

Travelling to your university

Travel Plan 2009-13



UNI-TRAVEL

Endorsement

The second installment of the University's Travel Plan has been developed following consultation with senior academic and support staff, Union representatives and members of the University Corporate Management Team.

It builds on strong foundations from the original Travel Plan which has been a notable success and a leading example to other organisations both locally and nationally.

The Travel Plan has the commitment and ownership of the University's Executive Team and underpins the University's academic and estates development agendas.

It is of prime importance to us that the Travel Plan is not perceived as a simple "statement of intent". It has been designed to be a document, which makes a clear statement of our continued commitment to a sustainable Travel plan through our action plan and the monitoring of key action and targets.

Accordingly, whilst the Travel Plan identifies the way forward for the University, the importance of flexibility in the implementation of individual proposals has been highlighted.

The University will monitor and review its Travel Plan regularly, in conjunction with its annual review of the Estates Strategy, Corporate Plan and second order Strategic Plans.

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Director of Estates

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For and on behalf of University of Derby.

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SECTION 1: Introduction

We have had the leading Travel Plan in the city since 2003. Our efforts have also been recognised as an example for best practice by Derby City Council and Derbyshire County Council and nationally we won a 'Green Gown Award' for a highly commended University Travel Plan.

Our initial Travel Plan was commissioned in November 2002 to run alongside the Estates Development Strategy, covering the period from 2003-2008. We have had considerable success in meeting objectives and improving travel to and from the Derby Campus. However many issues still remain, and there is further potential for improvement and reduced levels of car travel to the University.

In the Travel Plan for 2009-2013 we will build on previous success and look to continue to lead the city in terms of the quality and effectiveness of our travel planning.

The Continued Need for a Travel Plan

Travel plans consist of a package of measures, which are tailored to the needs of individual sites and organisations. In addition to continuing to provide access to education for the ever changing student population, other broad benefits of a Travel Plan include effective management of suppliers, increased travel choice and safety for staff, students and visitors to the site, reduced local congestion, improved community relations and help towards securing planning permission on new developments.

Government policy continues to encourage all organisations with significant transport impacts to develop and maintain their own travel plans. The Revised Planning Policy Guidance (PPG) 13 on Transport (2001) states that it is appropriate for a local planning authority to require a planning application which is likely to have significant transport implications, to be accompanied by a travel plan.

There are numerous specific benefits that come from implementing a travel plan, all of which have been experienced to varying extents through the 2003-2008 plan. These include:

■ Benefits for the University:

- Increased productivity from a healthier, motivated workforce;
- Potential cost savings (mileage, company cars, car parking, lateness, lost time in travel);
- Reduced congestion;
- Reduced demand for parking and improved access;
- Improved punctuality;
- Positive image within the community;
- Improved employee morale;
- More economical land use;
- Reduced impact on the environment at a local level by encouraging greener alternatives to staff and students.

■ Benefits for employees or students:

- Potential cost and time savings;
- Improved health and fitness;
- Better quality of life;
- Reduced risk of traffic accidents;
- Real life learning opportunities about the environment.

■ Benefits for the environment:

- Cleaner air, through reduced vehicle emissions;
- Lower noise levels;
- A reduction in the country's contribution to global warming.

■ Benefits for the community:

- Improved community relations with local residents;
- A more pleasant city to live in;
- Increased safety and security for all;
- A balance of transport options.
- Minimised parking impact on local streets

It is our intention that all these groups continue to benefit in these ways and that these benefits continue to grow through ongoing work and new initiatives in the 2009-13 Travel Plan.

SECTION 2: Background and Progress to Date

Pre Travel Plan Situation at the University of Derby

Between 1998 and 2003, we saw a continual increase in the use of the private car as the preferred means of transport to and from the workplace. Despite the introduction of the "Unibus" service in 1995, the demand for on-site car parking outstripped supply.

Measures Undertaken in the Travel Plan 2003 – 2008

Between 2003 and 2008 we solved some of the travel problems faced by the University, and made significant progress on other issues. This was achieved by implementing a package of measures and investing in alternatives to the car. These measures and their associated outcomes are outlined below.

Category	Measure	Outcome
Car Parking	<ul style="list-style-type: none"> • Introduction of Parking Charges (Sept 2003) 	All staff and students who drive faced a financial implication to that choice. This also provided an ongoing source of revenue for Travel Plan measures.
	<ul style="list-style-type: none"> • Parking charges at Halls of Residence. (Sept 2003) • Increased in real terms (Sept 2005) 	Students deterred from bringing their cars to Derby in the first place.
	<ul style="list-style-type: none"> • Increases and improvements to disabled parking (Oct 2003) and (Sept 2007) 	Disabled employees, students and visitors are able to park their car conveniently and free of charge.
	<ul style="list-style-type: none"> • Introduction of Automatic Number Plate Recognition (Nov 2003) 	Close monitoring and better control of car parks. Accurate monitoring of usage. Security benefits. Enabled parking rebate scheme to be implemented.
	<ul style="list-style-type: none"> • Introduction of parking rebates (Sept 2004) 	Employees were no longer committed to driving to get best value for money for their parking permit. Each year over 100 Infrequent car commuters have been able to get much of their payment refunded.

Category	Measure	Outcome
	<ul style="list-style-type: none"> • Introduction of contract car park control (Sept 2007) 	Ensured compliance with parking regulations and complete, flexible control of car parking.
	<ul style="list-style-type: none"> • Extension of Student Car Park (Sept 2007) 	Compensated for some of the space lost from Mickleover and Cedars sites.
	<ul style="list-style-type: none"> • Introduction of permit controlled Pay & Display for Student parking (Sept 2007) 	Student permit holders have to pay a daily amount as much as a unibus fare to park their car. Permits mean that we have retained control over access.
Bus Travel	<ul style="list-style-type: none"> • Car Park income allocated to subsidise bus tickets (Sept 2003) 	Bus tickets less than half price to staff and students, resulting in a massive increase in numbers traveling on Unibus.
	<ul style="list-style-type: none"> • Introduction of basic summer and holiday service (Sept 2005) 	Unibus became an all year round alternative to driving to work. Notable decrease in sole occupancy car travel.
	<ul style="list-style-type: none"> • Students in Halls receive 25 bus tickets as part of accommodation package (Sept 2006) 	Students actively encouraged to discover bus services and get into the habit of using public transport to get around Derby.
	<ul style="list-style-type: none"> • Unibus 6 extended to out of term times to provide all year service (Sept 2007) 	Unibus link to the station meant that rail and bus are all year round alternatives to the car for staff.
	<ul style="list-style-type: none"> • Introduction of free Inter-site shuttle service (Sept 2007) 	Ongoing, easy link between University sites within the Derby Campus. Reduced car travel for staff and students.
	<ul style="list-style-type: none"> • Introduction and use of Siddals Road bus priority measures on Unibus 6 Route (Sept 2007) 	Hugely improved reliability, reduced complaints and consequently better take up of service.
	<ul style="list-style-type: none"> • Distribution of Unibus to all Halls students (Sept 2007 onwards) 	Easy introduction to Unibus. Bus use encouraged from arrival, forming good habits.
	<ul style="list-style-type: none"> • Unibus 5 changed to encompass Sainsburys and pick up at Lonsdale Place (Sept 2008) 	Service adapted to the needs of students and the growth in numbers staying in Halls. Reduced need for students to bring cars to University.

Category	Measure	Outcome
	<ul style="list-style-type: none"> Introduction of Real Time Information for Unibus 4. Information boards at three sites. (Jan 2009) 	Accurate travel information, better informed travellers. People have a better understanding of when buses leave and are more likely to use them as a result.
Cycling	<ul style="list-style-type: none"> CCTV covered cycle parking (2003) No thefts of cycles reported between 2003 and 2008. Successful removal of a deterrent to cycling. 	Formation of bike user group (June 2004) Valuable support and guidance for cycling initiatives. The group have facilitated very successful bike week events.
	<ul style="list-style-type: none"> Improved Shower facilities in gym and T block (Early 2006) 	This was completed and has meant those travelling a distance to Kedleston Road have access to suitable facilities.
	<ul style="list-style-type: none"> Staff cycle mileage payments (mid 2006) 	Successful recognition of cycling as a valid form of business travel.
	<ul style="list-style-type: none"> Covered shelters at Markeaton Street (July 2008) 	A response to feedback and an obstacle to cycling removed. Numbers using the parking area have visibly increased.
	<ul style="list-style-type: none"> Secure cycle locker installation (July 2008) 	All taken within a month. 80% of take up were people who were not previously cycling to work.
	<ul style="list-style-type: none"> Bike week promotional events (every June) 	Events have grown from a handful of people to over 70. Each year people take up cycle commuting as a direct result of these events.
	<ul style="list-style-type: none"> Discounts arranged with local bike suppliers (ongoing) 	These have varied throughout the travel plan period, but at any point up to 10% has been available off bikes and accessories.
	<ul style="list-style-type: none"> Distribution of free cycle maps to all students in Halls (Each Year) 	Ensures most new students are aware of Derby's off road cycle route network
Motorcycling	<ul style="list-style-type: none"> Staff motorcyclist mileage payments (2003) 	Successful recognition of motorcycling as a valid form of business travel.
	<ul style="list-style-type: none"> Construction of motorcycle shelters at Kedleston Road (Mar 2004) 	Motorcyclists encouraged and helped to use their bikes for commuting. There has been a notable increase in numbers of motorcycles on site, and parking has become more ordered.

