

# The Challenges of Travel Planning in the HE Sector

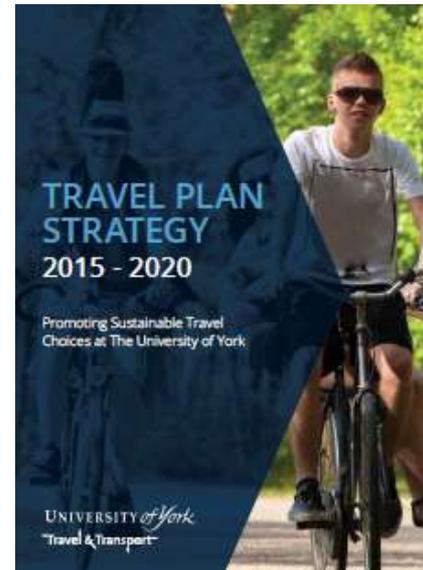


# Overview

1. Background and TPS Experience
2. Key Challenges –
  - a) Environmental Management
  - b) Operational Requirements
  - c) Ongoing Engagement
  - d) Monitoring – Staff and Student
  - e) Carbon Management and HEFCE Requirements –
  - f) Changing student travel demands
  - g) Importance of the ‘Student Experience’
3. Case Studies

# 1. Who are TPS? What do we do?

- Founded in 2000
- Wakefield based consultancy – specialising in Travel Planning and Development Planning throughout the UK;
- Appointed by a range of public / private sector clients to develop and implement Travel Plans on their behalf;
- Extensive experience in the HE sector
  - First Hand – Leeds Beckett (Rachael Elliott) and University of Sheffield (Rob Bettison)



# 1. Who are TPS? What do we do?

Extensive range of HE clients –

- Ongoing Support –
  - University of Sheffield
  - Leeds Trinity University
  - York University
  - Chester University (Seconded)
- Surveying and Strategy Development –
  - Belfast University
  - Lancaster University
  - Westminster University

## 2. Drivers / Motivations for Travel Planning in the HE Sector

There are a range of factors that lead to proactive travel plan delivery in the sector –

- a) Environmental Management
- b) Planning Led (in infancy)
- c) Car Park Management/Operational Issues
- d) Community Relations
- e) Marketing and Recruitment – contributing to the student experience
- f) Staff engagement and support

# Wider Benefits of Travel Planning



# Key Challenges –

## a) Environmental Performance and Justification

- Often a driving force behind senior management support
- Difficult to quantify – especially with limited data
- The challenge is to attempt to quantify impact and compare with more visible attempts at environmental management
- Easier to seek funding for energy saving improvements or waste management where there is a legal requirement to do so and more readily available funding sources (Salix, Revolving Green Fund)
- Risk that commuting is overshadowed by the impact of business travel – and therefore harder to justify on purely environmental grounds.

**Key is to find initiatives that interest senior management/academics and are ‘physical’**

# Key Challenges –

## a) Environmental Performance and Justification



# Key Challenges – b) Operational Requirements

- Like many organisations a key reason for a travel plan can be to address operational issues
- Could be car park management, congestion issues, health and safety etc
- Often made more complex by HE sector institutions being made up of different 'companies' and interests
- Financial autonomy and senior level support for specific initiatives

