TRAVEL PLAN STRATEGY
2015 - 2020

Promoting Sustainable Travel Choices at The University of York
Since 2015, we have introduced a wide range of initiatives to enhance accessibility to the University, focusing on active and sustainable travel modes with the aim of reducing the number of single occupancy car trips our staff and students make.

At the University of York we are committed to reducing our impact on the environment and local community - this is reflected in a number of our key strategy documents, including our Carbon Management Plan, Sustainability Strategy and forthcoming University Strategy.

One of the ways we aim to achieve this is to minimise the number of trips made to / from the University by car (alone), whether by students, staff or visitors.

We developed our first five year Travel Plan in 2010 and this has seen a comprehensive package of measures delivered to encourage walking, cycling, public transport and more sustainable car use. Over the past five years we have seen bus services to the University increase in frequency and geographic coverage and have introduced a range of ticketing initiatives to support those wishing to use public transport.

Those wishing to cycle can now take advantage of discounted bikes (either through salary sacrifice or the Unibikes recycled bikes initiatives), cash back on cycle training, discounted cycle accessories and free cycle maintenance sessions.

We have also invested in ways to encourage more sustainable car use amongst those that don’t have a practical alternative - this includes ongoing support to the University car share scheme, including providing priority car parking for those that share, and securing discounts with City Car Club for staff and students.

As such, we have addressed many of the typical barriers to sustainable travel. This doesn’t mean, however, that we can’t do lots more to promote and facilitate sustainable travel options for those who could reasonably use an alternative, either on a daily basis or less frequently.

That’s where the 2015 - 2020 Travel Plan comes in; this is a package of bespoke measures, which seeks to build on our successes to date. It is tailored to the needs of our staff, students and visitors (where appropriate), aimed at promoting greener, cleaner travel choices and reducing reliance upon the car. It has wide ranging benefits including for individuals (resulting from increased levels of physical activity, cost and time savings) and for the University (as a consequence of reduced demand for car parking, minimising local congestion and reducing our environmental impact).

Travel planning at any site is a dynamic process that will develop over time, in accordance with the changing circumstances and the environment to which it applies. For us, it is not a one-off event, nor a document to be completed and put on a shelf. What’s more it is a strategy that is owned by our staff and students; the initial measures within the strategy have been developed in response to feedback received from our annual staff and student travel surveys. We will continue to consult on travel issues throughout the period of the Travel Plan, in order to ensure that what we are doing reflects the travel needs of those making University-related trips.

FOREWORD FROM THE DIRECTOR OF CAMPUS SERVICES

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Dean Spears
Director of Campus Services
The University of York has a long running commitment to the promotion of sustainable travel practices for a number of reasons; in June 2007 the University achieved outline planning permission for large-scale expansion onto its Heslington East campus.

Whilst we were already involved in developing initiatives to encourage our staff and students to travel sustainably as a means to fulfil our environmental and operational responsibilities, as a condition of the planning consent we were required to prepare and implement a comprehensive Travel Plan. An initial document was prepared in 2008 - this was a precursor to our first five year Travel Plan strategy, prepared in 2010 (and formally signed off by City of York Council in 2012).

Sustainable transport is a top strategic priority for the University and we care very much about our relationship with our surrounding local communities. As a result, sustainable transport is sponsored by the Director of Campus Services and managed by Jill Taylor (Head of Facilities Services and Sustainable Transport) and Sarah Frankland (Strategic Projects Manager), using expertise from across the organisation.

We now have a range of measures covering car sharing, public transport (service information and ticketing) and infrastructure provision for cyclists and pedestrians and, therefore, many of the normal barriers to sustainable travel have been addressed. We are fortunate to be located in close proximity to York city centre, with frequent bus routes and a comprehensive cycle network linking us to the wealth of facilities the city has to offer. We are also able to offer a large proportion of our students on-site accommodation, reducing the demands for travel to the campus.

Nonetheless, the University continues to find ways to promote and encourage informed mode choice and to improve the attractiveness of sustainable travel options for staff, students and visitors alike.

With this in mind, the aim of the 2015 - 2020 travel plan strategy is to:

‘Minimise the impact of University-related trips on our environment and the local community, by encouraging and facilitating all trips being undertaken in the most sustainable manner possible. This will be achieved through a combination of infrastructure provision, awareness raising activities and disincentives to single occupancy car use’.

We have identified a five year ‘action plan’ (appended) aimed at achieving this, which includes a package of measures and a marketing strategy for how these will be communicated to staff, students and visitors.

We will continue to monitor the impact of the Travel Plan moving forwards, with staff and student surveys and multi-modal counts undertaken on an annual basis.
INTRODUCTION & CONTEXT

Located close to Heslington, to the east of York, our Heslington East and Heslington West campus accommodates both academic and residential functions of the University.

The campus is well served by an excellent range of bus services through third party providers, including the 66 and 66a and ub1.