Category	Measure	Outcome
	<ul style="list-style-type: none"> Free motorcycle parking on all sites (Formalised 2004) 	With parking charges for staff cars being introduced, this gives an advantage to users of a lower emission, motorised alternative.
	<ul style="list-style-type: none"> Construction of motorcycle shelters at Markeaton Street (Sep 2007) 	Motorcyclists encouraged and helped to use their bikes for commuting from when the site first opened.
Walking	<ul style="list-style-type: none"> Specific Pedestrian Entrances to Broadway and Carsington Crescent (Pre Travel Plan) 	Significant time savings to those walking to Kedleston Road from the north and south.
	<ul style="list-style-type: none"> Broadway Toucan crossing switch on (June 2004) 	Busy road can be crossed safely. Pedestrian only route from Newton's Walk completed.
	<ul style="list-style-type: none"> Improvements to walking routes and crossings at the Kedleston Road site (Sept 2008) 	Better pedestrian safety, clearer demarcation of walking routes.
Car Sharing	<ul style="list-style-type: none"> Introduction of a car share scheme (Sept 2004) 	Staff and students have an established way to find others traveling to and from the same places.
	<ul style="list-style-type: none"> Page on University Web-site (Sept 2005) 	Access to the scheme is much easier than before.
	<ul style="list-style-type: none"> Scheme reaches 350 members (Oct 2007) 	More chance of getting a car share 'match' as membership increases.
Rail	<ul style="list-style-type: none"> Availability of rail timetables at reception, promotion using bus livery (Sept 2004) 	Raised awareness of rail option and the ease of travel between the University and the station.
	<ul style="list-style-type: none"> Unibus 6 available in Holidays (see above) (Sept 2007) 	Employees are able to commit to daily commuting by train, all year round.

Category	Measure	Outcome
Vehicle Fleet	• Launch of Pool Car Scheme in Derby (Sept 2004)	Employees no longer need to own a car or have one on site to undertake business travel. Vehicles are safer and generally lower emission than the 'grey fleet' and car sharing opportunities are heightened. Cost savings to the University. In 2008 an informal questionnaire showed 15 employees had actually sold a car because of this scheme.
	• Renewal of Vehicle Fleet (Oct 2004 & May 2005)	Lower emission vehicles replaced the previous ageing fleet.
	• Policy change for business travel (Sep 2006)	Financial regulations revised to support the use of pool cars for business travel (after public transport)
	• Implementation of vehicle replacement policy and schedule (June 2007)	Entire fleet to be replaced on a rolling basis. This enables our fleet to continue to meet high environmental and safety standards.
	• Purchase of 2 electric 'pool bicycles' (Feb 2008)	Employees have another sustainable option for local business travel or a commuting trial.
	• Growth of Pool Car Scheme (Increased Each year)	Miles Increased from 82,000 in 2004 to 270,000 in 2008, reflecting a massive shift from 'grey fleet' vehicles. Up to 25 pool cars in use in one day.
Inter-site Travel	• Completion of Estates Development Strategy (Sept 2007)	Demand for inter-site travel massively reduced. Peripheral sites closed, many journeys simply not taking place any more.
	• Parking permits restricted to one site only (Sept 2007)	Most employees are now unable to travel between Derby sites by car. The choice available is to use the bus, walk or cycle. Pool cars are most viable for trips to Buxton.
Flexible Working	• Work at home policy reviewed (Sept 2005)	Many staff now able to work from home 'officially' reducing the number of commuter journeys to the University.
	• Video-conferencing made generally available for staff meetings (Sept 2006)	Many car trips between Derby and Buxton have been avoided through use of this media. Usage increases as awareness grows.

Category	Measure	Outcome
	• Implementation of Flexible working policies (ongoing)	Some staff have been able to change working times to fit with public transport or car share arrangements.
Travel Plan Co-ordinator	• Recruitment of Transport and Travel Manager (April 2004)	A Point of contact established. Schemes have had ownership, and the travel plan has been able to make rapid progress.
Communication	• Travel stand at Freshers Fair events (Sept 2005 onwards)	Travel information is available to the new intake of students to help them find alternatives to driving to University.
	• Launch of Transport and Travel Website (Feb 2008)	Travel plan measures are clearly communicated. Alternatives to the car are highlighted to all who log-on.
	• Addition of personal journey planning tool to Website (June 2008)	Individuals can obtain bus and train times, and cycling routes, tailored to their individual requirements.
Other Schemes	• Park & Ride (Sept 2003 to Sept 2004)	A good facility for students, but without success due to much free parking elsewhere and security fears relating to the Markeaton Car Park.
	• Installation of drop off point and mini-roundabout on main drive (Sept 2003)	Safe area for drop off and improved turning for taxis and other vehicles, minimising disruption to buses.
	• Completion of Value for Money Review and Implementation of changes (Nov 2005)	Many travel plan measures underpinned and approved as representing good value money.
	• Reduced cost and small spaces for Smart Cars (mid 2006)	• Half size spaces available at half price for drivers of very small low emission cars.

Through these measures we have managed to achieve notable 'modal shift' amongst staff, away from sole occupancy vehicles. Travel surveys took place in 2003 and 2007 and data indicating the modal split is shown.

Staff and Student Split of Modes of Travel between 2003 and 2007

Transport Mode	2003 Staff	2007 Staff (2008 Target)	2003 Student	2007 Student (2008 Target)
Walk	8.4	12.3 (11)	29.5	16.2 (29.5)
Cycle	2.9	5.5 (8.7)	3.9	2.2 (11.7)
Bus	4.3	11.5 (6.5)	21.2	18.1 (31.8)
Train	0.1	1.7 (0.1)	2.2	2.8 (2.2)
Motorcycle	0.4	0.9 (1)	0.8	0.4 (0.8)
Car (Sole Occupant)	75	54.3 (63.1)	34.5	44.5 (17.6)
Car (As Car Share)		8.5		11.4
Car (dropped off)		4.7		3.4
Other	8.9	0.6 (8.9)	7.9	0.9 (7.9)

These results show a little less success in meeting targets for student travel. However, the figures do hide actual success and positive influences on students achieved through travel plan measures.

There are three probable explanations for this result:

- The 2007 survey excluded Buxton, which has free contract buses, which will have skewed the proportion of students using this mode in 2003
- The survey may have attracted increased interest from car drivers wanting to have their say on parking, given that large numbers of students cannot obtain parking permits, and the emotive nature of the appeals process
- The HE market has changed somewhat since the first survey, with considerably more students staying at home and commuting, and less choosing to stay in halls of residence.

Despite all the successes of the Travel Plan between 2003 and 2008, the University does still face some transport challenges:

- Growth in student numbers and increased numbers of employees, but no associated increase in parking available, and little prospect of this due to planning restrictions.
- With the onset of tuition fees, more students who live outside of Derby are choosing to commute from their homes rather than pay for accommodation in Halls. This means more people are driving to University.
- Student cars being parked in already busy residential areas adjacent to University sites, often leaving no room for residents to park their cars as they return home during the day.

- Inconsiderate parking in areas adjacent to the Derby sites, often blamed on students and associated with the University.
- Congestion on the roads around the Derby sites at peak times causing delays to those traveling our Derby campus. This has knock on effects on bus services, either causing delays or long term reductions in efficiency.
- Congestion in accessing and exiting the Kedleston Road site at peak times, aggravated by non-university traffic, largely due to the current road layout.
- Limited competitive advantage for public transport – a lack of bus priority on Kedleston Road means that time savings are unlikely if using the bus.
- Lack of cross-city bus routes. Most people having to make at least 2 bus trips to get across the City.
- Prevailing car culture. Many people choosing to use the car, even when it is a very short journey or when obvious, simple and sometimes cheaper alternatives exist.

SECTION 3: Strategic aims and objectives

The Mission Statement and Values

Our mission statement is: *“To be the learner’s first choice University for quality and opportunity”*. With a leading aim to *“achieve a high quality student focused learning experience”*.

Our values are:

- Quality
- Valuing people
- Customer Focus
- Challenge and Innovation
- Opportunity and Openness

Our travel plan has been developed to reflect all of our values and also to contribute to our overall mission and leading aim.

Strategic aims and objectives

Our Travel Plan has been developed following consultation with senior academic and support staff, Unions representatives and members of the University Corporate Management Team.

Consultation has also taken place with representatives of local resident groups and Derby City Council.

It has the commitment and ownership of the Executive Team and underpins our academic and estates development agenda.