# Key Challenges – b) Operational Requirements

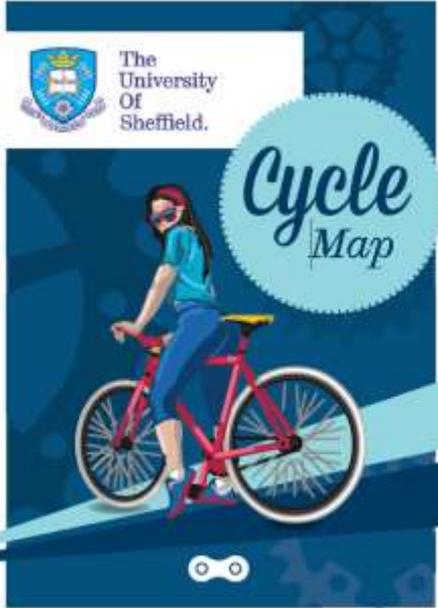
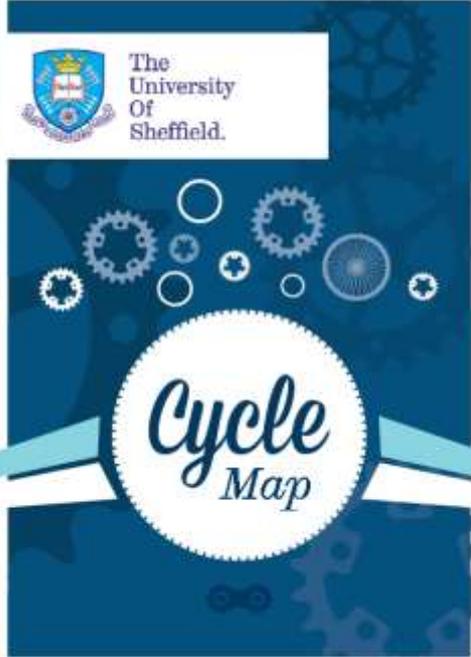
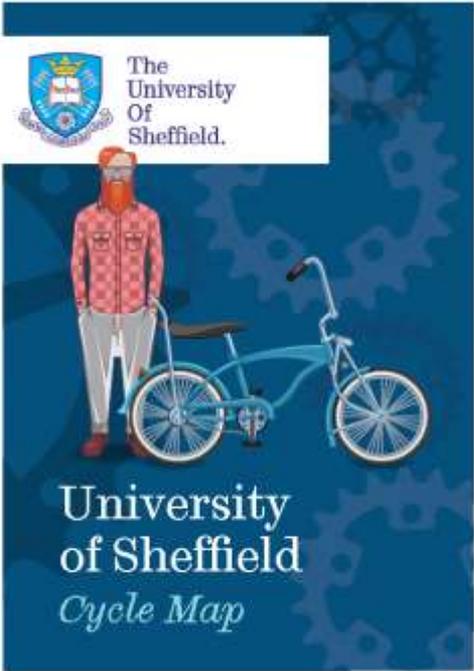
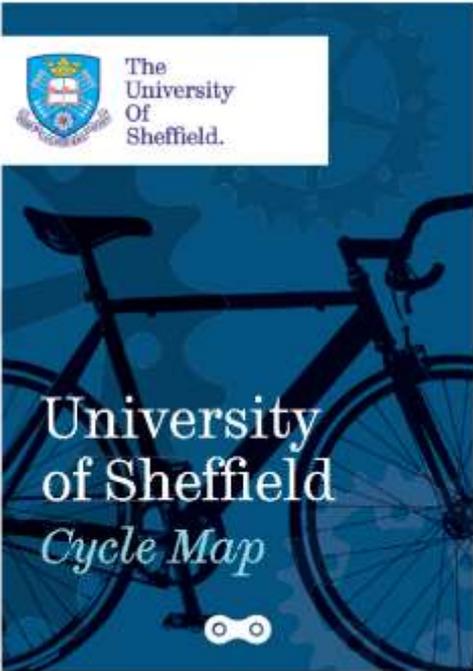
- **Example - Car Park Management**

- Balancing the needs of staff, students and visitors with available resources;
- Identifying an equitable system for managing and charging (where appropriate) –
  - *Should charges be based on salary level or CO2 emissions?*
  - *How to manage enforcement notices and rejected permit applications*
- Senior Level Support for Enforcement
- **INCREASING STUDENT DEMAND FOR PARKING**
- Managing specific events –
  - *how does the role of travel planner sit with freeing up car parking for guests on open days for instance?*

# Key Challenges – c) Ongoing Engagement

- Nature of University (student) community means there is a need to continually (annually) 'recycle' the same messages and key initiatives
- Not just about promoting travel options to a different target audience but also about managing student expectations prior to arriving
  - Reducing proportion bringing cars to University;
  - Managing student cycle parking demands and security;
- Need to reinforce key messages to reassure local community of commitment and maintain good community relations;
- Unlike many sectors not only are students new to the University, they are new to the city. Need to balance information provision with a refreshed approach – *example of the University of Sheffield Cycle Map redesign annually.*

# Key Challenges – c) Ongoing Engagement



# Key Challenges –

## d) Monitoring – Staff and Students

- Key element of travel planning in the HE sector is monitoring and reviewing travel patterns for: -
  - Reviewing progress;
  - Reporting to HEFCE / HESA;
  - Green Gown Awards;
  - People and Planet League Tables etc;
  - Data collection for Carbon Emission calculations.
- Balancing the repetitive nature for staff/latter years undergraduates/post graduates with the need to capture annually;
- Student travel pattern fluctuations – is this a reflection of the effectiveness of the Travel Plan Programme

# Key Challenges –

## d) Monitoring – Staff and Students

- Getting a high response rate is a challenge and scale of HE sector organisations
- Approaches typically include –
  - High profile events;
  - Incentivisation;
  - ‘spoon feeding’ – completion physically with respondents (*Leeds Trinity University*);
  - Marketing campaigns – has to be more than an email!
- Student survey overload (*Leeds Beckett example*)
- Restrictions on marketing approaches – *University of Sheffield have a ban on leaflets and flyering.....*
- **CRITICAL TO ENGAGING SENIOR MANAGEMENT AND EXTERNAL RECOGNITION THOUGH**

# Key Challenges – d) Monitoring – Staff and Students

Staff It's your chance to let us know about travel issues that matter to you!

