





Introduction

BU invests in a considerable programme of measures to improve your travel opportunities. This is planned and co-ordinated through the Travel Plan. The university Travel Plan, since its adoption in 2003, has successfully supported travel behaviours in a positive way through delivering the necessary measures, initiatives and infrastructure to facilitate a drive towards sustainability. The Travel Plan has achieved:



in single occupancy of cars coming on to campus between 2003 and 2018 (67% to 46%)



An increase in UNIBUS journeys from circa 400k per year in 2012/13 to over one million in 2017/18.

We are committed to refreshing the Travel Plan every five years to make sure that the document remains at the cutting edge and is both responsive to opportunities and resilient to risks. We are currently in the process of developing a Travel Plan to cover the period 2019-2025.

This iteration of the Travel Plan is particularly important as it gives us the opportunity to align the principles of the document with our strategic vision, BU2025, which aims to guide the development of the university and continues our ethos of 'Fusion', bringing together education, research and professional practice.

As a major institution and significant travel generator, we have a responsibility to promote a cutting edge Travel Plan which will contribute to addressing environmental challenges associated with travel at a campus, local and global level, including in the following ways:

Campus: Improve the accessibility and quality of the campus environment for c. 18,000 students, 1,500 staff and multiple visitors and other users. **Local:** Seek to reduce traffic congestion and improve

local air quality. **Global:** Aim to reduce carbon emissions and align with the UN Sustainable Development Goals.

We want you to have a say in the Travel Plan refresh. Last October, we invited all staff and students to share your thoughts and feedback as part of an initial consultation. The purpose of this exercise was to understand your opinions of the guiding principles that form the basis for the plan rather than specific details. Further details on this consultation exercise, including more detailed feedback, can be found [here](#).

We have taken your inputs and used them to inform the preparation of a draft Travel Plan and would like to invite you to comment. This booklet presents the key elements of the plan, including sustainable travel opportunities, a new approach to parking policy and management, and overall targets. The draft Travel Plan can be viewed in full [here](#) and details of how you can participate are included at the end of this document. The plan has been subject to an equality analysis.

Objectives and targets

The overall aim of the Travel Plan is:
To enable all campus users to travel as sustainably as possible to enhance staff and student experience and minimise both on and off campus environmental impacts of BU's operations, in alignment with BU2025 and Fusion principles.

Objectives:

A series of objectives has been defined which align with this aim and set the framework within which the plan has been developed. The proposed objectives represent a refinement of the draft list of objectives presented during the initial consultation period. The objectives cover a number of key topics which the Travel Plan can influence, including:

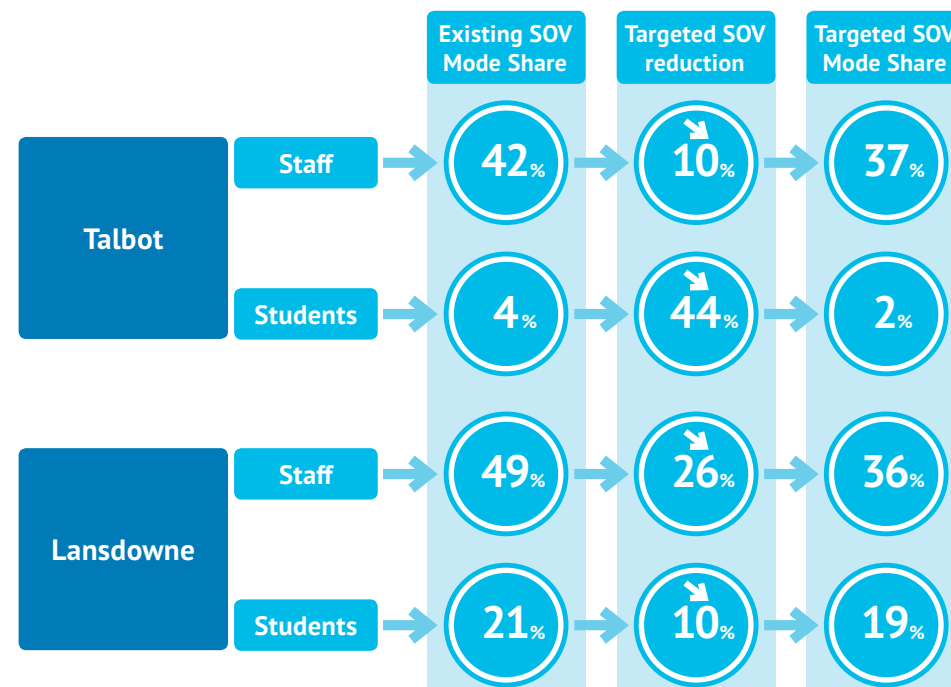
- Maximising sustainable travel opportunities and reducing car usage
- Limiting environmental impact at a campus, local and global scale
- Enabling strategic campus development to be delivered sustainably and inclusively
- Fusion principles of research, innovation and collaboration.