The Strategic aims of our travel plan are to:

- A1** To reduce the environmental impact of staff and student commuting to and from our sites.
- A2** To reduce the environmental impact of our business travel
- A3** Keep in control of on-site car parking, taking account of significant growth throughout the University;
- A4** Work with partners to deliver a complete solution to parking problems in the locality;
- A5** Deliver viable alternative modes of transport to and from university sites;
- A6** Improve the competitiveness and viability of travel to our sites by public transport;
- A7** Achieve a noticeable shift away from the prevailing ‘car culture’
- A8** Satisfy the Local Planning Authority requirements arising from any future redevelopment on the Derby sites;

In addition to this, our Travel Plan will:

- Allow us to deliver our mission statement;
- Allow us to comply to its equal opportunities and Health & Safety polices and the Disability Discrimination Act;
- Contribute to the general well being, motivation and retention of staff and students;
- Provide a co-ordinated strategy, reducing the reliance on single-occupancy car travel and encouraging the use of other modes;
- Comply with Health, Safety and Environment policies;
- Allow the University to complete its Estates Development Strategy.
- Allow us to meet the requirements of our Environmental management system, ECO Campus.

SECTION 4: Travel Plan Consultation 2009-2013

Consultation Groups

Consultation with staff, students, union representatives, local community and stakeholders is of prime importance.

In order to develop the initial Travel Plan, a Transportation Strategy Group was set up, which was chaired by the Deputy Vice Chancellor and included senior representatives from Facilities Management, including the Environmental Officer, Customer Services, IT Services, the Derbyshire Business School and Human Resources.

All of these representatives have been consulted again for the latest version of the travel plan.

In addition the Corporate Management Team (CMT) of the University have been regularly involved in the ongoing development of the travel plan and the university has held regular meetings with Union representatives, where, if appropriate, travel plan issues are raised.

Staff and students were also invited to attend consultation groups representing different modes of transport. These groups provided a forum for ideas and suggestions from those who have direct experience of associated issues. As a result of these groups, a series of mode-based user groups have been formed for ongoing consultation.

As part of the wider consultation, we have involved the City Council's Travel Plan Co-ordinator and have committed to ensuring consultation with the local community and stakeholders as and when necessary. Regular meetings are held with local residents and stakeholders to discuss and progress solutions to parking issues. The University is represented on local residents groups, City Council Boards and specific meetings have been held with community representatives.

Section to be included here for a summary of ideas / suggestions/ Issues gained from the above consultation.

2007 Travel Survey

In March 2003 we commissioned Transport & Travel Research Ltd to undertake a travel survey to establish existing travel patterns to and from our campuses as well as offering the opportunity for comments and suggestions for improvements to our facilities that would help people use alternatives to the car.

We undertook a comprehensive follow up survey in 2007 (conducted on-line). This has been able to provide a lot of comparative data with the 2003 survey, and also to provide a basis for consultation for this installment of the Travel Plan. This survey was focused on the Derby sites (2003 incorporated Buxton as well). Buxton was excluded in 2007 because the Buxton Campus now has its own travel plan which reflects it's differing circumstances in relation to travel.

A comprehensive analysis of the survey is available at www.derby.ac.uk/travel2007

The survey was undertaken as a combined staff and student online survey. Up to date software enabled us to create two different 'tracks' within the survey, so that some questions were asked to all respondents, some only to staff and others only to students. In all, we received 1412 responses (899 students and 509 staff), a modest increase over the 1273 responses in 2003.

The software also allowed very detailed filtering of data, which really enhanced our ability to analyse the results.

The key subject areas covered by the survey were:

Frequency of site use and arrival / departure times;

- Modal split between, bus, bicycle, car, walking, train, motorcycle, other or combinations;
- Distance travelled to University;
- Duration of journey;
- Main reasons for driving to University;
- Attitudes to travel and parking;
- Awareness of initiatives;
- How things could be improved.

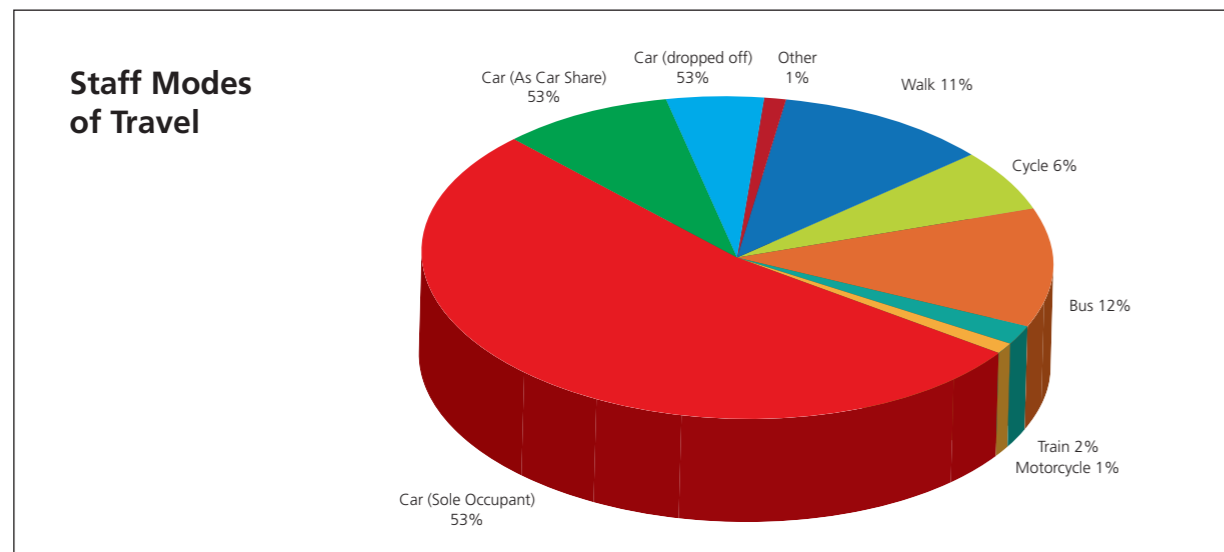
Respondents were also asked for their experience and views of:

- Car sharing;
- Cycling;
- Bus travel;
- Park and Ride;
- Changing of travel behaviour;
- Comments and ideas.

Key outcomes from the Travel survey are:

Staff Responses

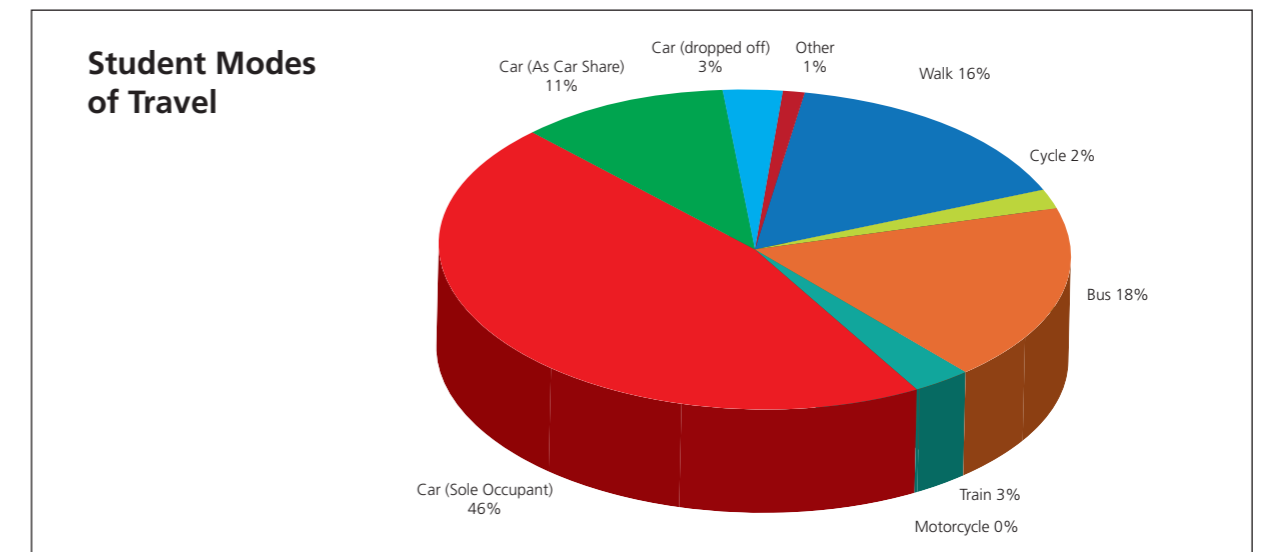
Modal Split for staff Travel



- 34% of staff live within 4 miles of the University
- 15.2% of staff live over 20 miles away
- 68% of staff arrive between 0800 and 0900 and 52% leave between 1630 and 1730.
- 75% of staff would be willing to use an alternative to the car if it was practical.
- 70.8% of staff accepted the need for parking charges
- 53% felt charges should stay in relation to salary and 11.5% supported a change to a fixed rate.

