



THE UNIVERSITY
of LIVERPOOL

University of Liverpool

TRAVEL PLAN



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GLOSSARY

City Council	Liverpool City Council
BUG	Bicycle User Group
DfT	Department for Transport
LTP	five-year Local Transport Plan
PCT	Central Liverpool Primary Care Trust
RATC	Richard Armitage Transport Consultancy
TP	Travel Plan
WTE	whole time equivalent

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Summary

1 UNIVERSITY OF LIVERPOOL TRAVEL PLAN

1.1 The University of Liverpool requires a Travel Plan for students, staff and visitors who travel to and from the University. This will help to ensure that the University can retain existing green space on the campus and make improvements to the pedestrian environment for all staff and students. It will also help the University to meet important environmental, social and health objectives. In the future it will ensure the University can meet local planning conditions, to enable essential development to take place.

Objectives of the Travel Plan

1.2 The Travel Plan aims to reduce the adverse environmental impacts of transport at the University. It will reduce over-dependence on travel by car, by encouraging greater use of carsharing, public transport, walking and cycling.

1.3 The University of Liverpool Travel Plan will:

- Lead to energy savings, less traffic pollution, and less congestion.
- Reduce parking pressure.
- Slow down, and then halt, the growth in car use, especially drivers travelling alone.
- Enhance public perceptions of the University and all who work there.
- Contribute to the health of all who work or use the site.
- Ensure the site is sustainable, over time, so the University can continue to develop and serve the academic community well.

Small changes

1.4 The Travel Plan is about everyone making small changes to the way they travel. Together, everyone can make a significant impact.

Baseline

1.5 In order to develop its Travel Plan, the University has started with a baseline assessment of current travel arrangements, by conducting:

- A staff travel habits survey (2003).
- A site audit (2005).

1.6 The next steps are:

- Hold a Travel Plan Briefing, chaired by the Pro-Vice-Chancellor Kelvin Everest, in the Senate Room (28 June 2005).
- Introduce straightforward travel planning measures from (July 2005).
- Conduct a student travel habits survey (November 2005).
- Consult staff and students on travel plan initiatives (Winter 2005)
- Apply to Merseytravel for financial assistance for the Travel Plan.
- Publish an updated Travel Plan in Spring 2006.

Travel Plan: specific recommendations

1.7 Specific travel planning recommendations need to be implemented, and these have been developed in separate proposals. They cover:

- Promotion and development of travel plan initiatives:
 - ◆ Public transport
 - ◆ Cycling

- ◆ Walking
- ◆ Carsharing.
- Reducing the need to travel.
- Review of car parking policy and charging arrangements.
- Staff travel and meetings policy.

Implementation

1.8 It is proposed that the University secures resources for ensuring that the Travel Plan is implemented, by introducing on-site car parking charges for staff and students. A business case for the Travel Plan will be prepared for the Department of Buildings & Estates. In the long-run, by reducing parking pressure and by ensuring the University's on-going development, the Travel Plan will be a very cost-effective site management tool.

1.9 The Business Plan will recommend the identification of resources to employ a Travel Plan Coordinator, who will be responsible for coordinating the development and implementation of the University's Travel Plan.

Reporting structure and management of the Plan

1.10 The Travel Plan will fall within the scope of the University's Environmental Policy, and will therefore be managed by the University's Department of Buildings & Estates. The Transport Working Group will guide and direct the implementation of the Travel Plan. The Group's deliberations will be incorporated into the University's management reporting system, through Estates Committee, and then on to the Planning and Resources Committee and other groups and committees as appropriate.

Travel planning partnerships

1.11 Over time, the University hopes to work on effective travel planning actions with local government (Liverpool City Council, Merseytravel), Liverpool & Broadgreen University Hospitals Trust, and other local employers. This will help spread the burden, by sharing development and marketing costs, and will therefore make the University's own Travel Plan more effective.

Monitoring and evaluation

1.12 Targets have been set for the proportion of journeys by a particular form of transport (known as *modal share*), which demonstrate a fall in the proportion of journeys travelled by car, driver alone, and a rise in carsharing, travel by bus, rail, bicycle or on foot. The second staff and student travel habits survey will be conducted in November 2007, and every two years thereafter. On a more frequent basis, the University will use straightforward sampling and checks. The University will prepare an annual review of the Travel Plan. The next review will be completed and published by the end of July 2006.

University of Liverpool Travel Plan

2 BACKGROUND

The need for a Travel Plan

2.1 University of Liverpool requires a Travel Plan, which can improve the public space amenity on the site and improve site management. The plan will also help to meet the requirements of the planning authorities, in order to meet future undertakings on managing the traffic impacts of University activities as it continues to develop on its current constrained site. The Travel Plan will be developed and implemented in partnership with staff and student representatives on site.

