Sustainable Travel Plan
January 2004
SUSTAINABLE TRAVEL PLAN:

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SUMMARY

i. The University’s Sustainable Travel Plan reflects the principles of the Sustainable Development Policy adopted by the University. This policy notes that the core objective of the University – to support and enhance academic excellence in teaching and research – will be achieved in ways, which achieve social responsibility; environmental neutrality or enhancement and are financially appropriate.

ii. The travel plan aims to reduce reliance on the car by offering members of the University a choice of modes of travel including incentives to reduce car reliance per se as well as single occupancy journeys. The travel plan was first implemented in 2000 and a proportionate reduction in car use has followed. Cycle and pedestrian journeys have increased.

iii. The University will set parking standards at restricted ratios for development on Heslington East, in agreement with the City Council, to support the policies of traffic restraint and encouragement of uses of alternative modes of travel.

iv. All existing travel plan measures will be implemented on the extended campus (Heslington East). These include: parking fees; restrictions on the issue of parking permits to students; the provision of travel information; dedicated cycle and pedestrian routes; secure cycle parking; subsidised bus travel and incentives for car sharing. Income raised from parking charges is hypothecated for expenditure on travel plan items.

v. There will be a ‘step-change’ in the travel plan as the campus is extended to Heslington East. The University proposes to virtually eliminate car use by the provision of car parking at the periphery of the campus and the development of a low emission, University Transit System providing campus-wide movement.

vi. The City of York Council is considering traffic management approaches in order to reduce through traffic (that currently passes along Heslington Lane, Field Lane and University Road) while facilitating the necessary access and movement of local residents.

vii. Targets for travel mode share (proportions) are set and monitored annually.
1.0 INTRODUCTION

1.1 The University of York currently occupies a 64 hectares campus site in Heslington on the southern edge of the city. The University has more than 10,000 students and 2,700 staff. There are 850 people employed on the Science Park and in the Incubator Units that form part of the development and were set up as a joint initiative supported by the City of York Council (CYC) and the University of York. While the scale and location of the University inevitably have travel and transport implications, the campus has been designed to provide accommodation for a substantial number of its students and a small number of staff, along with retail and commercial facilities that minimise off-campus travel. The University also has a significant impact on the economy of the city through its conference business and other visitors, all of which have an influence on the scale of transport movements.

1.2 In developing its travel plan the University has worked collaboratively, and to good effect, with the City of York Council and local transport providers and will continue to be reliant on this collaboration and support in order to manage effectively the through traffic flow (a significant proportion of which stems from non-University use), while safeguarding access and minimising disruption for local residents in areas adjacent to the University (Heslington Village, Badger Hill etc).

1.3 The City of York Council has adopted a development brief for the expansion of the University to an adjacent site of 65 hectares referred to as Heslington East. The University is now submitting an outline planning application that includes a Transport Assessment (TA). A key component of the TA is a travel plan.

1.4 This paper sets out the University’s current travel plan along with its future intentions with regard to the existing and extended campus. The University is committed to implementing a sustainable travel plan. The key interested parties are the University (staff and students), Science Park tenants, the City of York Council, other local and national organisations, for example, local transport providers, local residents’ groups (in Heslington East, Fulford and Badger Hill) the Higher Education Funding Council and Sustrans (a national cyclists organisation).
The University implemented its first sustainable Travel Plan in October 2000 following approval from the University Council. The plan, which is continually evolving, is a framework of measures designed to promote travel by a wide range of means in order to reduce reliance on single occupancy car journeys, traffic congestion and adverse environmental and health impacts. These objectives are to be achieved through the effective management of travel options in order to provide a real choice for individual members of the University community. The plan currently being implemented on the existing campus will also be extended and further developed on the campus extension, which in turn will provide additional opportunities to promote sustainable travel. The sustainable Travel Plan is a major means of reducing car dependency and comprises five parts.