Student Responses

Modal Split for Students



- 20% more full time students use alternatives to the car than part time students.
- 43.5% of full time and 17.8% of part time students live within 4 miles of the University
- 22% of full time and 30.2% of part time students live over 30 miles away
- 66% of students would be willing to use an alternative to the car if it was practical.
- 72.7% of students felt that some kind of Pay & Display would be the best way of running the student car park.
- 30% of students who drive to University park on-street, 14% at Markeaton Park / Mundy Play centre and 56% on the University site.

Combined Responses

Lack of alternatives, flexibility and time savings were the main reasons for driving to the University.

14% of respondents regularly car share. Between 70% and 80% would be willing to car share in the right circumstances.

50% of respondents would be prepared to use a park and ride in a location suited to them.

48% of respondents own a bike and 36% feel they live within reasonable cycling distance.

We also asked what changes would attract people to use alternative modes of transport to the car. The main responses are summarised in the table below:

Transport Mode	Main issues that could affect change to this mode
Bus	<ul style="list-style-type: none"> • Journey times competitive with the car (Bus priority measures) • Greater coverage for Unibus routes • Clearer Information (Real time information) • Discounts on connecting services
Car Share	<ul style="list-style-type: none"> • More opportunities (Events, route networking, larger scheme membership) • Convenience
Park & Ride	<ul style="list-style-type: none"> • Convenient, safe, secure location • Convenient timing of buses
Cycling	<ul style="list-style-type: none"> • Covered Parking • Assistance with cycle purchase
Motorcycling	<ul style="list-style-type: none"> • Helmet and kit lockers
Walking	<ul style="list-style-type: none"> • Reduced perception of crime • Assistance to ease handling of bags and equipment

If the positive responses given for why people use the car are considered, then it would be logical to consider how to reduce the advantage of this mode to users who have other options, either by positive or negative means.

Reason for Using the Car	Plan to make other modes more competitive to those with an option to use them
Time Savings	<ul style="list-style-type: none"> • Bus priority measures • Promotion of cycling for short urban journeys at rush hour • Greater take up of car-sharing
More Convenient and Flexible than other modes	<ul style="list-style-type: none"> • Education and awareness for other modes, and how these can be flexible • Reduced convenience for those travelling the shortest distances, through parking restrictions
There's no alternative available	<ul style="list-style-type: none"> • Personal travel planning • Widespread promotion of car sharing where alternatives genuinely do not exist
I need my car for work purposes	<ul style="list-style-type: none"> • Continuation of pool car scheme • Dropping off / collecting children or partner • Personal travel planning to encompass all trips linked to the daily commute
Too many bags / books to use an alternative	<ul style="list-style-type: none"> • Assistance with luggage carrying solutions
Cheaper than other modes	<ul style="list-style-type: none"> • Work with operators for bus and train discounts for staff. • Continued subsidy of Unibus • Increasing parking charges
Personal Security	<ul style="list-style-type: none"> • Work with police and council to look at ways of reducing the fear of crime
I can Combine journey with others	<ul style="list-style-type: none"> • Education and awareness for other modes, and how these can be flexible
Because parking is provided	<ul style="list-style-type: none"> • Review whether a blanket approval for all staff to gain permits remains appropriate. • Review parking charges for staff
Not sure if there is an alternative	<ul style="list-style-type: none"> • Information about alternatives • Publicity about alternatives • Personal travel planning

The results of our survey and consultation have been used to shape the development of the action plan (section 6).

SECTION 5: Travel Plan Targets

Travel Plans generally look to reduce the proportion of trips to, from and on behalf of an organisation that take place in sole occupancy cars and to reduce the overall need to travel in the first place. This is in keeping with national and local government policy to promote sustainable alternatives to the car and reduce dependence on this mode of transport. Indeed, certain targets exist that reflect an aspiration to increase use of some alternative modes of Transport. These are listed below –

- **DfT’s Public Service Agreement (PSA) – Target 3.**
Increase bus use by more than 12% between 2000 and 2010
- **Derby City Council Best Value Performance Indicator (BVPI) 102**
Increase the number of bus passenger journeys by 6% between 2006 and 2010
- **Derby City Council Local Transport Plan (LTP) A/Obj8**
Increase cycling trips by 15% by 2010/11

Between 2003 and 2008, our Travel Plan has been particularly effective in reducing the number of car trips undertaken and the proportion of trips to our sites that have taken place in a sole-occupancy vehicle.

The strong foundations of infrastructure and awareness laid between 2003 and 2008 mean that we have already set a very high standard in terms of our take up of sustainable modes of transport, and the proportion of staff and students who do not drive to and from University. However, we are not content to leave things as they are and will target further increases in use for sustainable transport that significantly **exceed the standards outlined by the government and Derby City Council.**

With the proposed measures, we expect to see high levels of take up of sustainable transport, and will consistently aim for at least double the impact outlined above. This is on top of an already high baseline for use of alternatives, achieved through measures in the previous Travel Plan.

We intend to monitor each target at regular pre-defined intervals (see table). Progress towards meeting targets will be reported annually where data allows and once every three years where information is dependent on a survey.

Our targets are all detailed in the following table. Together, meeting these targets will make a very significant contribution to achieving all of our strategic aims and objectives that are outlined in section 3.

Our Targets

Target	Data Source	Baseline Data	Monitoring Intervals	Rationale	Risks
T1- Bus Use - Increase Unibus passenger numbers by 20% by 2013	Count from Ticket Machines	2007/08 – 389,789 (all routes) 2012/13 target – 467,747 (all routes)	Annual – Data from 1 August to 31 July.	This is a very clear and accurate measure of bus travel. It may be slightly influenced by fluctuations in student numbers, but will generally highlight success in promoting bus travel.	Usage is directly linked to cost of fares – if subsidy is reduced or costs rise sharply, usage could decline. Growth in Unibus use could take people away from other sustainable modes of travel.
T2- Cycling – Increase the proportion of staff and students cycling to University, equivalent to at least a 20% increase in numbers.	Travel Survey	2007 – 5.5% of staff and 2.2% of students 2013 target – 6.6% of staff and 2.7% of students	2010, 2013	The travel survey provides a significant sample of staff and students, giving a good indication of proportions cycling to University.	Usage can be susceptible to poor weather conditions. Possibility of theft of cycles.
T3- Walking - Increase the proportion of staff and students walking to University, equivalent to at least a 20% increase in numbers for staff (and 10% for students – due to high baseline figures)	Travel Survey	2007 – 12.3% of staff and 16.2% of students 2013 target – 14.8% of staff and 17.8% of students	2010, 2013	The travel survey provides a significant sample of staff and students, giving a good indication of proportions walking to University.	Take up of walking is susceptible to poor weather conditions. If concerns over personal safety arise, people could be deterred from walking.

Target	Data Source	Baseline Data	Monitoring Intervals	Rationale	Risks
T4- Motorcycling - Increase the proportion of staff and students motorcycling to University, equivalent to at least a 20% increase in numbers.	Travel Survey	2007 – 0.9% of staff and 0.4% of students 2013 target – 1.1% of staff and 0.5% of students	2010, 2013.	The travel survey provides a significant sample of staff and students, giving a good indication of proportions motorcycling to University.	A big increase in motorcycling would need more sheltered parking facilities. Risk of theft if large numbers of bikes are regularly parked.
T5- Train Travel - Increase the proportion of staff and students travelling by train to University, equivalent to at least a 20% increase in numbers.	Travel Survey	2007 - 1.7% of staff and 2.8% of students 2013 target – 2.1% of staff and 3.4% of students	2010, 2013	The travel survey provides a significant sample of staff and students, giving a good indication of proportions travelling by train to University.	Increases in rail costs could reduce usage. Potential for people to be deterred when Unibus is at a lower frequency (i.e. holiday services).
T6- Car Share – Increase Membership of the Car Share Scheme by 50%	Data from Car Share Scheme	Jan 2009 – 325 2012/13 target - 488	Annual - Membership total in January	Membership to the car share scheme is directly related to the amount of car sharing taking place.	Scheme membership will drop each year and have to be re-built after each cohort of students leave.

Target	Data Source	Baseline Data	Monitoring Intervals	Rationale	Risks
T7- Sole Occupancy Car Travel – Decrease the proportion of staff and students travelling to University in sole occupancy cars, equivalent to 13% and 17% respective decreases in numbers	Travel Survey	2007 - 54.3% of staff and 44.5% of students 2013 target – 47.8% of staff and 38.1% of students <i>NB 50% and 40% are cited in the Energy Management Strategy 2008-10</i>	2010, 2013	The travel survey provides a significant sample of staff and students, giving a good indication of proportions traveling to University in a sole occupancy vehicle. The targeted reduction is based on a combination of the targeted increases for alternative modes. Higher absolute numbers of sole occupancy car drivers mean the proportional benefit is smaller than the increase for other modes.	If the travel plan does not deter this type of travel, the impact will be limited. The changing nature of the student population could have a strong influence on this figure.
T8- Business Mileage – Decrease the proportion of car mileage undertaken on university business in non-university cars to 35% by 2013	Data from pool cars and data from payroll	2007/08 – 61.4% of mileage in non-university cars.	Annual – Data from 1 August to 31 July	As more journeys take place in University pool cars, car sharing potential increases and it becomes possible for emissions to be controlled. It also enables better risk management and significant cost savings.	Vehicle leasing costs can fluctuate. More space is needed to accommodate this growth Any rise in mileage rates could encourage some people back into their own cars
T9- Fleet Emissions – All Unibuses, contract coaches and commercial fleet vehicles to at least meet Euro IV emissions standards by 2013	Data from suppliers and data from our own fleet records	2008 – 0% of Unibuses; 100% Coaches; 23% of Commercial Fleet	Annual, can be reported each January	As vehicles are replaced, as per the replacement programme, emissions will be reduced.	If capital funds are not available this programme could fall behind.