**HAVE YOUR SAY**

[www.lancastertravelsurvey.co.uk](http://www.lancastertravelsurvey.co.uk)

**WIN £150**  
High street vouchers (retailer of your choice)  
taken less than 5 minutes to complete

LANCASTER UNIVERSITY

The poster features a central graphic of a large speech bubble containing the text 'HAVE YOUR SAY'. Surrounding the speech bubble are various icons representing different modes of transport: an airplane, a bicycle, a bus, a train, a car, a person walking, a person pushing a stroller, a person with a suitcase, and a sun. The background is a vibrant red.

**YOU'VE GOT TO BE IN IT TO WIN IT!**

FOR YOUR CHANCE TO WIN AN IPAD MINI OR ONE OF FIVE £20 LOVE TO SHOP VOUCHERS PLEASE TAKE TWO MINUTES TO COMPLETE OUR QUICK SURVEY.

**+2**

WE WANT TO GET YOUR FEEDBACK ON WHAT THE UNIVERSITY CAN DO TO MAKE TRAVELLING TO AND BETWEEN OUR CAMPUSES EASIER AND CHEAPER FOR YOU.

COMPLETE THE SURVEY ONLINE AT:  
[www.yorkuniversity-travelsurvey.co.uk](http://www.yorkuniversity-travelsurvey.co.uk)

For any queries or to request printed copies of the survey contact [frana.macey@york.ac.uk](mailto:frana.macey@york.ac.uk)

UNIVERSITY of York

Travel & Transport

The poster has a dark blue top section with white text. Below this is a circular graphic with a white background and a blue border, containing the text '+2' and icons for a car, bicycle, bus, and train. The bottom section is pink with white text and features icons for a train, a bus, a person with a bicycle, and a building. The background of the bottom section shows a person riding a bicycle on a path.

# Key Challenges –

## e) Carbon Management & HEFCE Requirements

- Links to the surveying element – this data is often the only source of information on travel from which to compile Scope III carbon assessments;
- HEFCE requirement for annual submission of data;
- In some ways this is useful as it ensures Senior Management Teams are aware of the importance of travel planning;
- Variations in approach –
  - Samples vs. full data sets;
  - Calculation factors – DEFRA conversion factors versus carbon cost (carbon per £)

# Key Challenges –

## e) Carbon Management & HEFCE Requirements

- Business Travel –
  - Difficulty in accessing data;
  - Culture of overseas travel (academia);
  - Financial independence of departments
    - Departments booking travel directly
    - Lack of control over travel choices to influence behaviour;
    - Lack of detailed data on journey types and distances;
  - Time consuming and disruptive (for Finance Teams etc).

# Key Challenges –

## f) Changing Student Travel Demands

- Traditionally travel planning in the HE sector has been focussed on managing the travel needs and demands of staff; students revolved around ‘preaching to the converted’;
- Students typically had very low levels of car ownership whilst at University;
- This is changing (albeit we are in the infancy of this trend) with more students living at their family/parental home and commuting in daily – due in part to the increased cost of going to University;
- For many parents it is cheaper to buy students a car and let them live at home for free than fund a ‘traditional university experience’.

**Put in context if 5% more students started commuting to Sheffield University every day there would be another 1,300 cars coming to site every day!**

# Key Challenges –

## g) Importance of the Student Experience

- Given the competitive nature of the sector, and the need to manage expectations, making campuses as attractive as possible to potential (and current) students is critical;
- Students as the client – not the other way round
- Need for a range of measures which might not (in isolation) deliver modal shift but improve the attractiveness of the University and illustrate a commitment: -
  - Bike Hire Scheme – University of Sheffield, Leeds Universities
  - Shuttle Service links between campuses and halls of residences – York, Leeds Trinity
  - Events and promotions

