

# Bournemouth University

Travel Plan 2019 - 2025

Bournemouth University

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## Quality information

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## Executive Summary

The implementation of the University Travel Plan, since its adoption in 2003, has successfully supported the adoption of more sustainable travel behaviours through delivering the necessary investment in measures, initiatives and infrastructure to facilitate a drive towards sustainability. The Travel Plan has achieved:

- Over 20% reduction in single occupancy of cars coming on to campus between 2003 and 2018 (67% to 46%)
- Increase in UNIBUS journeys from circa 400k per year in 2012/13 to over 1 million in 2017/18.

The previous University Travel Plan covered the period 2013-2018. Bournemouth University is committed to refreshing the Travel Plan every five years to make sure that the initiatives remain at the cutting edge to facilitate behaviour change and is both responsive to opportunities and resilient to risks.

This Travel Plan covers the period 2019-2025 and aligns to the principles in our Strategic Vision, BU2025, which directs the development of the University and continues our ethos of 'Fusion'; bringing together education, research and professional practice. The Travel Plan will continue to address challenges associated with travel at campus, and local and global levels, including tackling congestion, poor air quality and carbon emissions.

The overarching 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."*

The Travel Plan is effectively "owned" by all members of the University, and a programme of consultation has helped shape the Plan at different stages of its development. A Travel Plan Refresh Group, including stakeholders representing a wide range of groups and interests within the University, was established at the beginning of the process to provide a clear strategic direction for the Travel Plan.

The Travel Plan 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; and
- Fusion principles of Research, Education and Professional Practice.

The Travel Plan has set a number of targets relating to the objectives above, including reducing Single Occupancy Vehicle (SOV) travel. We have identified the reductions in car use that need to occur to balance supply and demand for parking (with planned growth up to 2025), and the opportunities which exist to achieve this. These reductions are translated into ambitious, but realistic, SOV Mode Share targets.

The University currently has a defined management structure in place to ensure the successful delivery of the Travel Plan. This has been effective to date, but the refreshed Travel Plan will be delivered through a modified structure providing greater opportunities for collaboration and flexibility in terms of decision-making.

Staff and students currently benefit from a wide range of opportunities for sustainable travel to, from and between the Talbot and Lansdowne Campuses. There have been recent improvements to on-Campus walking and cycling infrastructure associated with the Bournemouth and Poole Gateway Building developments, with the new bus hub at the Talbot Campus providing significant improvements to public transport accessibility.

New measures and initiatives align with the key objectives of the Travel Plan and will be implemented to coincide with key milestones and phases of Campus development. This includes a renewed push of existing measures or those measures that were planned but not implemented during the previous Travel

Plan. Measures and initiatives included in the Travel Plan have been developed with reference to the “sustainable travel hierarchy”, where individuals are encouraged to consider first sustainable modes such as walking and cycling before opting to drive or use other, less sustainable modes.

A strategy for the investment in active travel measures on Campus has been developed and will be implemented throughout the Plan period, including investment in cycle parking and shower / locker facilities and engagement with Local Authorities to improve the wider walking and cycling network. The University will continue to invest in the UNIBUS network and will maintain its high level of service quality through annual reviews. The University will engage with partners to provide greater opportunities to reduce the need to travel and expand carbon reporting to cover more areas of the University's operations. We will identify areas within the business travel policy where more sustainable practices can be fostered, including the use of car club and hire vehicles for business travel. The University will aim to be at the forefront of innovations in travel and will ensure that opportunities are accessible to staff and students, and will facilitate collaboration between faculties, industry and other stakeholders in the development and application of travel related initiatives.

The Travel Plan sets ambitious targets for reductions in car 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. Based on responses to the consultation exercise, we will implement a phased approach to changes in parking management policy. This will align with estates development timescales.