SECTION 6: Action Plan 2009 to 2013

A large programme of action was undertaken between 2003 and 2008 as part of our travel plan (detailed in section 4). Most of these actions remain relevant either as infrastructure or established programmes of events. To avoid repetition we have not re-listed the previous improvements in this action plan, although they do remain as key elements to the Travel Plan. Some of our new plans supersede, continue and build on established measures, and where this is the case, we have included them in this Action Plan.

Our consultation and surveys have revealed several areas where things could still be improved. In addition, having established strong foundations, we are in a position to build on this with projects that may not have been achievable before. The previous five years have also provided us with a lot more working knowledge and experience, and we are more aware of what has worked as well as the gaps in our provision, something which is a direct focus of our Transport and Travel Manager.

Each element of the action is aimed to work towards achieving one or more of the Strategic aims of our Travel Plan, as well as contributing either directly or indirectly to meeting the targets. These are all listed in the tables below, along with the expected outcomes and reference to the aims or targets that are being assisted.

Car Parking

Good management of car parking is essential for a successful travel plan. Car park charges and restrictions in eligibility reduce demand for space and numbers driving. Parking charges provide an essential source of revenue for travel schemes.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
P1 Review of Staff Car Park rebate system to facilitate more car sharing (Aug 2009) NB Changes made for P4 may later affect the rebate system.	Changing the thresholds will mean that those who car share every day will qualify for a rebate (previously just missed out). This would give a direct financial incentive to car sharers, and encourage more people to alternatives to the sole occupancy car.	A1, A3 T6, T7
P2 Investigate the introduction of an exclusion zone of 1-2 mile radius around sites for staff eligibility for parking permits (Jan 2011) P2.1 implement such a scheme if deemed feasible (Sept 2012)	This would make a notable reduction in the number of commuter trips to the University by removing the car travel option for those who least need it. It would be controversial, and an investigation would need to consider all the issues it would raise prior to the launch of a scheme.	A1, A3, A7 T1, T2, T3, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
P3 Review the number of staff parking permits issued at each site and investigate the options of adding subsequent applications to a waiting list (Aug 2010) P3.1 Investigate (and implement if necessary) a criteria to prioritise the allocation of permits on the waiting list.	This will end growth in staff parking numbers. Whilst the University continues to grow, a waiting list will mean that more people will find alternatives and the use of existing spaces will be more efficient. A limit will enable control, and potential for a gradual contraction in staff parking spaces if desired, too.	A1, A3, A7 T1, T2, T3, T4, T5, T6, T7
P4 Review staff parking charges for level of cost and method of payment (Jan 2011) P4.1 Implement as appropriate, findings from the above (Sept 2012)	Current staff parking costs average less than 50p a day (which does not reflect the real costs of parking). A system with more realistic costs and a daily consideration of costs (e.g. pay on foot) is likely to be a more effective enticement to alternatives, and as such is desirable.	A1, A3 T7
P5 Continue to increase annual student permit charges at a faster rate than pay & display charges (Annual – Ongoing)	If an annual permit is purchased (as was the established procedure up to 2007), then there is a commitment to parking. By making this a less viable option, more students get a permit to pay and display, and few have the commitment of an annual permit.	A1, A3 T1, T2, T3, T4, T5, T6, T7
P6 Pay and display parking to cost more than a subsidised return ticket on the Unibus (Annual – Ongoing)	To have a gradual, structured price increase each year that reflects inflation and ensures that the cost of parking for 4 hours is consistently more than the cost of a subsidised return trip on the Unibus.	A1, A6, A7 T1, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
P7 Investigate the implementation of a Significant real –terms increase in the cost of student parking at Halls of Residence (Sept 2010)	Higher costs will be a greater deterrent to students bringing cars to University in the first place. It will also provide increased revenue for alternatives and bus subsidies. A3, A7	T1, T2, T3, T4, T5, T6, T7
P8/PR2 Negotiate a deal for parking season tickets at Markeaton Park, available to staff and students (Sept 2009) <i>subject to car park improvements</i>	This will give a lower cost option for parking (albeit less convenient), that will reduce pressure on University parking, parking on adjacent residential streets, and potentially reduce the numbers of vehicles entering the sites at peak times.	A4
P9 Remove the parking permit application form from employees new starter packs (Sept 2009)	This removes the assumption that new starters will drive. The individual will be more inclined to look at alternatives to the car.	A7 T7

Other actions relevant to parking: PR1, PR2, PR3, PR4, I2, B12

Bus Travel

Bus travel offers the highest capacity alternative to the car. Large numbers can be transported at scheduled times in warmth and comfort. A safe, reliable bus service will attract many car drivers or potential car drivers who may live further away and not be prepared to cycle or walk from home. It will also attract car drivers who do not enjoy driving in congestion, particularly where good bus priority measures are available.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
B1 Install Real Time Information for Unibus 5 and Unibus 6, including screens at Halls of Residence. Unibus 5 Unibus 6 (Sept 2010)	Well informed bus users. Uncertainty removed from the bus system. This will mean people can 'rely' more on the buses and if a bus is delayed, time won't be wasted. Massive improvement in the credibility of bus services.	A5, A6 T1, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
B2 Where possible make Real Time Information for all Unibuses available over the internet or by phone text (Sept 2010)	Staff and students will be able to check when the next bus is actually arriving from their desk top or room. This means time wasted waiting is eliminated and the experience of using the bus is more efficient.	A5, A6 T1, T7
B3 Investigate the use of the University turning circle and Halls as a pick up point for other bus routes, besides the Unibus. In particular, work with National Express for the London route (Sept 2010)	Staff and students would be able to travel to a wider selection of destinations without having to change buses. This reduces the need for car ownership, and broadly improves the situation for public transport users. It may bring some shift from cars in general and specifically for business travel. There may be some potential help for long distance commuters.	A1, A2, A5, A6 T7
B4 Investigate the option for students in halls to receive unlimited free travel on the Unibus as part of the hall fees. (Sept 2011)	Increased from the current 25 free tickets. It will be uneconomical for students in halls to travel any other way, and habits will be formed that should last for the time they are at University. Income would have to be raised for this, possibly through the increased parking fees at Halls. Unibus services may have to be reviewed to meet increased demand.	A4, A5, A6, A7 T1, T7
B5 Investigate the introduction of a Unibus season ticket or smart card. (Sept 2010)	This will be a way for regular bus users to save money, as well as making boarding more efficient. Those who do buy season tickets and smart cards will be more committed to using the bus. A smart card will enable the on-line purchase of credit, application of discount and could easily be topped up by students parents!	A1, A5, A6 T1, T7
B6 Upgrade Derby Unibus fleet to be low floor and fully accessible for disabled people (Sept 2012)	All buses will be easier to board, newer and more attractive. They will also be accessible to wheelchairs, and easier to use for elderly passengers and those with pushchairs (who do bring valuable revenue to the service).	A5, A6 T1, T7, T9

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
B7 Investigate a scheme to take advantage government tax rebates for sustainable commuting by bus. (January 2010)	If pension issues can be resolved, then this scheme will allow staff to purchase bulk travel tickets for all local bus services, at a notable discount, as tax paid on the earnings used for this can be reclaimed. This is likely to remove a significant barrier to bus travel (high cost) for many people.	A1, A5, A6, A7 T1, T7
B8 Work with bus operators to provide self funding additional bus services to help with general student travel needs (e.g. a shopping bus). (ongoing)	By providing buses to a supermarket and to other places regularly used by students at times suited to them, the need to own cars is further reduced. Services should be self funding, but Subsidy could also be obtained from a supermarket or organisation benefitting from the arrival of students.	A7 T1, T7
B9 Work with bus operators to achieve an on-bus discount for students and staff on services that connect to the Unibus (Mid 2010)	Any discount will be helpful to staff and students and would encourage more bus travel (as indicated in the 2007 travel survey). It would help as an incentive for those who have to travel longer distances across the city.	A1, A6 T1, T7
B10 Actively support and work with Derby City Council to achieve bus priority measures on Kedleston Road (Ongoing – subject to Council timings)	Bus priority on Kedleston Road will bring increased reliability and allow better frequency to Unibuses at peak times. It will also mean that time savings could be achieved over use of the car, making the bus a more attractive proposition. A6	T1, T7
B11 Continue to use car parking revenue to maintain a level of subsidy of bus fares to encourage use of Unibuses (Ongoing)	The cost of travel on a Unibus for Staff and students should stay at a level to ensure the service is attractive and cost effective for its users.	A1, A5, A6