i. A policy statement

ii. An implementation strategy which provides:
   - up-to-date information on all aspects of the range of travel options and transport provision, (routes, times, associated facilities, concessions etc.)
   - structures and processes in support of the Travel Plan (audit, review, management, maintenance, finance, marketing, communication etc.)
   - a commitment to on-going development and further initiatives;

iii. A summary of measures currently in place or in the process of implementation;

iv. Potential enhancements to the Travel Plan in association with the existing campus (Heslington West);

v. Extension and enhancement of the Travel Plan to the extended campus (Heslington East).
2.0 POLICY STATEMENT

2.1 The University of York’s policy towards travel and transport is that it should be sustainable. The University has a Sustainable Development Policy which sets out that the University will seek to meet its overall objective of maintaining and enhancing academic excellence in a manner that:

- Responds to the full range of social needs;
- Seeks to minimise or remove adverse environmental impacts;
- Is financially viable.

The Travel Plan reflects and supports the University’s objective of sustainable development.

2.2 The key principles underpinning the University’s policy on travel and transport are:

- adherence to the University’s policy on sustainable development;
- promotion of choice between alternative modes of transport;
- a proportionate reduction in car journeys to and from the University and a reduction in single occupancy journeys;
- sensitivity towards the needs of local communities;
- partnership working with the City of York Council, other transport providers and appropriate institutions;
- continuing development of the physical estate within a sustainable planning framework, including measures supporting alternatives to the car;
- the provision of resources and activities in support of maintaining and developing sustainable travel;
- an effective communication strategy;
- safe travel and transport by the application of appropriate design principles and forms of traffic management;
- monitoring against appropriate internal and external targets;
- maximising the potential for home working and flexible working patterns;
• engaging staff, students and visitors with the issues of sustainable travel, so as to inform personal travel decisions;
• encouraging the use of sustainable forms of transport for University business;
• hypothecation of all income deriving from the plan for expenditure on sustainable transport and traffic management improvements and developments;
• facilitating travel across the campus in a time efficient manner.

3.0 IMPLEMENTATION STRATEGY

INFORMATION

3.1 Information is provided about the full range of travel and transport options; cycling, walking, public transport (bus and train services), private car use, park and ride. This information is updated regularly.

3.2 Information on the Travel Plan is available in a variety of ways, but principally through the University web site. The University’s ‘York Extra’ service (seen by the majority of those logging-on) is used to alert staff and students to new initiatives. Students are advised of the travel policy and parking constraints in the literature sent to them ahead of them taking up a place at the University.

STRUCTURES AND PROCESSES IN SUPPORT OF THE SUSTAINABLE TRAVEL PLAN

3.3 The University has developed structures and processes in support of the sustainable travel plan.

i. Accountability: Within the University, The Estates Committee (chaired by a Pro Vice-Chancellor) is responsible for developing transport and travel policy for the University. A Transport Working Group reports to Estates Committee and provides advice on policy and implementation. There is an annual consultation with trade union representatives in the University. The University reports to the City of York Council with respect to the targets set.
ii. Charging: The University charges for car parking via annual permit or pay and display. The charging structure addresses the needs of both regular and intermittent users and is sensitive to those with low incomes. The charging structure is reviewed annually.

iii. Incentives: The University provides a range of incentives to reduce car travel (and the associated demand for parking) and encourage the use of alternatives, for example, permits for car sharing, the provision of discounted weekly bus tickets, classification of powered two wheelers, scooters etc as non-motorised, improved lighting on pedestrian routes, inter-linked cycle routes etc.

iv. Restrictions: Students are not eligible for parking permits for the main campus if they are resident on campus or live in certain postcode areas unless they have special circumstances such as mobility difficulties.

v. Audit, maintenance and improvement: There is a rolling programme of audit, maintenance and improvement of pedestrian and cycle routes, associated facilities and car parks. This is the responsibility of the Directorate of Facilities Management. The income from parking fees is hypothecated for implementation of the Travel Plan. Recent examples of maintenance and improvements include upgrading secure cycle parking, improved lighting on pedestrian routes, and enhanced signage. The University has bid successfully for external funds to improve travel routes (for example from the Department of Transport (as was) and Safer York Partnership).

