they would not consider cycling, 20% stated that they might cycle in the future and a further 10% cycle some of the time already.

2.2.18 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.

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

2.2.20 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 to use. Public transport is, however, commonly used as an 'occasional' mode across all distances, as evidenced by Figure 2.5.

Figure 2.5: Staff attitudes to public transport per distance

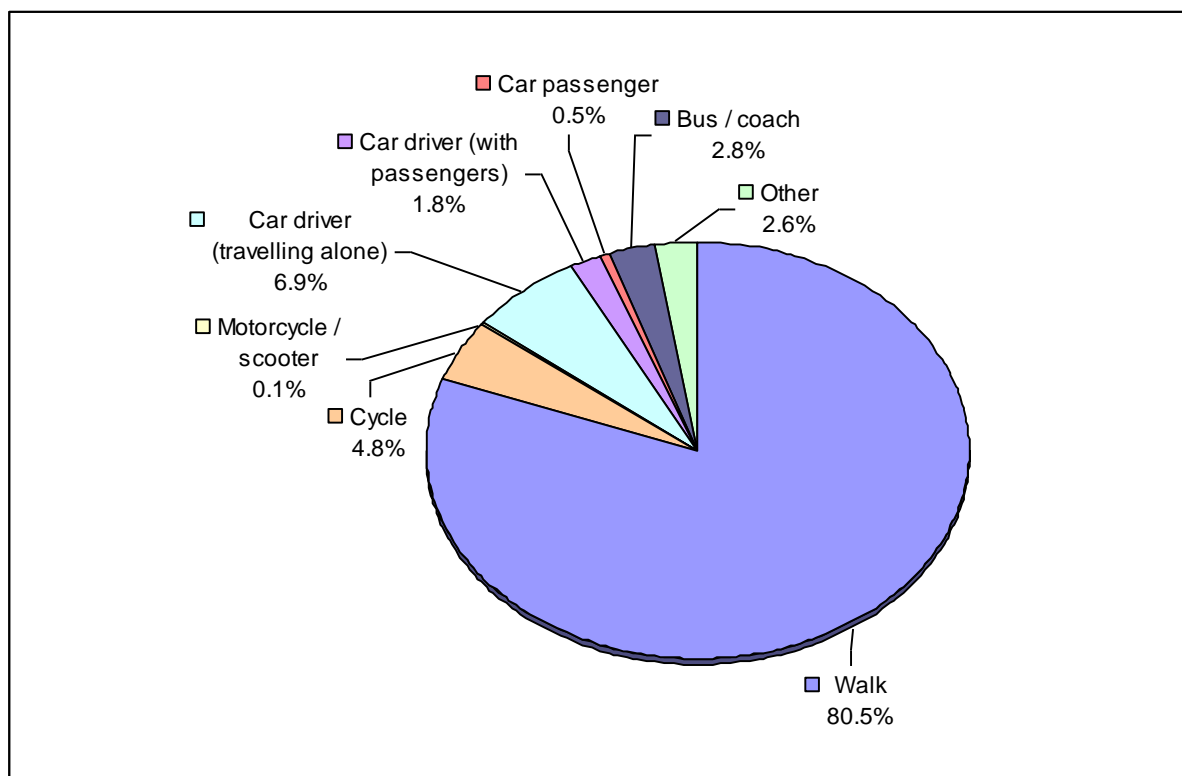


2.2.21 The results indicate that there is some scope for encouraging public transport use amongst all staff, while there is more scope for encouraging walking and cycling amongst those living closer to campus.

On campus travel

2.2.22 The mode of transport that staff reported using most frequently when travelling across campus are shown below.

Figure 2.6: Staff mode of travel across campus



2.2.23 While most staff usually walk when travelling across campus, a considerable number still choose to travel by car. The primary barriers to using active travel are having too much to carry and distance.

Business travel

2.2.24 Only 13% of staff travel off campus for business once a week or more, with 20% travelling between once per week and once per month, 59% travelling less than once a week and 27% never travelling at all. Those that drive to work are the most likely to travel frequently for business, however less than 20% of car drivers stated that they travel once a week or more for business.

2.2.25 The car is the most popular mode for undertaking off-campus business travel, with 39% of staff stating that they primarily travel by car (alone) when undertaking business travel, however, it is followed closely by train with a 35% mode share.