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
B12 Review how the Unibus Route 6 is operated, and whether it would be beneficial to change to a contract or part contract from the current commercial model. (Mid 2011) B12.1 If significant improvements and savings would be made through changing, then implement such a scheme.	The current model of management is very low risk for the University, but does not necessarily provide the best value for money. Many changes (e.g. updating buses) are difficult to achieve and often come with a significant price tag. A contract would be slightly higher risk (i.e. cost of service would depend on income gained on buses). It would give full control of decisions to the University and flexibility to try new routes. It would also mean that costs could potentially be reduced through competitive tendering.	A6
B13 Review Route for Unibus 4, and implement improvements (September 2009)	If council plans to restrict one side of Pybus Street are implemented, then the number 4 could access the Markeaton Street via Pybus Street and exit via Markeaton Street. This would make for a slightly quicker service and allow for an easy detour via the Markeaton Park car park, enhancing park and ride facilities.	A2, A5, A6

Cycling

Cycling is an emission free alternative to driving for people living up to around 5 miles away from their place of work (although some will travel further). It is often overlooked or feared, with many people having no idea of the extent of off-road routes available. Its potential is limited, as some will not consider it, but for those who do it can save time and yield significant health benefits.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
C1 Review cycle storage at Kedleston Road and Britannia Mill and provide improvement if required (Mid 2011)	All Derby sites should where ever possible have covered cycle storage. This will make things more pleasant for cyclists, and remove a potential barrier to some considering cycling.	A1, A5 T2, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
C2/M9 Wherever possible provide dedicated showers for cycle and motorcycle commuters at Kedleston Road, accessed by a swipe card (Sep 2011)	Although current facilities are reasonable, some cyclists are put off by the lack of privacy and concerns over security as well as the shared use with sports teams. Dedicated facilities would be a real encouragement to these people to cycle more and for more people to start cycling regularly.	A1, A5 T2, T7
C3 Wherever possible provide more accessible shower facilities at Markeaton Street and Britannia Mill (Mid 2012)	Currently, facilities are in the green room at Markeaton Street. There is uncertainty amongst cyclists over when they can use this, and serious concerns have been raised over privacy and security. Resolving this would encourage more cycling to these sites.	A1, A5 T2, T7
C4 Clearly communicate appropriate and safe cycle routes and clear up ambiguity about where bikes can and can't go. (Late 2010)	The site will be more cycle friendly and safer for cyclists. There will be visible reminders about the presence of cyclists on the site.	A5 T2, T7
C5 Install more cycle lockers at all Derby sites wherever possible to ensure demand is met (Mid 2012)	This will provide more encouragement for those with expensive, specialist bicycles to use them for commuting. The previous lockers attracted mostly new cycle commuters, mainly from over 5 miles away	A1, A5 T2, T7
C6 Install a number of power-points by cycle bays to help users of electric bicycles to recharge. (Early 2011)	This will be a small benefit to those using light, emission free, electric powered two wheeled vehicles. It will raise awareness and potentially attract new users.	A1, A5 T2, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
C7 Implement a Bike2Work scheme, which will enable staff to claim tax rebates on the purchase of bicycles for commuting. (May 2009)	This scheme works as a 'salary sacrifice' and enables employees to purchase bicycles at the equivalent of a 40-50% discount, through an interest free loan. The cost of the bike is paid back over 2 years. This will encourage a number of people to buy a bicycle and take up this mode of commuting.	A1, A5 T2, T7
C8 Continue to support National Bike Week events, achieving year on year growth in participants. Facilitated by existing bike user group. (ongoing, annual)	These events give people a goal to aim at, that can only be reached by doing more cycling. Often participants realise how much easier cycling is than they have previously perceived and take up commuting by bicycle. Bigger events mean more impact and more people able to change to cycling.	A1, A7 T2, T7
C9 Continued distribution of Derby cycle maps, particularly to Halls of Residence (ongoing, annual)	Those new to Derby and to the University are given clear information of cycling routes, and are more able to consider cycling as an option. It also is a great help to those contemplating taking up cycling, but uncertain of a safe way to the University.	A1, A5, A7 T2, T7
C10 Investigate possible improvements to Kedleston Road driveway to provide a segregated cycle route (End 2013)	This could be through a widened pavement or changes to the road. Cyclists arriving at Kedleston Road will be segregated from the traffic on the hill up to the campus. This would improve the perception of safety and significantly improve the experience of cyclists. Those travelling between Derby sites on a bicycle will be able to do so 100% segregated from traffic.	A5 T2, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
<p>C11 Work with Derby City Council to Investigate a 'pool bike' scheme, with pick up points at all sites and at City Centre locations. (Mid 2010)</p> <p>C11.1 If viable, implement the above (subject to funding and agreement with third parties)</p>	<p>This scheme will provide a convenient and flexible way for people to get between sites (and potentially around the city). This will be zero emission. It will also help for short business trips. Cycling will become accessible for those who don't own a bike.</p>	<p>A1, A2, A5, A7</p> <p>T2, T7, T8</p>

Other actions relevant to cycling: **W3, W4, W5, W6**

Motorcycling

Generally, motorcycles have lower carbon emissions than cars due to their weight. They don't cause congestion because they are able filter through traffic and they take up significantly less parking space than a car. They also offer potential for longer distance commuters to leave the car at home.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
<p>M1 Install lockers for motorcyclists to store helmets and jackets. (Sept 2009 at Ked Rd), (Sept 2010 at MS/BM)</p>	<p>Motorcyclists who currently don't have an office to store equipment can be deterred by a lack of storage for valuable kit. The provision of lockers would address this, and encourage more people to ride to University.</p>	<p>A1, A5</p> <p>T4, T7</p>
<p>M2 Install a Motorcycle Shelter at Britannia Mill (Sept 2011)</p>	<p>This will mean there is a shelter at all Derby sites, providing a significant encouragement to motorcycle commuters.</p>	<p>A1, A5</p> <p>T4, T7</p>
<p>M3 Install an overflow parking area for motorcyclists, with anchor points, at Kedleston Road (Mar 2010)</p>	<p>Between March and September, current facilities can become very full. In response to consultation, a new area in the staff car park, would accommodate the seasonal increase in motorcyclists. Shelters would not be necessary as this level of demand is dependent on good weather.</p>	<p>A1, A5</p> <p>T4, T7</p>

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
<p>M4 Investigate the need for a designated entry and exit for motorcycles using the Kedleston Road shelters (Sept 2009)</p>	<p>Motorcyclists would access parking directly from the drive. Markings will mean those arriving for the first time can see how to access parking facilities.</p>	<p>A5</p> <p>T4, T7</p>
<p>M5 Wherever possible provide dedicated CCTV for main motorcycle parking area (Sept 2012)</p>	<p>If this is publicised, then it will be a very visual deterrent to theft and tampering with machines and will give bike users a greater sense of security.</p>	<p>A5</p> <p>T4, T7</p>
<p>M6 Investigate changing the speed humps at Kedleston Road to be more motorbike friendly (Mid 2011)</p> <p>M6.1 If viable, implement the above. (Mid 2012)</p>	<p>A cut in the ramps with tapered edges, or a more gentle approach slope in the centre would make for a safer and more comfortable ride for motorcycles, whilst maintaining a deterrent to speeding.</p>	<p>A5</p> <p>T4, T7</p>
<p>M7 Investigate the removal of motorcycle parking charges at halls of residence. (Sep 2009)</p>	<p>This will encourage students who may be considering bringing a motorbike to University or those who may be thinking of buying one.</p>	<p>A1, A5, A7</p> <p>T4, T7</p>
<p>M8 Wherever possible provide installation of designated parking bays for motorcycles, along with anchor points, at all Halls of Residence (Sep 2010)</p>	<p>The enhanced security and clear, guaranteed parking area would be a real positive encouragement to students considering motorcycling.</p>	<p>A1, A5</p> <p>T4, T7</p>
<p>M9/C2 Wherever possible provide dedicated showers for cycle and motorcycle commuters at Kedleston Road, accessed by a swipe card. (Sep 2011)</p>	<p>Although current facilities are reasonable, some are put off by the lack of privacy and concerns over security as well as the shared use with sports teams. Dedicated facilities would be a real encouragement to these people, further encouraging take-up</p>	<p>A1, A5</p> <p>T4, T7</p>

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
M10 Establish a motorcycle group to promote and pursue safe use of this mode of transport for commuting. (March 2009)	If there is sufficient interest, this group could see a significant increase in numbers motorcycling to the University, and those taking up motorcycling for the first time. The group will ensure schemes are motorcycle friendly.	A1, A5, A7 T4, T7
M11 Undertake an annual promotional event for motorcycling, facilitated by the Motorcycle Group (Mid 2009, then annual)	Gives staff and students alike an opportunity to consider safe motorcycling as an alternative to the car.	A1, A5, A7 T4, T7