A strategic approach to parking management has been developed which initially focusses on more effective application of existing policies and collection of detailed data on parking use, before introducing new parking policies to achieve the required level of reduction in parking demand. This will start with encouraging permit holders to drive on fewer days and progress to the introduction of permit eligibility criteria based on public transport accessibility if the need arises. 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. The Travel Plan also seeks to refresh the existing car sharing process, recognising the role car sharing can provide in terms of offering a viable alternative to SOV journeys, for those with no realistic alternative but to travel by car. This will include measures to facilitate the matching and formation of car share teams and a review of the car share permit offer to make it a more financially attractive option compared to single occupancy permits.

The process for monitoring and evaluation of the Travel Plan currently comprises annual travel surveys, alternating between staff and students, with a full review circa every five years. The scope will be expanded to provide for a more flexible and holistic monitoring process that will allow the University to respond quickly to internal and external factors, including changes to staff and student recruitment and changes to the wider political climate. A facility is built into the Travel Plan that will allow a comprehensive review of the Travel Plan in the event of “significant” contextual changes that occur within the formal refresh cycle.

A comprehensive communication plan to report on initiatives through a variety of media to keep staff, students and key stakeholders aware of progress and what they can do to help achieve the Plan aims.

# 1. Introduction

## 1.1 Introduction

- 1.1.1 Bournemouth University (BU) has a focus on sustainability across all of their operations, and one area where this has been particularly successful is through the promotion of sustainable transport. The BU Travel Plan (TP), since its adoption in 2003, has successfully shaped travel behaviours in a positive way through delivering the necessary measures, initiatives and infrastructure to facilitate a drive towards sustainability.
- 1.1.2 The most recent iteration of the TP, which covered the period 2013-18, has built on the experience developed, responding to contextual factors and changing requirements to deliver a plan which is considered to represent best practice according to Local Government and industry professionals. In March 2015, BU was the only organisation within the locality to achieve the Gold Standard for Travel Planning by the Bournemouth, Poole and Christchurch Business Travel Network.
- 1.1.3 AECOM has been commissioned by BU to provide a TP refresh, which covers the period 2019-25.

## 1.2 BU TP 2013-18

- 1.2.1 The 2013-18 TP focussed on further improving the incremental gains achieved by previous iterations of the plan in specific areas of the University's travel demand.
- 1.2.2 A wide range of measures and initiatives were implemented as part of the TP, which are discussed in further detail throughout this document. The alignment of the TP with the University's Estates Development Framework (EDF) enabled the delivery of measures alongside campus development.
- 1.2.3 BU undertakes regular monitoring of the TP in order to measure the success of the plan against established targets. This complies with monitoring criteria set by the Local Authority. **Table 1.1** summarises the progress of the TP against mode share targets. **Table 1.2 and Table 1.3** provide an indication of the success of the TP in encouraging sustainable mode shift for staff and student travel since its inception in 2003.

**Table 1.1: 2018 Targets vs Actual**

Mode	Staff			Student		
	Target	Actual	Difference	Target	Actual	Difference
Car alone	42%	46%	4%	5%	6%	1%
Cycle	12%	11%	-1%	10%	5%	-5%
Walk	14%	20%	6%	44%	34%	-10%
Bus	12%	13%	1%	36%	49%	13%
Rail	5%	5%	0%	2%	2%	0%
Lift Share	14%	5%	-9%	3%	4%	1%
Motorbike	1%	1%	0%	0%	0%	0%
Other	0%	0%	0%	-	-	-

*Note: Staff mode shares based on the results of a 2018 travel survey. Student mode shares based on the results of a 2017 travel survey.*

**Table 1.2: Staff Mode Share since 2003**

Mode	2003	2007	2012	2014	2016	2018	2003-2018	2012-2018
Car alone	67%	44%	49%	56%	44%	46%	-21%	-3%
Cycle	3%	7%	9%	9%	13%	11%	+8%	+2%
Walk	9%	13%	14%	12%	18%	20%	+11%	+6%
Bus	6%	16%	10%	11%	11%	13%	+7%	+3%
Rail	2%	4%	4%	3%	3%	5%	+3%	+1%
Lift Share	12%	12%	12%	7%	8%	5%	-7%	-7%
Motorbike	0%	1%	1%	2%	2%	1%	+1%	0%
Other	1%	3%	1%	0%	1%	0%	-1%	-1%