Provision for pedestrians and cyclists is also good; a large proportion of students (who live outside of the campus) live within walking or cycling distance and are able to take advantage of the city’s network of cycle routes (coupled with on-site infrastructure - formal routes and parking facilities).

There is a significant volume of car parking provision on the campus to accommodate those with limited alternative travel options. To ensure use of the parking is equitable there is a robust car park management strategy in place including proactive enforcement of parking restrictions and monitoring of overspill parking in the surrounding residential areas, as well as a cap on overall parking levels.

Our students who reside in our colleges on campus are not issued with parking permits, with the exception of those who need these for accessibility or course requirements.

The University first developed a formal five year Travel Plan in 2010 (approved 2012) as a requirement of the planning process, recognising that its impending development could result in an increased demand for staff and student movements both to, and around, the University and the role the organisation itself would need to play in minimising this.

Since the University first began investing in measures to encourage sustainable travel, there has been a significant shift in the land use and transport planning policy agenda, such that provision for (and incentives to use) sustainable and active travel modes are the focus of this. More recently initiatives such as bespoke car share schemes, electric vehicles becoming commonplace and eco-driving have meant that there are ways that we can even encourage those that travel by car to do so in a more sustainable manner.

Like many large organisations, we face the challenge of balancing the travel requirements of our staff, students and visitors with managing demands for car parking, minimising our environmental impact and fulfilling our role within the local community and the wider York area.

We understand that there are some journeys and some individuals for whom car travel offers the only realistic option. The strategy is, therefore, not intended to penalise those that need to travel by car, but rather to promote choice and raise awareness of the journey options available, with a view to encouraging behavioural change, where appropriate.

This strategy links to a range of University-wide strategies, including those focussed on sustainability, well-being and mental health. It also has clear links with both the Carbon Management Plan (which explicitly recognises the role staff / student commuting, business travel and fleet use has on overall carbon emissions) and the Sustainability Strategy; which both form key elements of the University Plan (2015). It also has a role to play in the University’s estates development programme - as it clearly demonstrates a proactive approach to managing the demand for travel in the context of future development.

We will continue to monitor the impact of the Travel Plan moving forwards, with staff and student surveys and multi-modal counts undertaken on an annual basis. We will present findings at the highest level and agree action with partners.
ROLES & RESPONSIBILITIES

To ensure that the Travel Plan is delivered to greatest effect, it is important that roles and responsibilities in relation to its development, implementation and monitoring are defined at the outset.
ROLES & RESPONSIBILITIES

The Travel Plan Strategy and its objectives are linked with the University’s wider Social and Environmental Policies.

Sponsorship of the Travel Plan Strategy is with the Estates and Campus Services Directorship, whilst the Head of Facilities and Sustainable Transport works with the Strategic Projects Manager to deliver projects with stakeholders across the organisation.

The University of York has a long running commitment to the promotion of sustainable travel practices for a number of reasons; in June 2007 the University achieved outline planning permission for large-scale development of its Heslington East campus.

Whilst we were already involved in developing initiatives to encourage our staff and students to travel sustainably as a means to fulfil our environmental and operational responsibilities, as a condition of the planning consent we were required to prepare and implement a comprehensive Travel Plan. An initial document was prepared in 2008 - this was a precursor to our first five year Travel Plan strategy, prepared in 2010 (and formally signed off by City of York Council in 2012).

Funding for the Travel Plan is secured on an annual basis; with a case being made for the level of funding sought. Income generated from parking permits and parking charge notices is used to fund the Travel Plan.
PROGRESS TO DATE
PROGRESS

In the last five years, the University has made considerable efforts in terms of providing for and encouraging walking, cycling, public transport and sustainable car use. Key initiatives are detailed below.

Promotional Activities

- Development of Travel Plan ‘brands’ with reference to specific initiatives, such as the Yorkey card, in order to improve recognition amongst staff and students;
- Use of these brand indicators as part of a series of high profile campaigns, for example around the provision of the 66, 66a and ub1 bus services;
- Preparation of a guide to ‘Staff and Student Travel Options’; and
- Inclusion of a wide range of travel information on the University’s ‘Travel & Transport’ web pages.

Public Transport

- Ticketing initiatives including setting up the Yorkey card, staff season ticket loans for annual rail and Unibus passes and staff discounts on other service providers.

Cycling

- Ongoing delivery of the Cycle to Work Extra scheme providing staff with the opportunity to purchase bikes and equipment through salary sacrifice;
- Setting up of a pool bike scheme, for inter-campus travel;
- Implementation of the Unibikes recycled bikes scheme for staff and students; and
- Delivery of regular Bike Doctor sessions offering staff and students free bike ‘health checks’;
- Provision of more than 5000 cycle spaces, including nearly 2000 secure and covered areas, and long and short stay cycle parking.