Other actions relevant to motorcycling: **C3, W4**

Walking/ Running

Walking is a zero emission, zero cost mode of transport. It is an excellent way to get to work for those who live within a couple of miles of University sites, but can be affected by weather, the demands of baggage or the fear of crime.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
W1 Investigate provision of a pull along luggage trolleys at a subsidised cost for staff who walk to work with a lot of baggage to carry. (2010 onwards)	An obstacle to walking to work could be cheaply and effectively removed.	A1, A5 T3, T7
W2 Investigate provision of a good quality umbrellas at a subsidised cost to staff who walk to work (2010 onwards)	A further obstacle to walking to work could be cheaply and effectively reduced.	A1, A5 T3, T7
W3 Provision of personal alarms, free of charge, to those who would like them. (2010 onwards)	This may help enhance the feeling of personal safety when walking to and from University.	A1, A5 T3, T7

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
W5 Work with Derby City Council to get lines segregating pedestrians and cyclists on shared use routes, and to turn the length of cycle path from the Kedleston Road exit to the A38 slip road into shared use (End 2012)	Currently pedestrians can feel uneasy about sharing a route with cyclists, who can approach quickly from behind. By having a dividing line, it helps them to feel safer, and reduces the risk of collision.	A1, A5 T3, T7
W6 Work with Derby City Council to improve lighting on the Broadway exit path and Newtons Walk (End 2013)	This route is currently dimly lit. Better lighting will reduce the perception and fear of crime.	A1, A5 T3, T7
W7 Ensure the lighting and prominence of the pedestrian crossings on the Kedleston Road drive are maintained to an appropriate standard (Sep 2011)	This would continue to ensure safe crossing points are maintained for all site users.	A1, A5 T3, T7
W8 Formation of a walking reference group for consultation and guidance on walking/running to work issues (Mar 2009)	This group of walkers and runners will be able to bring issues into focus and will be able to help with plans for schemes and measures to ensure maximum benefit is achieved.	A1, A5 T3, T7
W9 Promote walking at the annual 'wellbeing event' (Annual, ongoing)	This gives an opportunity to promote walking as a healthy activity, as well as a base to distribute reflective vests and pedometers, the latter of which is an effective way of increasing walking as a mode of transport.	A1, A5 T3, T7

Other actions relevant to walking: **C2, C3, C4**

Car Sharing

Car sharing directly reduces the number of cars on the road and parking on and around our sites. It is beneficial to all who do it, through reduced fuel costs and shared parking costs. However, finding someone with similar travel needs is not always easy and may require help from a centralized source.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
CS1 Trial car share coffee mornings for people living on the same routes (Oct 2009 onwards)	This is an excellent opportunity for networking between people who could potentially car share. People may be nervous about sharing with strangers, so this could overcome such a barrier.	A1 T6, T7
CS2 Investigate the allocation of conveniently located spaces specifically for car sharing employees. (Mid 2011)	If an effective arrangement for enforcement and protection of these spaces can be achieved, then car sharers could have privileged parking nearer to the building, giving a further incentive to car share.	A1 T6, T7
CS3 Develop and publicise an official scheme to help car sharing employees to get a lift home if arrangements fail (Mid 2011)	A potential flaw in car sharing would have been formally addressed. People worried about this issue will not have cause for concern. As a result car sharing becomes even more attractive.	A1 T6, T7
CS4 Encourage car sharing for business trips in pool cars, and monitor through mileage logs (Early 2010 onwards)	An extra column on the mileage log will enable us to monitor instances of car sharing on these business trips. Greater use of pool cars, compared to private cars on business will increase car sharing opportunities.	A2 T8
CS5 Continued support, publicity and promotion of the car sharing website. (ongoing)	Growth of the database is essential to increased car-sharing. The more members a scheme has, the more likely a match can be achieved. Schemes that reach a 'critical mass' can be very effective indeed.	A1 T6, T7

Other actions relevant to car sharing : P1, I4

Park & Ride

Whilst park and ride doesn't necessarily mean a shift away from sole occupancy cars, it reduces the concentration of traffic on the sites and can alleviate issues caused by inappropriate parking in residential areas. Care should be taken to ensure those attracted to using park and ride are not being diverted from non-car modes.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
PR1 Work with Derby City Council to improve CCTV, security, lighting and access to the Markeaton Park main car park (Sep 2009)	This car park has been under-used in the past, in part due to security and safety fears. Addressing all these points will make it a more attractive option to people currently parking on-street, especially when council restrictions are increased.	A4
PR2/ P8 Work with Derby City Council to get discount season tickets for staff and students using the Markeaton Park main car park. (Sep 2009)	Heavily discounted season tickets, sold to student parking permit applicants who have no alternative to the car (or staff wishing to pay less than Kedleston Road rates), will attract people away from parking on residential streets. However, care must be taken to not create more car trips.	A4
PR3 Provide a minibus shuttle link from Kedleston Road to Markeaton Park Car park at peak times, along with a rain shelter for those waiting. (Sep 2009)	A regular bus at the times people want it will attract users to this location and make it more convenient than parking in residential streets. By providing a shelter, those using the service will be less put off waiting for a bus in inclement weather.	A4
PR4 Investigate other potential park and ride locations within the scope of the Unibus route or potential extended routes (Mid 2011) PR4.1 If a suitable location is found, set up experimentally and operate a bus link. (Sep 2012)	If a large cost effective parking area can be found near to an existing Unibus route (or on a viable extension to a Unibus route), then a number of trips to Kedleston Road could be cut short, reducing vehicle mileage, parking on site and congestion at peak times.	A1, A3, A4, A5 T7

Other actions relevant to park and ride: P8, B13, R2

Rail

Rail travel is an excellent, efficient way for long distance commuting to the University. The Unibus connects with a frequent, year round link from the station to the main entrance to the Kedleston Road site and to most Halls of Residence.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
R1 Investigate potential of obtaining a staff and student discount for bulk travel on local rail services. (Mid 2010)	Negotiations with rail operators may be able to bring significant reductions in costs over daily train charges. People may be able to save costs over driving long distances to work.	A1, A6 T5, T7
R2 Promote and encourage the use of East Midlands Parkway station for staff and students, possibly through a scheme in partnership with the rail operators. (Mid 2010)	People travelling from locations south east of Derby, such as Leicester, Loughborough, Coalville and further south on the M1, will have an efficient park and ride option that links with the Unibus at Derby Station. If discounts could be achieved, then cost savings and time savings could be achieved.	A1, A6 T5, T7
R3 Encourage rail operators to promote and sell student rail cards at the University. (Sept 2009, onwards)	If students have rail cards they get 1/3 off rail travel. This is a huge saving, which will be a big incentive to travel by rail.	A1 T5, T7

Other actions relevant to rail: B2

Vehicle Fleet

Much business mileage and many specialist functions of the business take place in University vehicles. The safety and environmental soundness of these vehicles are of paramount importance. Good quality, up to date, clean vehicles are also good advertising and present a good corporate image.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
V1 Maintain a vehicle replacement programme, replacing each vehicle with a more up to date, lower emission equivalent when appropriate (Annual, Ongoing)	By keeping the fleet up to date, the latest safety and emissions standards are achieved. This also maintains a good corporate image, good reliability and keeps maintenance costs to a minimum.	A2 T9
V2 Produce a vehicle replacement programme to run from 2013-2018 (Mid 2012)	Having a programme that follows what is currently in place is important to keep reliability, safety and emission standards as high as possible.	A2 T9
V3 Work towards increasing the proportion of car based business mileage taking place in pool cars, year on year, reducing dependence on the 'grey fleet' (Ongoing)	The existence of pool cars enables those who use alternatives to the car to get around on business. Nobody should need their car on site for business reasons. Mileage in pool cars generally costs less, and due to the fact new vehicles are used, means emissions and safety standards are controllable.	A1, A2 T8
V4 Increase the use hybrid cars and other low emission vehicles on the fleet as supplies and costs allow (Ongoing)	Where niche vehicles, such as 7 seaters, or estate cars are not required, the vehicles used will have low emissions and be cheaper to run.	A2 T9