*Note: Staff mode share based on the results of travel surveys.*

**Table 1.3: Student Mode Share since 2003**

Mode	2002/3	2007	2010	2015	2017	2003-2017	2010-2017
Car alone	15%	15%	7%	4%	6%	-9%	-1%
Cycle	7%	8%	9%	6%	5%	-2%	-4%
Walk	38%	33%	44%	31%	34%	-4%	-10%
Bus	27%	31%	35%	55%	49%	+22%	+14%
Rail	1%	3%	2%	1%	2%	+1%	0%
Lift Share	11%	10%	3%	3%	4%	-7%	+1%
Motorbike	0%	0%	0%	0%	0%	0%	0%

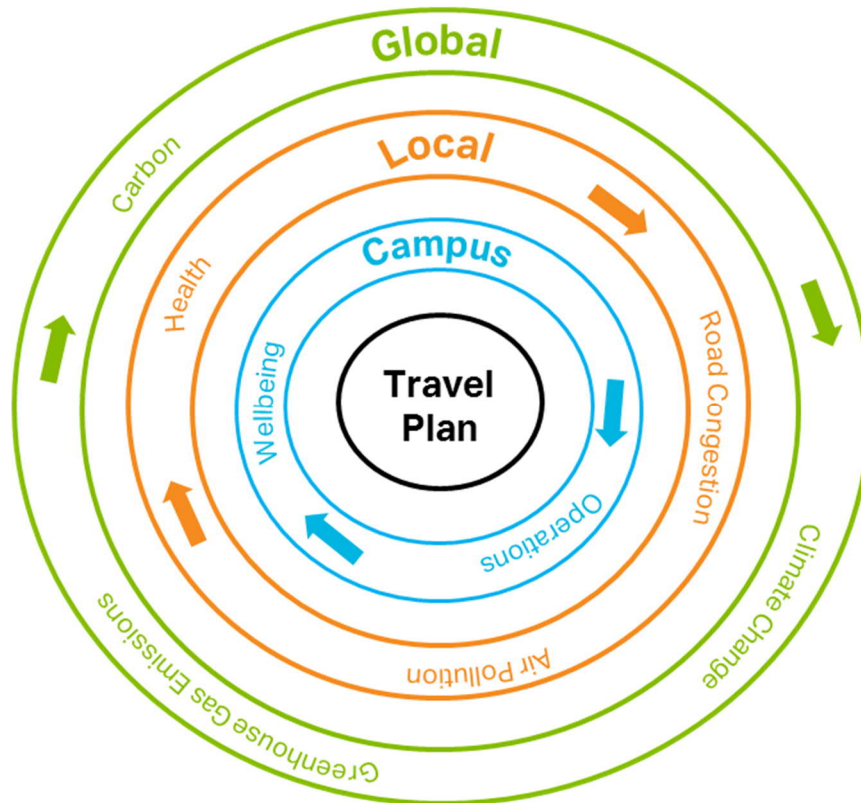
*Note: Student mode share based on the results of travel surveys.*

- 1.2.4 **Table 1.1** shows that the TP has performed well against targets in terms of sustainable mode share for staff, particularly in walking and bus travel. There are clear signs of the results of strong investment into public transport, with a significant increase in bus mode share for students. This is supported by the increase in UNIBUS journeys from circa 400,000 in the 2012/13 academic year to over one million in 2017/18. BU has recently completed work on a new Bus Hub and associated transport infrastructure at the Talbot Campus to further enhance bus service penetration. This has the potential to further enhance bus mode share for both staff and students.
- 1.2.5 The TP has been successful in facilitating mode shift away from the car over the life of the Plan. However, the 2013-2018 “Car alone” mode share targets were narrowly missed, with a 4% difference between target and actual mode share for staff and a 1% difference for students. For staff, the potential to encourage car sharing has not been realised, which is likely to have contributed to the limited progress towards Single Occupancy Vehicle (SOV) reduction.
- 1.2.6 Student progress towards active travel mode share targets has slowed during this TP period compared to previous iterations of the plan (see Table 1.3). However, circa one third of student journeys are undertaken by walking and cycling, and the data suggests that these journeys have transferred onto public transport rather than car driving.
- 1.2.7 Overall, the BU TP has made good progress in terms of its primary aim of reducing the proportion of staff and students commuting to campus by car. Since the beginning of the 2013-18 TP, staff car travel has reduced by 3% to 2018. For students, car travel has reduced by 1% over the latest plan period.