Car Users

- Implementation of dedicated priority parking spaces for staff car sharing to University;
- Ongoing promotion of the University Liftshare scheme;
- The provision of a car club vehicle on the University campus and discounted staff and student user rates;
- Provision of 124 accessible parking bays.
The uptake of specific initiatives has been considered, some key indicators of success are:

- Free cycle hire: We offer free cycle hire to staff and students to travel between The King’s Manor Campus and the main Heslington Campus. There are 20 cycles available for hire - they can be hired for up to 48 hours at a time in exchange for a £10 returnable deposit.

- £10 cash back: For those wanting to take up cycling or in need of a refresher, we offer £10 cash back for anyone taking part in a 90 minute cycle training course.

- 5,406 cycle parking spaces: We now have over 5,406 cycle parking spaces across the University.

- 362 in 2018/19: The number of cycles serviced as part of the Bike Doctor initiative was 362 in academic year 2018/19.

- 371 members: There are currently 371 members of the University car share scheme.

- 119,963 miles logged cycling: In academic year 2018/19, staff logged 119,963 miles of cycling as part of the Love2Ride scheme.

- 2,386,446 passengers: Passenger numbers on the 66 services have increased from 783,972 in academic year 2013/14 to 2,386,446 in academic year 2018/19.
TRAVEL PATTERNS

We have the benefit of attitudinal questionnaires having been undertaken for the past nine years, whilst multi-modal counts of trips to/from the University have been carried out each March since 2002. This has enabled us to chart the impact of travel planning activities on mode choice over time.
For the past five years, we have annual staff and student travel questionnaires, whilst multi-modal counts have been undertaken each March.

The surveys ensure we have information on the total number of trips by each transport mode, and also provide an understanding of why people travel the way they do and how we might best bring about a reduction in car use together.

The questionnaires are carried out online with all staff and students invited to participate; a prize draw is held to incentivise completions and various promotional actions are aimed at raising awareness.

The multi-modal counts are undertaken by an independent survey company and count all movements into / out of both campuses by mode, between 7am and 7pm.
HOW STAFF AND STUDENTS TRAVEL

We recognise that our staff have varied needs about the journeys they make both to work and whilst at work. Similarly, the travel patterns of students will differ significantly between those living on campus and those living elsewhere. The annual attitudinal questionnaires and multi-modal counts are a great way for us to get feedback to ensure we are doing all we reasonably can to encourage and facilitate journeys being made by sustainable transport modes.
Response rates to the travel questionnaire from students have been consistently low and it has therefore been difficult to determine progress towards the targets on the basis of the questionnaire results in isolation.

As such, the multi-modal counts have been used as a means to determine the modal split of total trips to the University and how this has altered (not only over time, but in the context of changing staff and student population), whilst the questionnaire results provide more qualitative feedback that is invaluable to the ongoing refinement of the Travel Plan Strategy.

The results indicate that there has been a general downwards trend in the proportion of trips to / from the University by vehicle, from 30.2% of total trips in 2010/11 to 24.1% of total trips in 2018/19. There has been a corresponding increase in trips amongst sustainable modes.

It should be noted that the mode share relates to all trips to the University, rather than just staff and students. It also reflects a snapshot, being undertaken on a single day (albeit the same day each year).
STAFF POSTCODE MAPPING

Postcode mapping has been used to determine the modes of travel staff use in relation to where they live.

The geographical dispersal of staff home postcodes means that for some, travel by car is likely to be the only realistic option where public transport is lacking in provision.

However, as can be seen from the maps opposite, there are also a significant proportion of respondents that choose to travel by car alone living within a reasonable walking (2km) or cycling (5km) distance of the University. The public transport accessibility of the campus also means many of those living within the York area (particularly within the outer ring road) could access the campus by public transport.

This 2015 - 2020 Travel Plan Strategy seeks to identify measures to enhance the existing initiatives in place, as well as identifying ways in which the existing measures could be communicated more effectively, targeting specific groups (reflecting their ability to access alternative modes) as part of a more comprehensive marketing strategy.

This agenda will ultimately improve the effectiveness of marketing activities and ensure resources are targeted in areas where there is greatest potential to encourage behavioural change.
STUDENT POSTCODE MAPPING

Postcode mapping has also been undertaken for student respondents.

The maps opposite illustrates that a significant proportion of students live outside the immediate vicinity of the University and this has a direct impact on the travel options available to them. The travel questionnaire results suggest that those that live in student accommodation are much more likely to walk to University, with bus being the second most popular mode choice, followed by cycling.

Tellingly, those that live with their parents are much more likely to travel by car, whilst train and bus also become much more popular amongst this group.
OBJECTIVES & TARGETS

To provide a focus for the Travel Plan moving forwards, we have identified some clear objectives and targets, which we will strive towards over the next 5 years. In doing so, we have reviewed the objectives and targets set within the previous Travel Plan.
OBJECTIVES AND TARGETS

In planning for the development of Campus East, the University identified a number of strategic aims, as follows:

• To facilitate a mix of transport modes on the extended campus to encourage travel by means other than by car to and between campuses;
• To actively promote additional public transport services into the campuses, facilitating the inter-campus movement of staff and students and encouraging more people to come to the University by bus;
• Through liaison with the City Council and local bus providers, develop a public transport network that provides more direct services to the campus further reducing car arrivals; and
• To maintain a car free environment, through adoption of a peripheral parking strategy;

Aim: ‘To minimise the impact of University-related trips on our environment and the local community, by encouraging and facilitating all trips being undertaken in the most sustainable manner possible. This will be achieved through a combination of infrastructure provision, awareness raising activities and disincentives to single occupancy car use’.