vi. Setting, reviewing and monitoring targets: The University operates targets for the reduction of car usage to and from the campus. It audits the use of car parking spaces at different times of the day and year, monitors the number and type of annual parking permits issued, and undertakes an annual survey of traffic movements, modes of transport and on-street parking adjacent to the campus and compares these statistics on a year on year basis in relation to the growth of the University and Science Park activity. A major staff survey was conducted to assess issues prior to the introduction of the Travel Plan, and it is anticipated that a similar exercise will be conducted in the future.

vii. Marketing and communications: The Travel Plan is publicised on the web and where appropriate in writing. These activities are the responsibility of the
Directorate of Facilities Management. The University is working towards providing a more integrated approach and redesign of the web site.

viii. External relations: The University maintains regular dialogue with external interested parties and actively supports partnerships to innovate and manage travel and transport in a sustainable manner.

ix. Forms of working: The University supports working from home where appropriate, flexitime working and the use of video-conferencing, all of which assist in minimising local, national and international travel. The University is also developing a ‘virtual learning environment’.

4.0 SUMMARY OF MEASURES INCORPORATED IN THE CURRENT TRAVEL PLAN AND THEIR IMPACT  (The measures described below are illustrative rather than exhaustive)

PROVISION OF INFORMATION

4.1 For each form of travel, information is provided about

- key location and form of facilities (car parks, cycle parking, showers, lockers, bus stops and shelters etc, restricted areas both within and close by the University etc)
- charges and penalties
- services and incentives (security coding for cycles, car-share etc)
- disruptions to services/re-routing etc.

4.2 Information is available on the web, in printed form, via timetables in bus shelters and distinct signage. All new students are sent induction packs containing information about cycle routes, and conference delegates receive a map of pedestrian and cycle routes and car parking details.

CYCLING

4.3 The University supports cycling in a range of ways.

i. Links to public cycleways. The National Cycle Route 66 off-road route (jointly funded by the University and Sustrans in 1999) links the campus to York city
centre. Other public cycleways are adjacent to the University campus and link with City of York routes but do not compete with cycle routes internal to the campus.

ii. Internal cycleways. Internal cycleways link all areas of the campus.

iii. Secure cycle parking. This is provided at a number of locations around the campus and at Kings Manor.

iv. Locker/Shower facilities. All buildings completed on the campus since 2000 provide locker and shower facilities.

v. A cycle mileage allowance is payable for travel on University business

WALKING

4.4 A network of signed, well-lit pedestrian pathways link all areas of the campus and are linked to external pathways to the city centre. There is pedestrian priority and associated raised tables at key junctions. A strategy to ensure that dropped kerbs and other measures are introduced has been adopted to cater for those with mobility and disability issues. A zebra crossing has been installed on Heslington Lane to facilitate safe pedestrian movements from the campus to Holmfield Lane.

PUBLIC TRANSPORT

4.5 The University supports the use of public transport in a range of ways.

i. Bus shelters. The University has provided bus shelters in key locations and continues to increase their number. Shelters contain timetable information.

ii. Bus service support. The University provided an initial £90,000 during 1999/2001 in the form of a subsidy to the Y28/Y29 Circle line service as a University/Community Initiative and a further £90,000 the following year. The University has agreed to make a lesser contribution if the City of York Council are able to retain the service.

CAR PARK MANAGEMENT AND PARKING RESTRICTIONS

4.6 Car park management and parking restrictions are implemented.

i. Permit system/Pay and Display. The University charges for car parking in the form of annual permits or pay and display. Permit charges are a percentage of salary with permits able to be switched between multiple specified vehicles. Charges are reviewed annually.
ii. Car share. The University has introduced incentives for car sharing including designated parking space.

iii. On-street parking restrictions. The University has contributed to funding the double yellow lining of the roads surrounding the campus (complying with CYC requirements) and a residents’ only parking scheme has been introduced.

iv. Annual surveys of on-street car parking and traffic movements on and off campus are undertaken to monitor any changes in activity within adjacent local communities.

v. Safety. The University seeks to comply with design criteria to enhance safety in car parks.