## 1.3 Why are we refreshing the TP?

- 1.3.1 As a major institution and significant travel generator, BU has the responsibility to promote a cutting edge TP which will contribute to addressing challenges associated with travel at a Campus, local and global level.

**Figure 1.1: Relevance of the Travel Plan**



### Campus

18,000 students

1,800 staff

High number of visitors / other campus users

### Local

Bournemouth city area is:

- 6th most congested in the UK
- 2nd most congested non-mayoral city region (Source: INRIX study)

“Air pollution is the top environmental risk to human health in the UK, and the fourth greatest threat to human health after cancer, heart disease and diabetes.” – Clean Air Strategy 2018, DEFRA

### Global

UK Government target to reduce Greenhouse Gas emissions by 80% from 1990-2050

United Nations Sustainable Development Goals (UNSDG) 3, 9, 11, 12, 13, 17

- 1.3.2 In a national context, the Government recognises that air pollution is the top environmental risk to human health in the UK and that Transport is a significant contributor to this issue (The Clean Air Strategy (DEFRA, 2019)). Furthermore, transport is now the largest carbon emitting sector of the UK economy, accounting for an increasing proportion of UK greenhouse gas emissions. The Government's Clean Growth Strategy (2017) seeks to promote opportunities to reduce the demand for travel in addition to accelerating a behavioural shift to low carbon transport. BU's Travel Plan seeks to improve air quality and reduce carbon emissions through encouraging active travel and reductions in car usage.
- 1.3.3 The health benefits of active travel are clear. A former chief medical officer noted: *"The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a 'wonder drug' or 'miracle cure'."* (Public Health England 2016, *Working Together to Promote Active Travel*). The following health benefits have been reported by the Department for Health (2011, *Start Active, Stay Active*) as being strongly-linked to physical activity:
- Overall death rate: approximately 30% risk reduction for the most active compared with the least active.
  - Cardiovascular health: 20% to 35% lower risk of cardiovascular disease, coronary heart disease and stroke.
  - Metabolic health: 30% to 40% lower risk of type 2 diabetes in at least moderately active people compared with those who are sedentary.
- 1.3.4 The TP has developed continuously since its inception to respond to the changing environment in which it operates. It is best practice generally to regularly evaluate a TP, with new opportunities and new thinking to capitalise on. For this reason, BU is committed to a full refresh of the TP every five years.
- 1.3.5 This iteration of the TP is particularly important, with a number of contextual factors that present opportunities to exploit and risks to overcome. The following themes are key considerations for the TP refresh:
- **BU2025:** this strategic vision aims to further enhance the reputation of BU at an international level in education, research and practice through "Fusion" principles; bringing each element together to create something greater than the sum of its parts. The implementation of this 'Fusion' model will target sustainability through supporting development in the region and leading thinking on sustainability. An effective and progressive TP will reinforce these credentials, and will align with the timescale for achieving BU2025.
  - **BU Environmental Management System:** The TP forms part of the BU Environmental Management System (EMS) which has been implemented since 2008 and was awarded EcoCampus Platinum in 2015 and ISO 14001:2015 in 2017. The EMS sets out key environmental objectives which align with the UN Sustainable Development Goals (SDG).
  - **Estates Development Framework (EDF):** BU has aspirational plans for the development of both Talbot and Lansdowne Campuses, demonstrated in the successful planning applications for the Bournemouth and Poole Gateway Buildings (BGB and PGB) and the Talbot Campus Infrastructure Project. A TP is crucial in enabling this development to occur sustainably. Further modest aspirational growth in staff and student numbers proposed by BU2025 means that it is even more important that a sustainable approach to travel is maintained and enhanced.
  - **Local and national political environment:** In a local context, the Poole, Bournemouth and Christchurch Combined Authority will come into effect on 1<sup>st</sup> April 2019, representing a significant change in the local political environment. The United Kingdom is due to leave the European Union at the same time. Both of these events, and others, have the potential to impact on Bournemouth University's operations. At the time of writing, there