Targets:

It is essential that targets are set in order to measure the success of the Travel Plan against our objectives. A key target of the plan will be to reduce Single Occupancy Vehicle (SOV) use, i.e. people who drive alone to and from campus. If we do not change our travel patterns, our analysis shows that, in the period up to 2025, the number of cars on both our campuses will significantly exceed the supply of parking. This will come with associated environmental issues such as heightened road congestion, increased car domination, worsening air quality and increases in carbon emissions. It will also make access to our campuses harder for those with limited alternatives to driving, reducing the accessibility of our facilities. 'Business as usual' is not a viable option.

We have calculated the reductions in car usage that need to occur to balance supply and demand for parking, and the opportunities which exist to achieve this. These reductions are translated into ambitious SOV targets. There are clearly distinct operational and locational characteristics and challenges of both campuses. Therefore, whilst it would not be appropriate to apply different travel policies between campuses, separate targets for SOV reduction are proposed.

To deliver this change, we are targeting increases in flexible working, walking, cycling, public transport and car sharing, based on the relative opportunities for staff and students at each site.



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Headline measures – sustainable travel

We have already implemented a wide range of successful measures and ongoing initiatives covering all modes of travel through previous iterations of the plan, and have invested heavily in on-campus transport infrastructure to make journeys to campus easier and more sustainable. This brochure outlines the proposed new measures.

The implementation of some new measures will be timed to coincide with key milestones and phases of campus development. These are the times when there is the greatest opportunity to influence a person's travel behaviour, as there is a need to reconsider their travel options. A guiding principle will be to aim to balance the attractiveness of travel modes in favour of sustainable travel options where these are realistically possible.

Reducing the need to travel

The Travel Plan does not seek to compromise the 'campus premium' – the positive outcome of staff, students and visitors being on site, interacting and making best use of BU's facilities. However, reducing the need to travel supports the Travel Plan's objectives of sustainability and minimising the environmental impacts of our activities. The Travel Plan will encourage staff to consider the need to travel before promoting sustainable alternatives to the private car. It will include engagement with relevant groups to enable remote working through measures such as enhanced IT facilities like video-conferencing (e.g. Skype).

Marketing and communication:

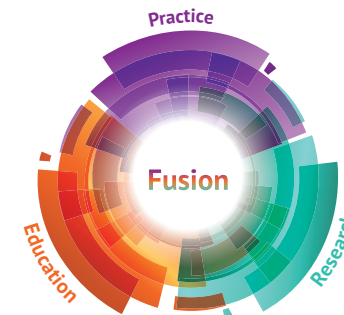
We need to ensure that staff and students are aware of the range of travel opportunities available to them.

- Greater online presence for the Travel Plan and how to access travel information and offers
- Increasing our use of social media
- Develop the roles of the "Travel Mode Champions"
- Regularly review the Green Rewards initiative to ensure that it remains fresh and engaging
- Refresh our Personalised Travel Planning (PTP) offering with the aim of increasing the level of access for staff and students and making delivery of the service more cost and time efficient.

Walking and cycling:

- Co-ordinated investment in active travel facilities (e.g. cycle parking, showers and lockers)
- Support the implementation of a local bike share initiative across the conurbation, including with the offer of road safety training
- Introduce a "cycle buddy" scheme to support inexperienced cyclists.

SUSTAINABLE DEVELOPMENT GOALS



The Travel Plan forms part of BU's support for the UN's Sustainable Development Goals and BU2025's commitment to sustainability.

Public transport:

BU has made significant investments in its bus services and infrastructure, including the new bus hub at Talbot Campus. We are:

- Delivering a refreshed UNIBUS strategy up to 2025
- Identifying opportunities to reduce the carbon footprint of UNIBUS through electrification / part-electrification of bus fleet
- Continuing to provide a high quality bus service (95% customer satisfaction score obtained through independent “mystery passenger” trips)
- Expanding the free bus pass initiative, which is currently only available to new staff and entitles them to 30 days free travel on the bus network, to cover all staff
- Collaborating with other local employers to deliver discounts on rail travel.

Carbon reduction:

- Expanding carbon reporting to cover more areas of the university's operations, including 'grey fleet' (staff use of own cars for business use)
- Developing carbon reduction strategy and targets based on updated data.