2.2 The University is only too aware of the problems being caused by over-dependence on the car:

- Air pollution, leading to respiratory difficulties.
- CO₂ emissions, contributing to climate change.
- Road traffic accidents, causing personal distress, injury and death.
- Congestion, leading to difficult journeys to work, late deliveries of goods.
- Busy roads, leading to community severance.

Further development at the University

2.3 Demand for University places is increasing and predicted to continue to rise. It can be predicted that:

- The University will want to make further investment in facilities to cope with the extra activity.
- Left unchecked, there will be a steady rise in car parking demand, as more and more staff, students and visitors seek to travel to the site.

Transport Working Group

2.4 The University's Department of Buildings & Estates is leading on the Travel Plan. A Transport Working Group will be formed in July 2005 to take the Travel Plan forward, which will report to the Estates Committee. A draft Terms of Reference is attached to this document.

Understanding of travel planning

2.5 The University is familiar with the DfT's *Travel Plan Resource Pack for Employers*. In line with accepted best practice, the University wants to consult widely with all those affected, but especially students and staff, before putting its Travel Plan into effect.

2.6 The Buildings & Estates staff have also visited Bristol and Manchester Universities to look at their successful travel planning activities, which include carsharing, shuttle bus and improved car parking management.

Scale

2.7 The University is a major local employer, with just over 5,000 staff. It has over 18,870 registered students, of whom over 15,240 are full-time undergraduates and postgraduates. These numbers and the level of activity fully justify the proposed employment of a full-time Travel Plan Coordinator. It is further proposed that this post will be paid for out of car parking revenues.

Development of the Travel Plan

2.8 Consultants with experience of travel planning, Richard Armitage Transport Consultancy Limited (RATC), have assisted the University with the development of its Travel Plan, with support from the Transport Energy Best Practice programme.

3 OBJECTIVES

3.1 The Travel Plan aims to reduce the adverse environmental impacts of transport to and from the University. It will reduce over-dependence on travel by single occupancy car travel, by encouraging greater use of carsharing, public transport, walking and cycling.

3.2 The University of Liverpool Travel Plan will:

- Lead to energy savings, less traffic pollution, and less congestion.
- Reduce parking pressure.
- Slow down, and then halt, the growth in car use, especially drivers travelling alone.
- Enhance public perceptions of the University and all who study and work there.
- Contribute to the health of all who study, work or use the site.
- Ensure the site is sustainable, over time, so the University can continue to develop and serve the academic community well.

Small changes

3.3 The Travel Plan is about everyone making small changes to the way they travel. Together, everyone can make a significant impact.

3.4 The University will take part in national and local initiatives to promote a range of sustainable travel choices. These will include:

- Developing a Bicycle User Group (BUG).
- Taking part in Bike to Work initiatives.
- Ensuring that public transport information on all services that run through the campus is available at Student Services and the Guild.
- Providing information on the website for visitors and prospective students with a map of the area around Liverpool Lime Street Rail Station, with bus stops and route numbers for travel to the campus.
- Providing an in-house carsharing scheme on the University intranet.
- Working with Central Liverpool Primary Care Trust to promote healthy travel initiatives.

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4 BASELINE

4.1 In order to develop its Travel Plan, the University has gained a detailed understanding of the starting point, by auditing staff travel, and current transport arrangements.

Staff Travel Habits Survey results

4.2 In July 2003, a four page questionnaire was distributed through the internal post to 3,597 members of University of Liverpool staff. 1,498 survey questionnaires were completed, a 42% return rate. Detailed information was gathered – on a wholly confidential basis – about current travel arrangements. This will help to ensure that the actions adopted in the Travel Plan are appropriate and useful.

How staff travel to work today

4.3 The following table summarises the headline totals:

Mode of transport	% of staff
Car driver	68.8%
Car passenger	3.9%
Cycling	2.4%
Public transport	17.8%
Walking	4.0%
Motorbike/scooter	1.1%
Ticked more than one	2.0%
Total	100%

4.4 The average distance travelled from work to home was 11.13 miles. The largest cluster of staff travel between 2 - 8 miles to work.

4.5 The survey shows significant potential for increasing the numbers carsharing to work, as almost 40% of respondents showed interest in measures that would assist them in carsharing, the most popular being help in finding car share partners with similar work and travel patterns.

4.6 Cycling to work at 2.4% is slightly above the national average, but is low compared to many other University sites. Walking is low at 4%, but this is likely to be due to the small number of staff who live within walking distance. Over 70% of respondents said that there were no measures that would encourage them to walk to work. This compares to just over 50% who said that no measures would encourage them to cycle to work. There was a range of measures identified to support cycling, the most popular were better changing facilities and showers, improved cycle parking and safer cycle paths across the campus.