2.2.26 There is some correlation between main mode for commuting and the main mode used for undertaking business travel, but this varies between main modes. For example, nearly all staff that use public transport for commuting also use public transport for undertaking business travel. Nearly 40% of those who walk to the University and nearly 50% of those that cycle stated that they normally driver a car when undertaking business, either alone or with passengers.

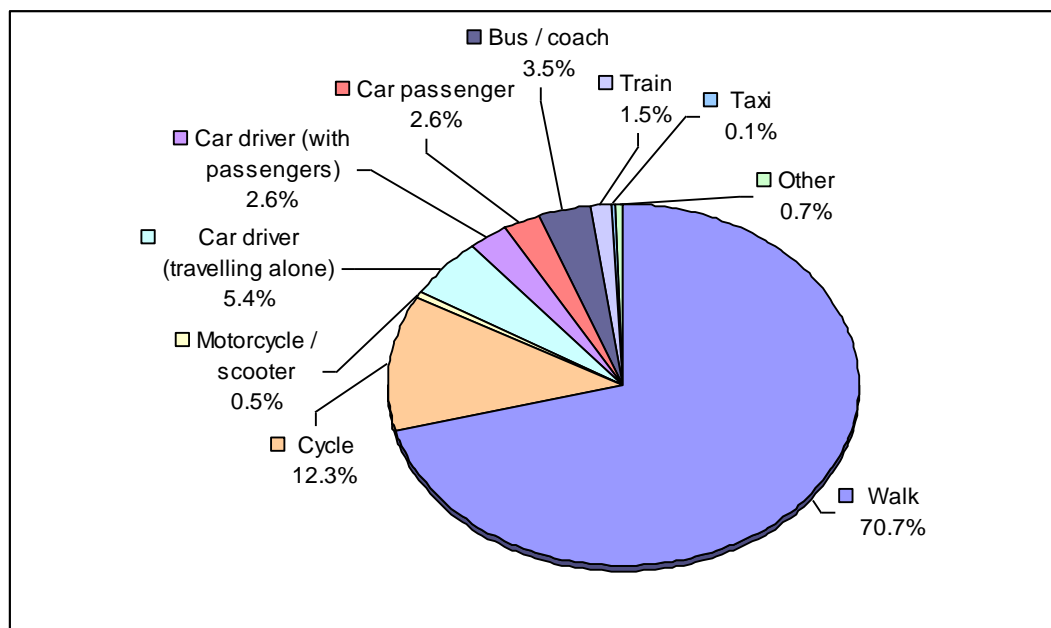
2.2.27 These results indicate that there is some scope for further encouraging staff to undertake business travel using more sustainable modes, including walking, cycling and public transport. The survey results also found that access to a pool car during the day would allow more staff to leave their car at home, thus reducing peak hour congestion around the campus.

2.3 Students

Travel to the University

2.3.2 The main mode of travel for students travelling to the University are shown in Figure 2.7. Of student respondents, 96% are full time and 42% of these students stated that they live in University accommodation.

Figure 2.7: Student main mode of travel



2.3.3 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

2.3.4 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.

2.3.5 The most frequently cited reason for having a car in Loughborough was for travel to and from one's permanent residence, with the second most popular reason to run errands and undertake other activities unrelated to the University.

2.3.6 When students do drive to campus, only 18% stated that they park on-street, with most instead parking in a University car park.

2.3.7 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.

2.3.8 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

- 2.3.9 Nearly all students already walk to the University at least some of the time, with only 10% stating they would not consider walking.
- 2.3.10 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. Safety was also a major concern amongst students, with many stating that they do not feel safe walking after dark.
- 2.3.11 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.
- 2.3.12 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.
- 2.3.13 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.
- 2.3.14 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.

3 2006 Travel Plan progress

3.1 Introduction

3.1.1 The previous Loughborough University Travel Plan dates from 2006 with amendments made in 2009. Most of the actions have been completed while only a small number have not been undertaken.

3.1.2 This chapter details the progress of this travel plan in achieving its targets.

3.2 Key achievements

3.2.1 Key achievements of the 2006 Travel Plan are:

- Establishment of the Transport Sustainability Group in January 2007.
- Launch of Loughboroughshare in Spring 2008.
- Travel Guide published in September 2008, Travel & Transport pages within the sustainability website in December 2009.
- 50 cycle racks were placed across campus in 2009, 5 cycle lockers were provided in Central Park and the showers on West Park were refurbished.
- Opening of the on-campus cycle shop.