Objectives:

01 To promote and encourage the use of sustainable transport for trips to and from the University (amongst staff, students and visitors), through the better provision and targeted marketing of relevant travel information;
02 To facilitate inter-campus movements by a range of sustainable modes, thus minimising the requirement to travel by car;
03 To engage with prospective students and staff in advance of them starting at the University in order to influence travel habits before they become established;
04 To manage car parking in coordination with measures to encourage sustainable travel, affording those that car share, whilst ensuring that parking policy does not result in undue levels of overspill parking into the surrounding area;
05 To manage student demand for car trips during their time at the University by providing on-campus accommodation and supporting this with a robust student car parking policy;
06 To encourage trips made for University business to be undertaken by sustainable modes, where possible, and to minimise the volume of these trips by providing appropriate technology and enabling the use of this through appropriate information provision and training;
07 To work closely with key stakeholders in the provision of transport to ensure the opportunities for joined up initiatives are maximised; and
08 To encourage all necessary car trips to be undertaken in as sustainable a manner as possible.
Targets

Since 2010 we have made significant progress in terms of reducing the proportion of trips to the University that are made by vehicular means, and we have seen a corresponding increase in trips on foot, by bike and by bus.

Notwithstanding this, it is important that moving forwards we continue to strive for behavioural change and thus new mode share targets have been set, using the 2014/15 mode share (taken from the annual multi-modal counts) as a baseline.

The table below identifies the mode share targets for the period 2014/15 - 2019/20; the target is to reduce the proportion of all movements to the University made by vehicle by 8.6% by 2020 from a baseline of 23.3%. We recognise the importance, however, of interim targets so that we may chart our progress over time and not just at the end of the five-year period.

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<tbody>
<tr>
<td>Vehicles</td>
<td>23.3%</td>
<td>22.8%</td>
<td>22.3%</td>
<td>22%</td>
<td>21.7%</td>
<td>21.3%</td>
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In addition to a target to reduce overall trips (%) undertaken by vehicle, we have identified a number of aspirations related to inter-campus and off-campus trips (with the staff and student travel questionnaires used to validate progress against these):

- No more than 5% of students and staff should travel between Heslington East and West by car alone (currently 5.4% of students and 6% of staff travel by car alone); and
- No more than 10% of student trips and 30% of staff trips away from the University during the course of the day should be made by car alone.
To help us achieve our aims and objectives and building upon our successes to date, we have outlined a package of measures to be delivered over the next 5 years. An action plan has been drawn up that identifies timescales and responsibilities for delivery.
TRAVEL PLAN MEASURES

In order to achieve the aims, objectives and targets of the 2015 - 2020 travel plan, a package of measures has been identified.

Many of these are already in place and will receive ongoing support. Others are reflective of the outcomes of the latest travel surveys and the subsequent review of the effectiveness of measures to date.

Information / Marketing

We currently have in place, a range of resources that assist us to raise awareness and promote the travel plan measures, these include:

• A series of initiative ‘brands’, which make specific Travel Plan measures easily recognisable;
• Online travel information including the benefits of sustainable travel and details of specific University initiatives;
• We followed up the survey by sending out specific information to staff that requested it as part of the questionnaire.

In addition, the 2015 - 2020 travel plan will see the following developed / implemented:

• An interactive campus map, which shows the locations of key infrastructure (including bus stops); and
• A full review of travel information presented on the website (in terms of content and layout) with a view to providing this in a more user friendly manner;
• Information on sustainable transport options given to each student in the Student Handbook. Information on specific initiatives that students should be aware of before moving to the accommodation will be included (for example details on student parking policy, bike purchase and storage options and bus ticketing initiatives);
• Building on our existing Travel Options Guide, we will prepare pocket-sized guides for staff and students that incorporate a local map, highlighting key facilities and detailing the relevant travel options and initiatives for each group;
• Offer staff and students that travel by car the opportunity to take up a personalised journey plan - this could be extended to other modes at a later stage, if resources allow;
• Install travel information points around the University - these would be used to convey walking, cycling, public transport and sustainable car use information. The form of these points is to be determined, depending on budgetary constraints;
• In partnership with CYC, set up a University of York Travel Hub, including cycle shop / maintenance, bus ticket sales, timetable information and taxi desk;
• Hold regular (monthly during autumn and spring terms and less frequently during winter) ‘travel surgery’ drop-in sessions, whereby staff and students can come along and ask questions regarding their travel options. The travel surgeries will utilise the travel plan ‘brand’; and
• Ensure the Travel Plan and the measures herein are promoted through wider student and staff engagement events, where appropriate (for example Freshers’ Week, sustainability events etc).
Walking & Cycling