MARKETING AND COMMUNICATION

4.7 The following marketing and communications facilities are available.

i. Information outlets. The North Yorkshire Student Travel Service (located on campus) provides information about all forms of non-car travel and a ticket booking service. Maps showing the location of cycle parking, cycle paths and pedestrian routes, bus routes and stops, as well as car parking are available from the Information Centre.

ii. Marketing and communication resources. There are designated resources in support of the Travel Plan.

iii. Signage. The University has adopted a consistent recognisable Signage system.

iv. Web based initiatives. The web is a major means of communicating travel information, including the York Extra service.

UNIVERSITY ACCESS ARRANGEMENTS

4.8 The following have been implemented

i. Access arrangements. Current arrangements provide designated parking for disabled people and authorised visitors. There are lifts at two of the three bridges that span University Road. A ramped way has been provided from the Library Bridge to the Library, which provides wheel chair access to the north side of the campus. Pedestrian routes on the south side are suitable for wheelchair access. Service bays are used to manage deliveries to Departments and the retail outlets.
ii. Parking at the margins of the campus (and walking, park and ride) is implemented for large visitor events with detailed arrangements designed in discussion with the local police and local authority.

THE CONTRIBUTION OF THE UNIVERSITY TO SUSTAINABLE TRAVEL AND THE IMPACT OF THE UNIVERSITY TRAVEL PLAN

4.9 The University is working to reduce single occupancy car journeys and improve car occupancy ratios by facilitating alternative means of travel. For example, between 1998/9 and 2003, the University has:

- doubled the number of cycle parking spaces to over 2000;
- created an additional 3000 meters of cycle and pedestrian routes on the campus;
- provided a subsidy of £180,000 to a bus service;
- introduced a subsidy to the cost of weekly bus travel by adding a further discount to that already available through CYC;
- developed a partnership with the CYC to support a car share scheme and attracted 130 car share arrangements;
- taken measures to reduce the number of students bringing cars to the campus.

4.10 The impact of these and other measures can be seen in the figures below. For example, travel surveys show that between 1999 and 2002/3, there has been:

- An increase of 29 per cent in pedestrian and cycle journeys.
- Only a six per cent increase in car journeys and a restriction of car parking spaces to 1999 levels despite a 20 per cent expansion in staff and a 44 per cent increase in students.

4.11 Current survey based estimates indicate that 85 per cent of students either walk or cycle to the University and 20 percent of staff walk to work and 21 percent cycle.

4.12 Tables 1 and 2 present the figures on current travel mode share and car occupancy by staff, students and related companies research staff. These are the baseline figures used to set new targets for car journeys in association with the extended campus (see Table 3 below).
Table 1
% Transport Mode Share (2002/3)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
<th></th>
<th></th>
<th>Related Research Company Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Students</td>
<td>Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycle</td>
<td>20</td>
<td>21</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Bus (inc P&amp;R)</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Car</td>
<td>10</td>
<td>56</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>Foot</td>
<td>65</td>
<td>20</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

Table 2
% Car mode share and car occupancy (persons/car) 2002/3

<table>
<thead>
<tr>
<th></th>
<th>Car mode Share</th>
<th>Car occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>56</td>
<td>1.4</td>
</tr>
<tr>
<td>Students</td>
<td>10</td>
<td>1.6</td>
</tr>
<tr>
<td>Science Park Tenants</td>
<td>65</td>
<td>1.2</td>
</tr>
</tbody>
</table>

5.0 POTENTIAL ENHANCEMENTS TO THE TRAVEL PLAN FOR HESLINGTON WEST

5.1 The University has an on-going programme of developments (2003/4) to enhance alternative travel arrangements to the car. An agreed programme of work includes:

i. improved lighting for routes used by cyclists and pedestrians (Retreat Lane);

ii. upgrading and widening of cycle/pedestrian pathways at the northern end of the campus (IRISS);

iii. improvements to the Library bridge bus shelter;

iv. covered cycle parking and more secure cycle parking at four locations;

v. introduction of Pay and Display provision at Biology Car Park ‘G’.