3.2.2 The completion of these actions has ensured that the University has the adequate structures and systems in place to support and encourage non-single occupancy car use amongst staff and students.

3.2.3 The new travel plan can therefore build upon this initial work, measuring progress directly against the 2010 baseline.

3.3 Outstanding items

3.3.1 The following items from the 2006 travel plan have not been completed for various reasons; primarily because of budgetary or staffing reasons or awaiting for the completion of other tasks:

- Preferential parking rates and priority car parking spaces for registered car sharers.
- The provision of pool vehicles for essential work related car journeys.
- Development of a home working policy.
- Investigate the possibility for discounted travel schemes on the local railway networks.

4 Aims and objectives

4.1 Introduction

4.1.1 The aim of the travel plan provides a simple statement of where the travel plan is going and what it is trying to achieve as a collective whole.

4.1.2 This aim is supported by a variety of objectives that cover a range of topics and outcomes for the travel plan.

4.2 Aims and objectives

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

4.2.2 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.

4.2.3 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.

5 Targets, indicators and actions

5.1 Introduction

- 5.1.1 The targets for the travel plan are discussed within this section, as well as the indicators that will be used to measure progress towards these targets and the actions that should be undertaken to ensure that these targets are met.
- 5.1.2 The targets are based on the results of the travel survey and build directly on the overarching travel plan aims and objectives. 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.
- 5.1.3 The targets and actions are grouped under the following categories:
- Marketing and awareness;
 - Managing car use;
 - Walking and cycling;
 - Public transport;
 - Car sharing;
 - Business travel; and
 - Fleet, servicing and deliveries.
- 5.1.4 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.
- 5.1.5 The headline target for SportPark has also been incorporated into this travel plan. The travel plan for SportPark was initially prepared alongside the planning application for the site and amended using the results of the staff travel survey, focusing only on staff based at SportPark. The targets for SportPark are to be reached by Spring 2015.

5.2 Marketing and awareness

- 5.2.1 **Headline target:** To create, and continually update, travel guides for staff, students and visitors.
- 5.2.2 **Supporting target:**
- To hold at least one campaign in support of sustainable travel per term, with an additional campaign to coincide with Welcome Week.
- 5.2.3 **Indicators:**
- Online publication of updated travel guide at least two weeks prior to the start of Welcome Week.
 - A campaign to be classified as either a single event, series of events or production of written materials highlighting either a particular mode or a specific theme.
- 5.2.4 **Key actions:**
- To create an annual events calendar providing key dates for different campaigns and events, including both bespoke events and those supporting local, national and European initiatives.
 - To regularly liaise with the Borough and County Council in relation to local travel planning campaigns and initiatives.
 - To regularly liaise with Loughborough College and other local businesses in relation to their travel planning activities.

- Enable and encourage staff, students and visitors to provide feedback on events and campaigns, including providing ideas for future events and campaigns.

5.2.5 **Reasoning:**

- Marketing the travel plan and its initiatives is key to ensuring that awareness of the travel plan remains high amongst staff, students and visitors.

5.3 Managing car use

5.3.1 **Headline target:** 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.

5.3.2 **Supporting targets:**

- Reduce the proportion of staff driving alone as their main mode of travel to the University, from 55.8% to 50%.
- Reduce the proportion of staff driving alone as their main mode of travel across campus, from 6.9% to 5%.
- Reduce the proportion of SportPark staff driving alone as their main mode of travel to the University, from 70.5% to 60.5%.
- To introduce at least 2 electric vehicle charging points as a pilot.
- 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.

5.3.3 **Indicators:**

- Introduction of approved campus-wide car park management strategy for the academic year 2011/2012.
- Proportion of staff stating that their main mode of travel to work is 'car driver (travelling alone)' in the staff travel survey.
- Proportion of staff stating that their main mode of travel across campus is 'car driver (travelling alone)' in the staff travel survey.
- Proportion of staff based at SportPark stating that their main mode of travel to work is 'car driver (travelling alone)' in the staff travel survey.
- Usage of vehicle charging points, as determined through electrical meter readings.
- 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.