27% of staff and 65% of students currently walk or cycle to University. Measures already in place to encourage these active travel modes, which will continue to be promoted / supported, include:

• Promotion of Cycle to Work Extra salary sacrifice scheme for staff (offering tax-free cycle and equipment purchase);
• Bike Doctor cycle maintenance sessions;
• Cycle Cash Back scheme, offering students the opportunity to claim money back on cycle maintenance sessions (as part of the Travel Hub); and
• Discounted cycle products for sale online or through the Information Centre.

In addition, the 2015 - 2020 travel plan will see the following developed / implemented:

• Review of cycle storage provision, security and usage with a view to determining where additional facilities / enhancements might be appropriate;
• Increase the frequency of Bike Doctor sessions during the spring and autumn terms and set up a booking system for attendance (to avoid people turning up and the event being over-subscribed);
• Introduce cycle ‘fix it’ tool stations at key locations - enabling cyclists to make minor repairs (e.g. punctures) free of charge;
• Ensure locations of showers and cycle parking are reflected on the interactive campus map; and
• Implement a high profile marketing campaign surrounding pedestrian and cycle safety - including a series of personal safety sessions, bike tagging, provision of personal alarms and lights or high visibility vests.

Public Transport

Currently public transport accounts for 18% of staff trips and 32% of student trips to the University. Measures in place currently that will continue to be supported include:

• Subsidy to the 44 service - this contract has recently been awarded to First Bus, having previously been held by Transdev (and before that York Pullman). From August 2015 the service will be renamed to UoY66 and will run at an increased frequency of every 6-7 minutes during the day (term time) between the University, city centre and York station;
• Continued support to the ub1 (free inter-campus travel), hb1 (providing student travel to York Hospital), cb1 (providing late night bus travel home from the city centre for students) and Study Shuttle services;
• Provision of real time information at bus stops throughout the campus;
• Provision of timetable and ticketing information on the University’s web pages;
• Ticketing initiatives, including offers available to both students and staff; and
• Season ticket loan agreements for rail tickets (staff).

The following will also be introduced as part of the 2015 - 2020 travel plan:

• Liaison with First Bus to continue the 66, 66a and ub1 services with a high level of promotion to encourage greater use of public transport. This will include information provision though the travel and transport web pages, posters, emails and events during Freshers’ Week at the start of the new academic year;
• A guide to staff and student ticketing options will be prepared - the array of tickets (discounted and otherwise) now available, means that it may be difficult for staff and students - particularly those that are new to York - to determine the best option for them.
Sustainable Car Use

The 2018 travel survey results suggest that 1% of staff and 3% of students currently car share to the University. There are currently 371 staff and students, registered on the university car share scheme and we want to increase this moving forwards.

The following will be implemented as part of the 2015 - 2020 travel plan to further promote and encourage car sharing:

- Deliver a high profile car sharing campaign, aimed at promoting the benefits of sharing (cost savings, priority parking etc);
- Prepare postcode maps to demonstrate the ease with which car share partnerships could be made (on a geographical basis);
- Promote the discounts available to University staff and students using the City Car Club vehicle located on University Road;
- Hold an eco-driving event / promotion, aimed at encouraging those that drive alone to consider how they might lessen their impact on the environment; and
- Promote existing electric vehicles charging points in the vicinity of the University - the nearest being at York Sports Village. The University will also consider the implementation of electric vehicle charging points within the main car parks.

Business Travel / University Fleet

Along with commuter travel, the University is committed to reducing unnecessary business travel (and ensuring that business trips are undertaken by sustainable modes, where possible). Indeed, carbon emissions from the University Fleet / business travel are reported on an annual basis to HEFCE and reducing this is a key element of our Carbon Management Plan and Sustainability Strategy. As part of the 2015 - 2020 travel plan the University will:

- Offer all staff that regularly travel for business the opportunity to take up tuition on tele / video-conferencing facilities;
- Promote the pool bike hire scheme for local trips around the city for business;

Car Parking

As part of the development of Campus East, the University adopted a peripheral parking strategy; this sought to locate car parking around the periphery of the campus, with a view to minimising traffic movements in and around the University buildings (with the exception of limited disabled parking, servicing and deliveries). In doing so, Campus East is largely ‘car free’ creating a pleasant environment for pedestrians, cyclists and public transport users.

Clearly the approach at Campus West is somewhat different given the established nature of the campus; nonetheless we have sought to manage car parking in a manner that discourages single occupancy car use, where possible. This has included the introduction of priority parking for car sharers in the car park next to the entrance of Vanbrugh College for Campus West Campus and Kimberlow or Field Lane car park and we have a permit system in place (staff).