4.7 A large number of staff used the car for its convenience and because they felt there is no realistic alternative for them at present. Almost 11% of staff are undertaking other duties on the way to or from work, such as dropping their children off at school. Cost savings was a major factor for 10% of respondents. There are currently no car parking charges at the University, and this will be adding to the perceived cost differential between using the car and public transport.

4.8 Public transport use could be increased by making staff more aware of the fast, and frequent service between Lime Street Railway Station and the University. Promotion of Merseytravel's Solo and Trio tickets to staff and an intranet link from the University website to web-based journey planners (like Xephos and Transport Direct) would also be helpful.

4.9 The information from the survey has been used to:

- Set targets for modal shift.
- Plan on-site improvements for cyclists and pedestrians.
- Provide information to the City Council and Merseytravel about demand for cycling and walking routes to the site.
- Inform development of the University's carsharing package.
- Assess current demand for car parking from staff.
- Commence negotiations with Merseytravel and bus operators about improvements to bus services and better travel information provision.

Current transport arrangements

4.10 The University has acquired a sound understanding of:

- Car parking, on site and elsewhere.
- Bus and rail services.
- The environment for cyclists and pedestrians, on site, and to and from the site.
- The county 2001-2006 Local Transport Plan (and its 2006-2011 successor which is currently in draft) and other relevant strategies or policies (such as Local Agenda 21, Air Quality Management).

5 TRAVEL PLAN: SPECIFIC MEASURES TO BE TAKEN**Consultation**

5.1 Once the student travel habits survey has been undertaken in November 2005 and the results have been analysed, the University will consult widely about the options that might be included in the Travel Plan.

Action Plan

5.2 A series of specific travel planning measures will be proposed. From the outset, it is recognised that not every item will be to everyone's taste. The intention is to put together sufficient choice, to enable staff and students to change the way they travel to work, away from single occupancy car travel, for at least some of the days they are at the University campus. It is also hoped that enhancements to the more benign methods of travel can also be made attractive to conference delegates and out-of-term visitors to the site.

5.3 The proposed travel planning measures are outlined in more detail in the attached Action Plan. It covers:

- Appointment of the Travel Plan Coordinator, and his or her induction;
- Review of car parking policy and charges;
- Promotion of cycling;
- Promotion of walking;
- Promotion of public transport;
- Promotion of carsharing;
- Reducing the need to travel;
- Provision of transport and travel information, linked with journey planning advice;
- Developing the Travel Plan brand and marketing the Travel Plan;
- Assessment and monitoring;
- Transport Working Group.

Vehicle fleet environmental improvement

5.4 The University will seek to encourage all its suppliers, including firms using goods vehicles to supply the University, to adopt service quality standards in respect of the environmental performance of their vehicles, such as:

- Driver training to reduce accidents and save fuel.
- Running vehicles on cleaner fuels.

- Vehicle replacement that introduces cleaner technologies and less thirsty engines.
- Route planning that reduces mileage.

6 IMPLEMENTATION OF THE TRAVEL PLAN

6.1 The University will identify resources for ensuring that the Travel Plan is implemented. The business case for the Travel Plan is sound: in the long-run, by reducing parking pressure and by ensuring the University's on-going development, the Travel Plan will be a very cost-effective site management tool.

Reporting structure and management of the Plan

6.2 The Travel Plan falls within the scope of the University's Environmental Policy, and will therefore be managed by the University's Department of Buildings & Estates.

6.3 The Transport Working Group will guide and direct the implementation of the Plan. The proposed Terms of Reference for the Transport Working Group are attached to this document. The Group's deliberations will be incorporated into the University's management reporting system, through Planning and Resources Committee, and then on to other groups and committees as appropriate.

7 MONITORING AND EVALUATION

7.1 The University's targets for the proportion of journeys by a particular form of transport by staff (known as *modal share*), are detailed below. Targets for changes in modal share by students will be set following the student travel survey in November 2005.

Staff travel targets	Actual	Targets	
	2003 (%)	2007 (%)	2009(%)
Car driver	68.8%	50%	42%
Car passenger	3.9%	17%	19%
Cycling	2.4%	5%	7%
Public transport	17.8%	20%	22%
Walking	4.0%	6%	7%
Motorbike/scooter	1.1%	2%	3%
Other	2.0%	0%	0%
Total	100.00%	100.00%	100.00%

7.2 These targets will be monitored by conducting a staff travel habits survey in November 2007 and every two years thereafter.

7.3 On a more frequent basis, the University will use straightforward sampling and checks, such as:

- Number of cycle locker key deposits
- Site audits (e.g. number of cycles on site)
- Number of people using carsharing database
- Number of carsharers claiming preferential parking
- Number of discounted public transport tickets sold.

7.4 The University will prepare an annual review of the Travel Plan. Once approved, a summary will be made widely available. The first review will be completed and published by the end of July 2006.