5.3.4 **Key actions:**

- Carry out a small study to determine the best place for the electrical vehicle charging pilot, in consultation with potential users and other stakeholders.
- Ensure that the new car parking management scheme encourages non-car use by introducing a wider element of 'pay as you park' for staff and reviewing the costs of parking permits, without encouraging overspill parking.
- Carry out a pilot study for introducing a student car-share-only car park, monitoring usage and impact on overspill parking, taking into account enforcement requirements.

5.3.5 **Reasoning:**

- Managing car use is key in providing incentives for staff to use more sustainable modes of transport for their commute and during the day.

5.4 Walking and cycling

5.4.1 **Headline target:** Increase the proportion of staff walking or cycling as their main mode of travel to the University, from 25.4% to 30%.

5.4.2 **Supporting targets:**

- Increase the proportion of staff who are 'usual' walkers from 17.3% to 20%.
- 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.
- 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.

5.4.3 **Indicators:**

- Proportion of staff stating they walk or cycle as their main mode in the staff travel survey.
- '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.
- Usage of existing cycle parking, with ongoing usage surveys at peak times, ensuring usage does not exceed 80% of capacity.

5.4.4 **Key actions:**

- Conduct a detailed audit of available cycle facilities per park, including number of spaces, whether or not they are covered, level of security (including if they are overlooked and well-lit), proximity to building entrances, and level of use.
- Using the results of the audit as a baseline, determine where improvements can be made to existing cycle parking, where additional cycle parking is required and where new secure cycle facilities may be needed. Needs should be prioritised as constructed as funding becomes available, either through development works or as revenue from car parking.
- Create a comprehensive online guide to cycling to, from and within the University, highlighting not just where cycle parking is available, but the number of spaces at each location and whether they are covered or secure. The guide should also detail the locations of showers and changing facilities and detail who can use these facilities (all staff, staff of certain departments, students, etc.).
- Use LufBUG to help create either a single cycling map for the University or a series of maps, providing 'recommended' routes from the University to the surrounding areas, including the train station and neighbouring towns. Maps should use time as well as distance, and may include information on 'calories burned'.
- During warmer months, hold regular lunchtime cycle rides for staff, with cycles made available for those who may not have one of their own.
- Investigate purchasing high security locks in bulk and selling these to staff and students either at cost within the on-campus cycle shop, Cogz, or at a discount, to encourage cycle security on campus.
- Hold promotional walking and cycling campaigns throughout the year, including in winter months, by promoting the use of torches, bike lights and high-visibility clothing to increase safety in hours of darkness.
- Ensure that the interests of pedestrians and cyclists remain a priority within the landscape masterplan work.
- Evaluate lighting on pedestrian paths and pavements during the winter months, evaluating and prioritising where lighting improvements may be required.
- Offer (and promote the availability of) cycle training for staff and students.

5.4.5 **Reasoning:**

- Walking and cycling are free, carbon neutral and contributing to the health and well-being of the individual.
- Walking and cycling journeys of up to 30 minutes are reasonable alternatives to the private car, equating to roughly a 1.5 mile (2.4 km) walk or a 5 mile (8 km) cycle ride. Additionally, some staff will be willing to travel further by these modes.

5.5 Public transport

5.5.1 **Headline target:** Increase the proportion of staff who are 'sometimes' public transport users, from 16.5% to 20%.

5.5.2 **Supporting targets:**

- Increase the proportion of students who are 'usual' public transport users, from 7.8% to 10%.
- Maintain the out-of-term-time frequency for the Kinch Sprint bus, with services every 15 minutes.

5.5.3 **Indicators:**

- 'Sometimes' public transport users as determined by the proportion of staff stating that they 'sometimes' use public transport for commuting in the staff travel survey.
- '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.
- Frequency as determined by the number of buses running per hour during working hours, outside of term time, including the summer holidays.

5.5.4 **Key actions:**

- Promote the availability of bus routes stopping near the campus through promotional material.
- Engage in discussion with bus operators with routes stopping on roads adjacent to the University to discuss service frequencies and opportunities for joint-promotional opportunities.
- Determine the financial viability of subsidising student use of the Kinch Sprint bus in light of the new car parking management scheme, with possible further action to provide free on-campus bus services to staff and students.
- Engage in discussions with Kinch about establishing annual (per academic year) bus passes for students, particularly those living on campus, and staff.