Since the previous travel plan strategy was prepared the permit system has been amended to take account of those wishing to park for only part of the week - previously the system was seen to encourage car dependency by not allowing for staff using sustainable modes some of the time. Car park access control (barriers) has also been introduced, enabling us to much more accurately monitor car park usage.

The University’s car parking policy in respect of staff requires that eligible staff applying for a permit pay 0.6% of annual salary to obtain a pass - this will be reviewed going forwards and a number of initiatives will be considered as part of the 2015 - 2020 travel plan:

- Consider an increase in parking charges (balanced against the need to minimise overspill parking).
- Consider charging regime for new car parks as each development is brought forwards.
Monitoring Progress

An integral part of the travel plan strategy is the monitoring process, which seeks to capture data on travel habits and, importantly, overall modal split. It also offers the opportunity for staff and students to feedback on any travel-related issues that might offer a focus for the University's travel plan strategy moving forwards.

Over the past 9 years, the University has undertaken travel survey questionnaires with staff and students on an annual basis, ensuring that the new intake of students is captured. We also undertake annual multi-modal counts, which capture the number of trips by each mode.

The key actions in respect of monitoring the 2015 - 2020 travel plan will, therefore, be:

- The continued delivery of an annual staff and student travel survey. This will follow the methodology adopted for the 2014 survey, enabling comparisons to be made over time. The surveys will however be undertaken in March each year for the period of the 2015 - 2020 travel plan strategy - this is in order to bring the timing of the surveys in line with the multi-modal counts undertaken each year;
- Historically, responses from students have been low - we will therefore identify additional resources, which can be targeted at increasing responses from students, with the aim of achieving a minimum 10% response rate;
- On an annual basis undertake a review of progress against the actions within the appended action plan - this information will be presented within an annual monitoring report, which summarises the survey findings;
- Following the preparation of the monitoring report, prepare an overview 'glossy' for inclusion on the University's website.

A summary of the monitoring programme can be seen below.

<table>
<thead>
<tr>
<th>Monitoring Action</th>
<th>Year 1 2015/16</th>
<th>Year 2 2016/17</th>
<th>Year 3 2017/18</th>
<th>Year 4 2018/19</th>
<th>Year 5 2019/20</th>
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<tr>
<td>Launch of 2015 travel plan</td>
<td>September</td>
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<tr>
<td>Undertake travel survey questionnaire</td>
<td>March</td>
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<td>Preparation of 'report on findings' including action plan for the forthcoming year</td>
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<td>July</td>
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<td>Full review of 2015 travel plan</td>
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### 1.0 Information & Marketing

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<th>Ref. Number</th>
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<th>Related Objectives</th>
<th>Timescale for Delivery</th>
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<th>Actions / Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Development of a series of travel plan ‘brands’</td>
<td>O1, O3</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications</td>
<td>Continued use and development of brands to create travel plan awareness.</td>
</tr>
<tr>
<td>1.2</td>
<td>A Guide to Travel Options for Staff and Students</td>
<td>O1, O2, O3</td>
<td>Ongoing from Sept 2015</td>
<td>Estates</td>
<td>Ensure guide is kept up to date and is reflective of current travel options.</td>
</tr>
<tr>
<td>1.3</td>
<td>Review travel information presented on the University website (travel and transport pages)</td>
<td>O1, O3</td>
<td>Jan 2016</td>
<td>Estates, Communications, IT</td>
<td>Liaise with IT to determine potential amendments to layout.</td>
</tr>
<tr>
<td>1.4</td>
<td>Develop transport guide within the Student Handbook</td>
<td>O1, O2, O3, O5</td>
<td>June 2016</td>
<td>Estates, Communications</td>
<td>Guides to be included as part of welcome pack when students move in.</td>
</tr>
<tr>
<td>1.5</td>
<td>Develop pocket-sized guides for staff and students</td>
<td>O1, O2, O3</td>
<td>June 2017</td>
<td>Estates, Communications</td>
<td>To be included on the travel and transport web pages for download and provided to each HR / departmental head to be distributed as part of the recruitment process. Guides to be included at Travel Information points and in Travel Hub.</td>
</tr>
<tr>
<td>1.6</td>
<td>Offer staff and students that travel by car the opportunity to avail of a free personalised journey plan</td>
<td>O1, O4</td>
<td>Ongoing from Sept 2016</td>
<td>Estates</td>
<td>Offer to be included in travel guides and advertised on the travel and transport web pages.</td>
</tr>
<tr>
<td>1.7</td>
<td>Install travel information points around the University – not sure how this would work!</td>
<td>O1</td>
<td>Sept 2017</td>
<td>Estates</td>
<td>To supplement the Information Centre initiative, located in key communal areas, including cafes, library, Students’ Union.</td>
</tr>
<tr>
<td>1.8</td>
<td>In partnership with CYC, establish the University of York Information Centre</td>
<td>O1, O2, O7</td>
<td>Sept 2015</td>
<td>Estates, CYC, Local Cycle Shop, First</td>
<td>Marketing campaign around the ongoing work at the Information Centre, including maps of location, details of offers to be included on travel and transport web pages, direct emailed to all staff and students.</td>
</tr>
<tr>
<td>1.9</td>
<td>Hold regular ‘travel surgery’ drop in sessions</td>
<td>O1, O7</td>
<td>Ongoing from Sept 2016</td>
<td>Estates, CYC, Local Cycle Shop, First</td>
<td>Marketing campaign around launch of Information points.</td>
</tr>
<tr>
<td>1.10</td>
<td>Ensure the Travel Plan and measures are promoted through wider student and staff engagement activities</td>
<td>O1</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications, Students’ Union</td>
<td>Presence at Fresher’s Fair, Sustainability / Carbon events.</td>
</tr>
</tbody>
</table>