is significant uncertainty as to what effects might be in practice, and therefore whether and how the Travel Plan should respond.

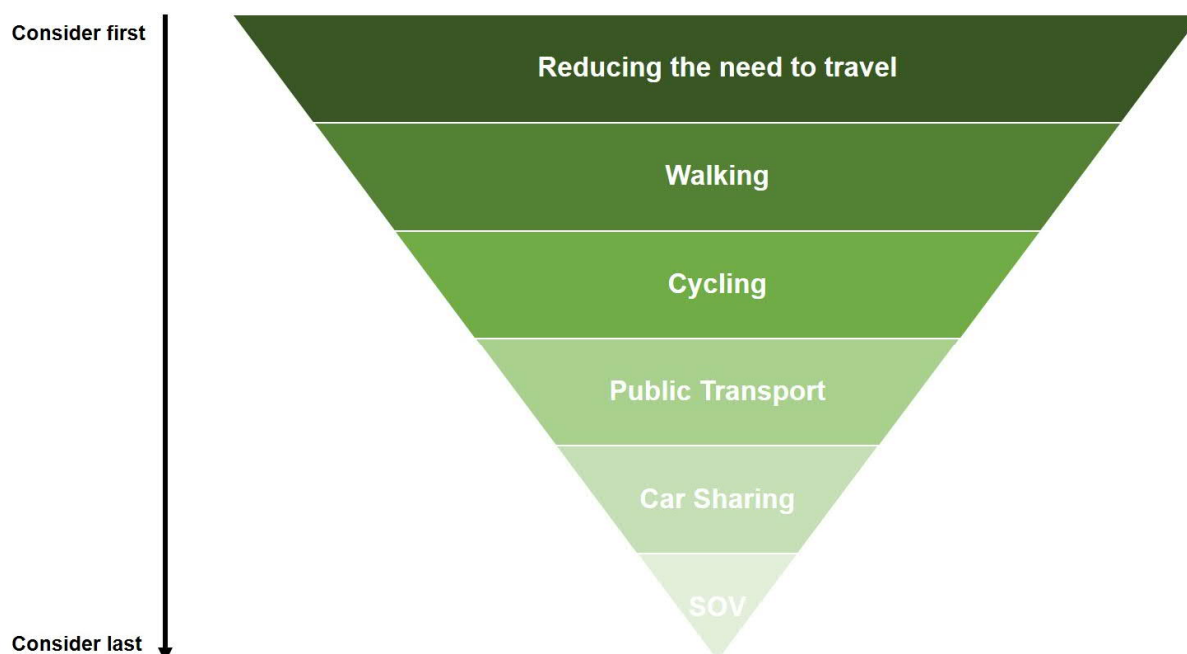
- **Transforming Cities Funding:** Bournemouth and Poole Borough Council, together with Dorset, Christchurch, East Dorset and Purbeck, collectively known as the South East Dorset city region, are one of 12 city regions set to receive a share of £1.28bn as part of the DfT's £2.5bn Transforming Cities Fund. The funding allocation presents a significant opportunity to improve the local transport system, with a target to reduce car trips across the region by 5% by 2022. It is important that BU is actively involved, where appropriate, in helping to shape how resources are allocated and capitalising on opportunities that may arise from increased transport funding.
- **Technology:** Transport is a fast moving sector, and there are significant opportunities on the horizon which the TP will need to capitalise on. This includes a likely move away from ownership (car and cycle) towards sharing, driven by technologies that make sharing more efficient and user friendly. This is typically termed Mobility as a Service (MaaS). This has the potential to change the way we think about travel. Other potential factors include Connected and Autonomous Vehicles (CAV), integrated travel “Apps” and improvements in Low Emissions technology. Whilst these are opportunities to achieve a step change in travel patterns, there remains a significant level of uncertainty around timescales and what effects are likely to be in practice.