5.5.5 **Reasoning:**

- Buses provide a viable alternative to the car for those primarily travelling between 2 and 10 miles to campus but knowledge of available routes (with the exception of Kinch) may be impacting the level of use.
- Public transport is a viable 'complementary' route for all staff and students who may not wish to walk or cycle every day.
- Train use is a viable alternative to those living more than 10 miles from the University on direct train lines to Loughborough.

5.6 Car sharing

5.6.1 **Headline target:** 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%.

5.6.2 **Supporting targets:**

- Increase the number of staff registered within Loughboroughshare to 500.
- Raise awareness of the Loughboroughshare scheme, reaching 75% staff awareness of the scheme.

- Establish financial or other incentives for registered car sharers.

5.6.3 Indicators:

- Proportion of staff stating that they car share as passenger or driver, with another University employee, in the staff travel survey.
- Number of staff registered and/or aware of Loughboroughshare.
- Inclusion of incentives (financial or otherwise) for car sharers within the new car parking management strategy.

5.6.4 Key actions:

- Ensure that clear financial incentives are included within the new car parking management scheme for car sharers, either in the form of cheaper car parking permits, the flexibility in allowing two members of staff to share special 'car sharing' permits.
- Promote the potential financial savings of car sharing to staff through promotional materials, including fuel and 'wear and tear'.
- Introduce at least 5 car sharing-only car parking spaces as a pilot in an over-prescribed car park, either centrally, or in East Park.

5.6.5 Reasoning:

- Car sharing provides a viable commuting alternative to single-occupancy vehicle use for those living beyond walking and cycling distance of the University and where public transport may not be a viable alternative.
- Anyone can car share, but the financial benefits will be greater for those travelling the greatest distance to the University, primarily those travelling more than 10 miles but also those living between 5 and 10 miles.
- While all car sharing can be beneficial in reducing local congestion, an increase in those car sharing with other University employees will also result in reduced numbers of vehicles on campus and more efficient use of car parking spaces.

5.7 Business travel

5.7.1 **Headline target:** Reduce the proportion of staff driving alone as their main mode of off-campus business travel, from 39.4% to 35%.

5.7.2 **Supporting targets:**

- 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%.

5.7.3 **Indicators:**

- Main modes for off-campus business travel as stated by staff in the staff travel survey.

5.7.4 **Key actions:**

- Review the existing booking system for purchasing train tickets for business journeys.
- Investigate having a small vehicle pool available to staff for undertaking off-campus business travel, with emphasis on using low carbon vehicles.
- Investigate establishing a pool of folding bicycles that could be used in conjunction with public transport for longer journeys or on their own for shorter journeys.
- Ensure that staff are aware of the options available to them when undertaking business journeys through the marketing and awareness campaigns.
- Review existing mileage reimbursement, particularly the policy for journeys less than 1 mile.

5.7.5 **Reasoning:**

- Carbon emissions from business travel are directly related to the carbon footprint of the University, as are the costs associated with business travel.
- The availability of viable alternatives to using their own car for undertaking business travel could help encourage some staff from commuting by car.

5.8 Fleet, servicing and deliveries

5.8.1 **Headline target:** 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

5.8.2 **Supporting target:**

- To continue working towards the Green Fleet Strategy goal of moving 50% of the Facilities Management fleet over to low-carbon vehicles.

5.8.3 **Indicators:**

- Production of approximate baseline report by start of academic year 2011/2012.
- Half of all FM vehicles to be fuelled by alternative fuels, electricity or other technologies.

5.8.4 **Key actions:**

- Liaise with procurement and security to gather information on the nature and number of servicing and delivery vehicles travelling to and from campus.

6 Summary and conclusion

6.1 Summary

- 6.1.1 This travel plan has been prepared for Loughborough University based on the results of the 2010 staff and student travel surveys.
- 6.1.2 The overall 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.
- 6.1.3 The objectives and targets of the travel plan focus on reducing the mode share of single-occupancy vehicles for staff and students while promoting walking, cycling, public transport and car sharing. Targets have been set to be achieved over a five-year timescale, with progress measured primarily through further staff and student travel surveys.
- 6.1.4 The actions set forth to achieve the targets 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.
- 6.1.5 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.
- 6.1.6 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.

6.2 Conclusion

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