### 2.0 Walking & Cycling

<table>
<thead>
<tr>
<th>Ref. Number</th>
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</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Continued promotion of the Cycle to Work Extra salary sacrifice scheme</td>
<td>O1, O2</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, HR, Finance</td>
<td>Promotion via travel and transport web pages, travel guides, posters bus adverts.</td>
</tr>
<tr>
<td>2.2</td>
<td>Continued delivery of Bike Doctor cycle maintenance sessions</td>
<td>O1, O2, O7</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Local Cycle Shop</td>
<td>Promotion via travel and transport web pages, direct email, posters.</td>
</tr>
<tr>
<td>2.3</td>
<td>Ongoing delivery of cycle training ‘Cycle Cashback’ scheme</td>
<td>O1, O2</td>
<td>Ongoing from Sept 2015</td>
<td>Estates</td>
<td>Promotion via travel and transport web pages, travel guides, posters bus adverts.</td>
</tr>
<tr>
<td>2.4</td>
<td>Ongoing delivery of the ‘Light Up, Be Seen’ cycle safety promotion</td>
<td>O1</td>
<td>Annually from Oct 2015</td>
<td>Estates, Communications</td>
<td>Promotion via travel and transport web pages, travel guides, posters bus adverts.</td>
</tr>
<tr>
<td>2.5</td>
<td>Ensure locations of showers and cycle parking are reflected on the interactive campus map</td>
<td>O1</td>
<td>Jan 2016</td>
<td>Estates, IT</td>
<td>Liaise with IT to ensure map updated, ongoing requirement to keep up-to-date.</td>
</tr>
<tr>
<td>2.6</td>
<td>Sale of bike helmets, lights and locks at cost via the Information Centre</td>
<td>O1, O2, O7</td>
<td>Sept 2015</td>
<td>Estates, Local Cycle Shop</td>
<td>Promotion via travel and transport web pages, direct email, posters.</td>
</tr>
<tr>
<td>2.7</td>
<td>Review of cycle storage provision, security and usage with a view to determining where additional facilities / enhancements might be appropriate</td>
<td>O1, O2</td>
<td>Sept 2016</td>
<td>Estates</td>
<td>Audit of existing facilities and usage. Liaise with existing cyclists to gain feedback.</td>
</tr>
<tr>
<td>2.8</td>
<td>Increase the frequency of Bike Doctor sessions during the spring and autumn terms and set up a booking system for attendance</td>
<td>O1, O2, O7</td>
<td>Sept 2015</td>
<td>Estates, Local Cycle Shop</td>
<td>Promotion via travel and transport web pages, direct email, posters.</td>
</tr>
<tr>
<td>2.9</td>
<td>Introduce cycle ‘fix it’ stations at key locations, enabling cyclists to make minor repairs free of charge</td>
<td>O1, O2</td>
<td>Sept 2018</td>
<td>Estates</td>
<td>Determine costs. Discuss with existing cyclists regarding locations.</td>
</tr>
</tbody>
</table>
### 3.0 Public Transport

<table>
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<tbody>
<tr>
<td>3.1</td>
<td>Provide support to the new UoY66 service (replacing 44), in terms of inter-campus travel and connections to the city centre and railway station.</td>
<td>O1, O2, O7</td>
<td>Ongoing from Aug 2015</td>
<td>Estates, Communications, First</td>
<td>Launch of the new bus service to include new branding / logo.</td>
<td>Ongoing from Aug 2015</td>
</tr>
<tr>
<td>3.2</td>
<td>Offer continued support to the ub1 bus service</td>
<td>O2, O7</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications, Student's Union Transdev</td>
<td>Details of bus included in halls of residence travel guides, promoted via travel and transport web pages, posters.</td>
<td>Ongoing from Sept 2015</td>
</tr>
<tr>
<td>3.3</td>
<td>Provision of timetable and ticketing information on the University's travel and transport web pages, ensuring this is regularly updated</td>
<td>O1</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications</td>
<td>There is a need to update information provided to a more user friendly format (Ref. 1.3)</td>
<td>Ongoing from Sept 2015</td>
</tr>
<tr>
<td>3.4</td>
<td>Ongoing promotion of season ticket loans for staff (ref 4.1)</td>
<td>O1, O6</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications, Finance, HR</td>
<td>Details provided on travel pages on the travel and transport web pages, promoted in staff travel guide.</td>
<td>Ongoing from Sept 2015</td>
</tr>
<tr>
<td>3.5</td>
<td>Prepare a guide to staff and student ticketing options</td>
<td>O1, O3, O6, O7</td>
<td>Sept 2016</td>
<td>Estates, Communications</td>
<td>Guide to be designed for inclusion on the travel and transport web pages, in student Welcome packs, in halls of residence, via the Information Centre and travel information points.</td>
<td>Sept 2016</td>
</tr>
</tbody>
</table>