Business travel:

- Engaging with partners to provide greater opportunities to reduce the need to travel
- Increasing the use of car club and hire vehicles for business travel
- Continuing to replace fleet vehicles with low-carbon electric or hybrid equivalents at the end of lease agreements
- Considering the future infrastructure requirements associated with a greater use of fleet and commuter electric vehicles.

Innovation and collaboration:

BU will aim to be at the forefront of innovations in travel and will ensure that opportunities are accessible to staff and students. We will facilitate collaboration between faculties, industry and other stakeholders in the development and application of travel-related initiatives.

- Encourage innovation through awareness-raising of travel challenges and formalising the channels through which innovation in those fields can take place
- Create a viable pathway for innovation between idea and implementation, including through facilitating links between faculties and external partners
- Enhance connections and relationships with external groups such as the Business Travel Network and Dorset Local Enterprise Partnership (LEP)
- Establish regular meetings with local authority transport officers to identify potential challenges and opportunities for the conurbation
- Continue to engage with our neighbours: Arts University Bournemouth, local residents and, going forwards, Talbot Digital Village.



Headline measures – car/car share measures

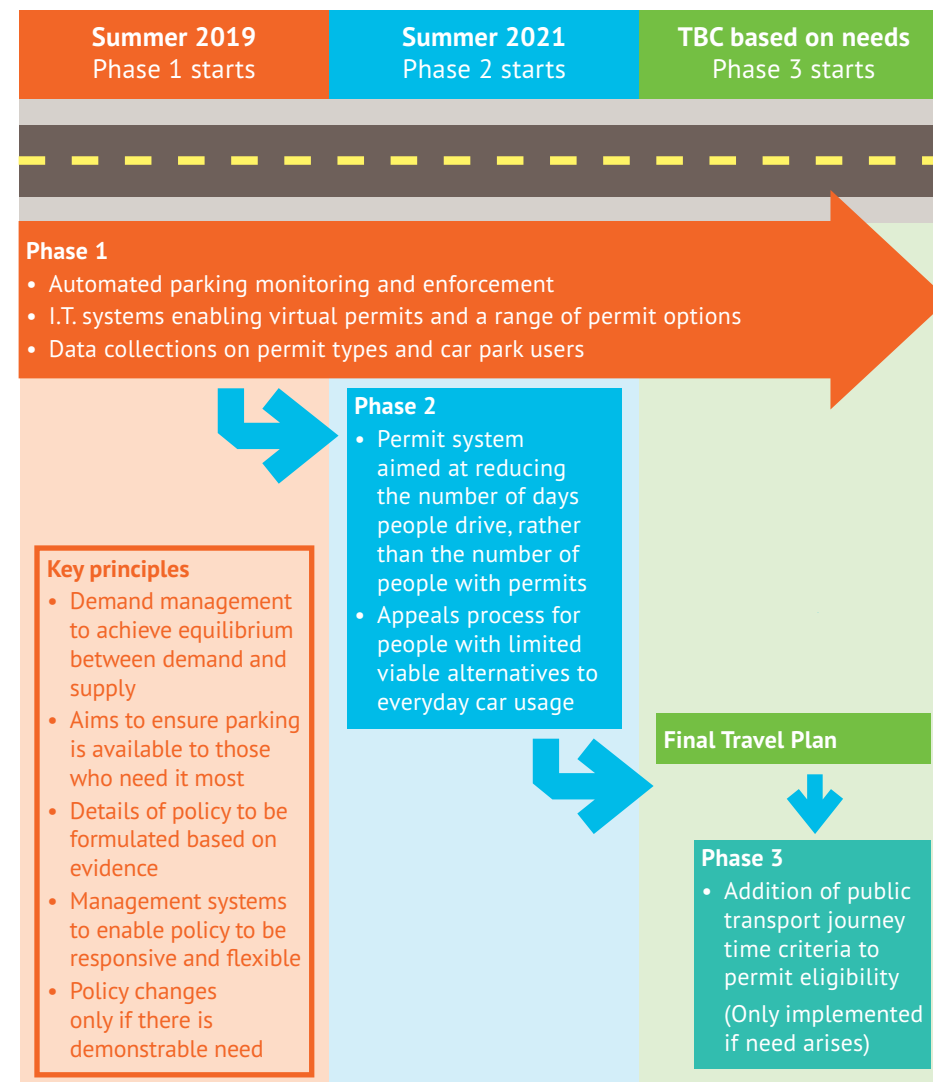
The Travel Plan sets ambitious targets for reductions in driving, aimed at balancing the demand and supply of parking on both campuses. We are focused on increasing opportunities for sustainable travel, but changes to parking policy will also be needed to achieve this.