# Key Challenges – g) Importance of the Student Experience



## Student Bike Loan Scheme – University of Sheffield

# THANK YOU

**CONTACT US:**

[www.travelplanservices.co.uk](http://www.travelplanservices.co.uk)

travel planning | development  
planning



# C/S 1: Leeds Beckett University



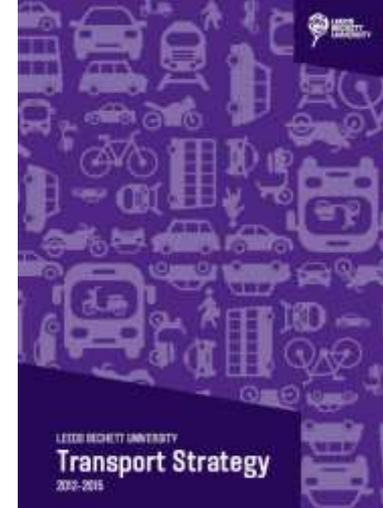
- 29,000 students (9,000 part-time, 3000 students abroad, 3100 post grads)
- 3000 staff (approx half academic, half support)
- 2 main campus sites: City Campus and Headingley (including Headingley Carnegie Stadium)
- Transport Strategy introduced in 2002
- Subsequent developments / buildings required TPs but referred back to 2002-2012 ten year transport strategy e.g. Rose Bowl, Broadcasting Place, Carnegie Pavilion, Headingley Residences



# C/S 1: Leeds Beckett University

Measures include:

- **Car Park Permit Scheme** 2007
- **Cycling/Walking:**
  - UTravelActive partnership project - LSTF funding
  - Staff and student cycle loan schemes
  - Facilities on campus: cycle parking, bike hub maintenance workshop, cycle skills and maintenance training sessions, shower, changing, drying room and locker facilities on campus
  - Contribution to Leeds core cycle route improvements connecting sites
- **Public Transport:**
  - Discounted travel passes: 15% Metrocard discount, staff pool metrocard scheme, First Bus Passes, Northern Rail interest free loans, student plus metrocard
  - Liaison with bus operators to improve services and fares, bus stop on Headingley Campus



# C/S 1: Leeds Beckett University



- **Smarter Driving**
  - Private groups under WYCarshare umbrella for staff and students
  - City Car Club discounts for staff and students
  - Fleet management
  - Greener driver training
- **Travel and Transport Information**
  - Online mode specific webpages
  - Travel guides and maps
  - student freshers and staff induction events
  - Content in publications from Prospectuses to Graduation
- **Annual Monitoring** – staff and student travel surveys

# C/S 1: Leeds Beckett University

## Key Challenges



- **Car Park Management**

Significant reduction in car parking available in the city centre since 2008.

Needs based permit system since 2007

No student parking on campus (few exceptions)

- **Community Engagement**

Maintaining relationships with local residents, particularly in Far Headngley – resident parking zones

- **Split Campus Estate – intersite travel**

Different travel patterns/habits, different facilities, PT infrastructure, same permit system, space planning, reducing split faculties

- **Courses including Student Placements**

Student car ownership, hire vehicles, business travel

# C/S 2: University of Sheffield



The  
University  
Of  
Sheffield.

- 26,000 students and 5,500 staff;
- City Centre Campus with increasing expansion in both the city centre and beyond;
- Historically car parking free and no eligibility criteria;
- Pockets of parking across campus in addition to a handful of larger car parks;
- Site by site planning requirements, within the main campus, for travel plans as part of the enhancement of the estate.

**Development of Integrated Transport Policy in 2005.**

# C/S 2: University of Sheffield



The  
University  
Of  
Sheffield.

- **Integrated Transport Policy –**
  - Commitment to the promotion and support of sustainable travel choices;
  - Introduction of car park entitlement criteria and charges;
  - Ring fenced all revenue from car parking which is used to support sustainable travel choices and the management of the car park facilities;
  - Range of measures – primarily (in the early years) focussed on staff commuting needs
  - Changing focus over time to illustrate the support for students;

# C/S 2: University of Sheffield



The  
University  
Of  
Sheffield.

## Key Challenges

- **Car park management** –
  - introduction of daily scratch card for all parking to encourage occasional use of alternatives;
  - reduction in parking stock;
  - Delivery of electric charging points and EV pool vehicles for trips between campus locations
- **Cycle security amongst students** – launch of bike hire and ‘re-cycled’ bike purchase schemes;
- **Enhancing the estate** – use of travel plan budget to part fund pedestrianisation programme;
- **Fleet Management** – use of EV and electric bikes for campus.

# C/S 2: University of Sheffield



The University Of Sheffield.