vi. increased marketing to raise the awareness of the CarShareYork.com scheme
5.2 The University is considering further improvements in the form of:

i. the appointment of a Travel Co-ordinator;
ii. the replacement of open cycle stores with enclosed secure stores;
iii. upgrading of a further 400 older cycle stands;
iv. additional cycle stands at existing buildings to match the provision for new buildings;
v. provision of showers and lockers in existing buildings;
vi. a further pedestrian route linking the north campus with Greendykes Lane;
vii. making travel information available to staff on appointment to assist them in considering housing locations;
viii. managing deliveries in order to reduce the number of vehicles involved and to increase the deliveries made outside peak hours;
ix. the introduction of a bicycle loan scheme between King’s Manor and Heslington.

5.3 The University has an on-going dialogue with a range of partners to secure effective alternatives to car travel and effective traffic management. For example, with the City of York Council and the local parish council with respect to traffic calming measures in the vicinity of the University and restrictions to parking in areas adjacent to the University; with public transport providers and other key stakeholders to co-ordinate public transport provision.

6.0 EXTENSION AND ENHANCEMENT TO THE SUSTAINABLE TRAVEL PLAN TO THE EXTENDED CAMPUS (HESLINGTON EAST)

6.1 The University is proposing to extend the current campus to Heslington East. The development is being planned to minimise traffic impact through:

- design features such as the location of car parking at the periphery of the whole campus (that is on both Heslington East and Heslington West);
• a reduction in University generated traffic by the provision of residential accommodation and retail facilities;
• restricted car parking;
• co-operation with the City Council and local residents to identify and implement schemes of traffic management to reduce the volumes of through traffic using the network of local roads around Heslington, Badger Hill and Fulford.

6.2 Both during its construction phase and on completion Heslington East will:

i. Be subject to the current transport strategy and Travel Plan which will apply to the whole campus. There will, however, be opportunities with new buildings and infrastructure to ‘design in’ from the start many components of sustainable travel (for example, appropriate lighting and pedestrian and cycle safety-measures, showers and storage, safe car parks, high quality disabled access, etc.).

ii. Include major travel and transport initiatives to manage internal and external access to the campus as a whole in a sustainable manner. These will support the existing strategy but also provide a ‘step-change’ in sustainability and the extent of car use. Proposals include:

- the provision of park and ride/walk interchanges with the majority of car parking located on the periphery of the campus. This will include new pedestrian and cycle links from the Grimston Bar travel interchange; restrictions on internal campus car journeys through the provision of an all campus, low emission, energy efficient University Transit System.
- initiatives to reduce through traffic on Heslington Lane, Field Lane and University Road while safeguarding easy access to local residents.
- arrangements for public access, for large visitor groups and spectators that will be planned into the development.
- a significant increase in marketing and communication activities to influence expectations and provide high quality information.
- stringent targets for reduced car use/share on the whole of the campus to be achieved on completion of the whole development.
Table 3 below shows the whole campus targets that have been set. These targets will be monitored.

**Table 3**

**Target car mode share and car occupancy (persons/car) for extended campus (%)**

<table>
<thead>
<tr>
<th></th>
<th>Car mode share</th>
<th>Car occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>University staff</td>
<td>45 (56)</td>
<td>1.6 (1.4)</td>
</tr>
<tr>
<td>Science Park tenants</td>
<td>55 (65)</td>
<td>1.4 (1.2)</td>
</tr>
<tr>
<td>Students</td>
<td>8 (10)</td>
<td>1.8 (1.6)</td>
</tr>
</tbody>
</table>

Figures in brackets indicate current level of car use and occupancy

The University is committed to encouraging sustainable travel and transport. The University’s Travel Plan is an important component of its approach, and the Plan will continue to evolve as the University develops.

Transport Working Group
University of York
January 2004