Other actions relevant to the vehicle fleet: B6, CS4

Inter-Site Travel

Within Derby, all the University teaching and residential sites are accessible using a Unibus service. In most cases, the bus will pick up and drop passengers closer to the door than they could park if they were driving. We do not want to generate unnecessary car trips for travel between our sites and would like our policies to back this up.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
I1 Investigate the introduction of a policy of no car mileage payments for travel between derby sites including halls (Mid 2010)	This means that staff have no financial incentive to drive between sites, but instead are encouraged to use the shuttle bus, or to walk. Exceptions would be needed for some who carry a lot of equipment.	A2, A7 T1, T2, T3, T7, T8
I2 Maintain a policy of parking permits being valid for only one site (Ongoing)	This means that people cannot park at both sites, making inter-site travel by car awkward, thus ensuring the use of the bus or alternative modes.	A2, A7 T1, T2, T3, T7, T8
I3 Increase the use of Video Conferencing as an alternative to driving to Buxton for meetings (ongoing)	Each meeting taking place using this equipment saves at least 1 trip of 66 miles. This is a huge benefit in terms of staff time, cost savings and emissions.	A2, A7 T7, T8, T9
I4 Investigate the introduction of a cap mileage allowance for trips between Derby and Buxton campuses for staff using their own cars (Early 2011)	Mileage payments would be no more than the cost of using a pool car. This will deliver cost savings, and make the use of personal cars a lot less attractive for this trip. Greater pool car use between sites increases car sharing opportunities, as well as making emissions and safety standards controllable.	A2 T8

Other actions relevant to inter-site travel: V3

Flexible Working

A flexible approach to working hours and arrangements is not always achievable due to timetables and the demands of service delivery. However, in most cases there is scope for some flexibility. Where applied, flexible working can be used to reduce travel demand and help with sustainable travel arrangements.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
F1 Encourage the University to publish clearer publicity of flexible working policies, making the connection with personal travel (Mid 2010)	Managers and employees who understand this policy will be able to work together so that work times could coincide with bus or train times or car share arrangements. Where hours could be worked in less days without disadvantage to the University, overall travel demand would be reduced.	A1 T1, T5, T6, T7
F2 Encourage the University to continue to pursue growth in working from home, where appropriate (Ongoing)	Working from home removes commuting. Working from home 1 day a week is equivalent to a 20% reduction in commuter mileage for an individual, reducing emissions and freeing up parking space.	A1 T7

Communication and Marketing

Good communication and publicity are essential to the success of a travel plan. Without this, only limited numbers will benefit from the measures that are in place.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
CM1 Ongoing updates and publication of developments on the University website. (ongoing)	Practical help on finding alternatives to the car and frequent updates of news stories will ensure that people looking on our website for help with travel will be able to receive it.	A1 T1, T2, T3, T4, T5, T6, T7, T8
CM2 If appropriate undertake a comprehensive travel survey every 3 years (2010, 2013)	As well as a tool to find out people's views, a well distributed and well written survey can give good publicity to existing transport measures and raise awareness of alternatives to the car.	A1 T1, T2, T3, T4, T5, T6, T7, T8
CM3 Commission the design and purchase of exhibition stands to promote travel plan measures (Mid 2010)	Portable exhibition stands will mean that a very clear and professional message about the travel plan can be projected at public events. Good backdrops will attract a lot of interest.	A1 T1, T2, T3, T4, T5, T6, T7, T8

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
CM4 Produce an attractive travel plan information leaflet (Sep 2010)	This can be distributed to all new staff and students, giving essential information on bus services, cycling, walking and car sharing.	A1 T1, T2, T3, T4, T5, T6, T7, T8
CM5 Develop a travel plan brand name and logo (Late 2009)	A familiar logo and brand name will assist in the effective marketing and promotion of Travel Plan measures.	A1 T1, T2, T3, T4, T5, T6, T7, T8
CM6 Include a travel planning element within standard staff inductions (2010 onwards)	Staff starting at the University will be pointed towards alternatives to the car and will have instant awareness of bus services, car sharing schemes and cycle routes.	A1, A2 T1, T2, T3, T4, T5, T6, T7, T8
CM7 Open day travel planning advice stand (Oct 2010 onwards)	Prospective students will be able to receive help in how to travel to the University (including advice on parking). This should help with recruitment.	A1 T1, T2, T3, T4, T5, T6, T7
CM8 Set up a display stand at the Freshers fair giving travel advice and aides to alternative modes of transport. (Annual, ongoing)	This is an excellent opportunity to give a large number of new students the chance to find out about alternatives to the car and receive practical assistance to use these modes of travel.	A1 T1, T2, T3, T4, T5, T6, T7
CM9 Wherever possible make regular press releases and press campaigns to promote travel plan measures (Ongoing)	Press releases highlight travel plan measures to our neighbours and the wider community. They also work as an effective tool of communication with our own staff and students.	A1 T1, T2, T3, T4, T5, T6, T7

Other actions relevant to communication and marketing: P9

Road Safety

We recognise that travel can be dangerous. Driving on business is the most dangerous element of many people's jobs. We intend to help reduce this risk to both employees and students alike.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
RS1 Driver safety induction to become compulsory for all who drive on University business (Mid 2009 onwards)	All remaining staff who have not been informed of their obligations whilst driving at work, and given important safety information, will be. All those driving will have improved safety knowledge.	A2 T8
RS2 On road driver training, with an advanced driving instructor for all staff driving over 1,000 miles a year on business (ongoing)	High risk drivers can be identified and trained accordingly. In addition drivers will be instructed in more economical driving techniques.	A2 T8
RS3 Enable regular council road safety event for young drivers (ongoing)	An area of the car park is made available annually for a driver training event, specifically aimed at young drivers.	

Other actions relevant to road safety: M11, W7, C4, M6

Transport Innovations

Technology is constantly improving, with new solutions to transport problems being developed and improved by a whole range of interests. There is great potential for a huge reduction in emissions and lone car travel if some new innovations take off. We are committed to being at the leading edge of travel planning and making affordable technologies available for our staff and students to try out and use.

Proposed Measure (Target Date)	Expected Outcome	Related Strategic Aims & Targets
T11 Undertake a feasibility study for the installation of a light rapid transit system between sites. (by 2012, subject to funding)	If this proves to be a realistic possibility then a funding bid would need to be made and planning applied for in order to make this happen, probably in the next travel plan period.	A5 T7, T8, T9
T12 Purchase a segway for use by security patrols and for trial by staff. (Late 2009)	Security will be able to cover a lot more ground and be able to respond more rapidly to emergencies. Use of the security van would be reduced. Staff trying this out will be introduced to an excellent commuting vehicle.	A5 T9
T13 Investigate the introduction of reduced price parking for fully electric or hydrogen powered vehicles (mid 2011)	This would be a positive step, directly encouraging the use of zero emission vehicles for commuting to our sites.	A1 T9
T14 Provide innovative modes of transport for staff to trial. (Ongoing)	Where feasible, we will provide new, up to date modes of transport for staff to try out on a short term basis. This may mean that staff are encourage to purchase such items for their own commuting purposes.	A5 T7

Other actions relevant to transport innovations: C6

SECTION 7: Travel Plan Finance

Financial Analysis

We are financially committed to supporting the ongoing success of our travel plan. All monies raised from parking charges are re-invested into travel plan related measures.

Income

- Staff who use the car park are charged directly from their salary at source at a rate of 0.35% (2008/09 rate).
- Students who are eligible can either buy an annual permit for £120, or pay and display for £1.40 for 4 hours or £2.80 all day. (2008/09 rates).
- Visitors parking is paid for through pay and display or through an internal recharge at £1.40 per visit. (2008/09 rates).
- Students living in Halls of residence pay an annual fee of £100 for car parking. (2008/09 rates).
- Any profits made by Trent Barton from the Unibus over an agreed level of income, are re-invested into improving the service.

Expenditure

- Subsidy to Unibus service - £3 for every 10 trip ticket sold to staff or students (2008/09).
- Contract costs for running the inter-site shuttle service.
- Subsidy to enable Unibus holiday services to run (holiday services do not run commercially).
- Funding of car park management contract.
- Maintenance of car park and car park equipment.
- Funding of annual events (e.g. bike week event).
- Part-funding of Transport and Travel Manager post.
- Funding of capital schemes within the travel plan – e.g. installation of shelters, lockers, showers, etc.
- Funding for administration of parking permit issues.

SECTION 8: Conclusion

Between 2003 and 2008 we gained widespread recognition for the excellence of our travel plan. This included a 'Green Gown' award, a fourth place ranking amongst all Universities in the country and widespread recognition of our best practice, both locally and regionally. Indeed, Derby City Council frequently refer other institutions to us for assistance and we have also **hosted a meeting to assist them with developing their own travel plan.**

This installment of our travel plan builds on our previous success and comprehensively addresses all the current travel issues facing us. It will take us to a new level of excellence in travel planning. It clearly shows our ongoing commitment to make a positive difference to the way our staff, students and visitors travel.

The extensive action plan addresses all modes of transport, for both commuting and business mileage and goes further still, incorporating a broad range of issues from flexible working arrangements to road safety issues. We also maintain a strong parking management strategy which provides income for the implementation of travel plan measures and deters some from driving to University. This, linked to an improved rebate system, will continue to provide a catalyst for the success of the alternative measures put forward in the action plan.

The Travel Plan is dynamic, and a date ordered programme of work will be produced from the action plan to help with the implementation of measures and improvements. The programme and action plan will be updated on a regular basis to record achievements and to provide chances for innovation as further measures to enhance travel become apparent. This will help ensure that our transport and travel remain an leading example to local industry and other universities.