### 4.0 Sustainable Car Use

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>4.1</td>
<td>Deliver a high profile car sharing campaign, aimed at promoting the benefits of sharing (cost savings, priority parking etc)</td>
<td>O1, O4, O5, O6, O7, O8</td>
<td>Oct 2017</td>
<td>Estates, Communications, Liftshare</td>
<td>Promotion of scheme via travel guides and travel and transport web pages. Organise high profile event on-campus.</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Prepare postcode maps to demonstrate the ease with which car share partnerships could be formed</td>
<td>O4, O5, O8</td>
<td>Oct 2017</td>
<td>Estates, Communications, Liftshare</td>
<td>To coincide with event (ref 4.1)</td>
<td>Oct 2017</td>
</tr>
<tr>
<td>4.3</td>
<td>Ongoing promotion of the discounts available and benefits to staff and students joining Enterprise Car Club</td>
<td>O4, O5, O6, O7, O8</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications, Enterprise Car Club</td>
<td>Promotion of scheme via travel guides and travel web pages. Liaise with Enterprise Car Club to determine whether further discounts are available.</td>
<td>Ongoing from Sept 2015</td>
</tr>
<tr>
<td>4.4</td>
<td>Hold an eco-driving event / promotion</td>
<td>O8</td>
<td>Oct 2018</td>
<td>Estates, Communications, relevant external provider</td>
<td>Liaise with external providers of eco-driving simulator, with a view to holding an event. To be marketed via travel and transport web pages, posters, tent cards.</td>
<td>Oct 2018</td>
</tr>
<tr>
<td>4.5</td>
<td>Promote electric vehicle charging points in the vicinity of the University and consider implementing charging points on campus</td>
<td>O8</td>
<td>Oct 2018</td>
<td>Estates, Communications, Finance</td>
<td>Exercise to be undertaken to assess feasibility and cost/benefit of providing charging points on site. Existing locations to be promoted via the Information Centre and travel information points.</td>
<td>Oct 2018</td>
</tr>
</tbody>
</table>
### 5.0 Business Travel / University Fleet

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Offer all staff that regularly travel for business the opportunity to take up tuition on tele/video-conferencing facilities.</td>
<td>O2, O6</td>
<td>Oct 2017</td>
<td>Estates, Communications, IT</td>
<td>Determine location / type of existing facilities. Establish ‘training’ mechanisms and promote to staff via direct mail</td>
</tr>
<tr>
<td>5.2</td>
<td>Ongoing promotion of the pool bike scheme for local trips.</td>
<td>O2, O6</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Communications</td>
<td>Promotion via travel and transport web pages and travel guides.</td>
</tr>
<tr>
<td>5.3</td>
<td>Continue to pay cycle mileage for business trips.</td>
<td>O6</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, Finance</td>
<td>Promotion to staff via direct mail and travel and transport web pages</td>
</tr>
<tr>
<td>5.4</td>
<td>Promote car club vehicles as an alternative to private car use for trips further afield.</td>
<td>O5, O6, O8</td>
<td>Ongoing from Sept 2015</td>
<td>Estates, CityCar Club</td>
<td>Promotion via travel and transport pages, travel guides and direct mail.</td>
</tr>
<tr>
<td>5.5</td>
<td>Consider the use of electric / hybrid vehicles as part of the University fleet.</td>
<td>O6, O8</td>
<td>Oct 2018</td>
<td>Estates, Finance</td>
<td>Undertake a review of fleet vehicle operation. Costing exercise to determine feasibility of electric / hybrid vehicles.</td>
</tr>
</tbody>
</table>

### 6.0 Car Parking

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Consider an increase in parking charges (balanced against the need to minimise overspill).</td>
<td>O4, O5</td>
<td>Oct 2019</td>
<td>Estates, Finance, HR</td>
<td>As part of a full review of parking provision, use and charging regime.</td>
</tr>
<tr>
<td>6.2</td>
<td>Consider charging regime for new car parks as each development is bought forwards.</td>
<td>O4, O5</td>
<td>Oct 2019</td>
<td>Estates, Finance, HR</td>
<td>As part of a full review of parking provision, use and charging regime.</td>
</tr>
</tbody>
</table>