Parking policy approach:

The planned development as part of BU2025 provides the opportunity for a phased approach to the implementation of changes to parking policy to coincide with this development. A strategic approach to parking management has been developed which initially focuses on more effective application of existing policies and

collection of detailed data on parking usage, before introducing new parking policies to achieve the required level of reduction in parking demand. Critically, the phased approach allows for the level of change to parking policy to be based on data and regularly reviewed against the need for intervention.





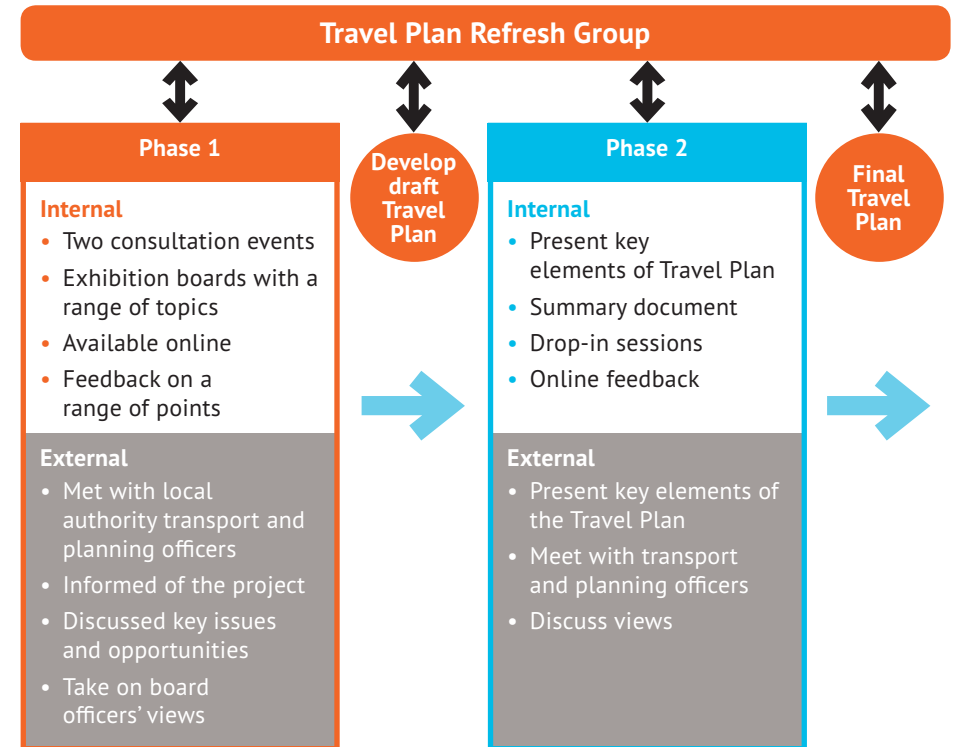
Car sharing:

Car sharing provides the opportunity to achieve shift away from SOV use for long distance trips. The existing BU car share scheme has over 400 registered members, however uptake and participation is significantly lower. The consultation exercise suggests that the scheme remains worthwhile, but the low level of uptake suggests that a refresh of how it is delivered is needed. This will be through:

- 'Active matching' of car share teams to be re-invigorated
- Technology in phase one of parking policy will increase the ease of administering permits and allow for operational flexibility
- Review of car share permit pricing to make car share more financially attractive than single occupancy permits
- Car share teams to become exempt from future restrictions to permit eligibility or usage
- Provide car sharers with a small number of single use permits to address the concern of being reliant on others for their journey to work
- Regularly review the demand and supply of dedicated parking spaces for car sharers across both campuses. Currently 18 spaces in total are provided in favourable locations, such as close to building entrances.

Next steps

We are now in the process of Phase 2 consultation on the draft Travel Plan refresh.



The phase two consultation will be open until **5 April 2019**. If you would like to comment on the plan, or learn more, please get in touch with us via the following email address:
TravelPlanFeedback@bournemouth.ac.uk

We will also be holding a drop-in session to give you the opportunity to speak to a member of the Travel Plan Refresh Group. The drop-in sessions will be held on

28 March, FG19 pod, Fusion Building, Talbot Campus, 11am-3pm and 29 March, Executive Business Centre café, Lansdowne Campus, 12-4pm.

When the consultation changes, we will review all feedback received and consider how we can address this in the Travel Plan. In May 2019, the University Leadership Team will then scrutinise and ultimately approve the Travel Plan. At this point, the plan will become BU policy.