- 1.3.6 Whilst Bournemouth University has a clear strategic direction, there exists a significant level of uncertainty resulting from external factors. It is therefore important that the TP is resilient and retains flexibility to adapt to challenges and harness opportunities. The influence of these themes on the development of the TP will be explored throughout this document.

## 1.4 The Sustainable Travel Hierarchy

- 1.4.1 Decisions regarding travel should be made with reference to the principle of a “sustainable travel hierarchy”, shown in **Figure 1.2**.

**Figure 1.2: Sustainable Travel Hierarchy**





- 1.4.2 The first step on the sustainable travel hierarchy is to consider the need to travel at all. This is clearly the most sustainable option and, in terms of commuting, could be facilitated by remote working and tele-conferencing facilities. If this is not possible, the decision regarding which mode to use for a journey should follow the hierarchy from active travel modes (walking and cycling), to public transport, car sharing, and finally Single Occupancy Vehicle (SOV) use. SOV use represents the least sustainable mode and should therefore be considered a “last resort” for all journeys.

## 1.5 Scope of the TP

- 1.5.1 This TP document applies to BU’s operations on both Talbot and Lansdowne Campuses, as well as all satellite sites that are part of the BU estate.
- 1.5.2 Over the course of the plan period, any new sites adopted as part of the BU estate will be integrated into the TP by way of preparing a supporting TP statement. This will focus on specific locational and operational characteristics of the site and how they relate to the TP. Each TP statement will be appended to this TP document as they come forward.

## 1.6 Aim of the Refreshed TP

- 1.6.1 The aim of the refreshed TP is as follows:
- *“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.”*

## 1.7 Equality Analysis

- 1.7.1 An Equality Analysis (EA) has been conducted as part of the TP refresh. BU aims to create a work and study environment for students, staff or visitors where different values and beliefs can be freely expressed and openly discussed and will encourage open and respectful debate around equality and diversity issues.
- 1.7.2 An overarching principle of the TP is to reduce the proportion of people travelling by Single Occupancy Vehicle (SOV) and to enhance sustainable transport opportunities. It is recognised that, in the absence of measures to reduce SOV usage, there is likely to be pressure on the availability of car parking. This would result in parking effectively being allocated on a “first-come, first-served” basis to all existing parking permit holders. This has the potential to disproportionately disadvantage groups with relevant protected characteristics. The TP is therefore likely to have an overall positive effect on groups with relevant protected characteristics.
- 1.7.3 However, specific measures and initiatives contained within the TP which have the potential to reduce an individual’s ability to drive to Campus will be reviewed and safeguards put in place to ensure that those with relevant protected characteristics are not disproportionately affected. Likewise, through enhancing opportunities for sustainable transport, the TP will aim to address barriers to using such modes which are likely to be disproportionately experienced by those with relevant protected characteristics.
- 1.7.4 The EA has been conducted in line with BU procedure, which sets out the expectations of BU and the responsibility of the University and staff to ensure ongoing due regard to Equality and Diversity in accordance with the requirements of the Equality Act 2010. The EA is a dynamic document that will evolve and undergo review at appropriate points through the delivery of the TP.
- 1.7.5 The EA is provided in full at **Appendix A** of this document.



## 1.8 Report Structure

### 1.8.1 This TP is structured as follows:

- **Section 2** provides a baseline of accessibility information for both the Talbot and Lansdowne Campuses, including recent and planned development, accessibility by all modes, and parking availability and supply;
- **Section 3** provides an overview of the consultation exercise which has informed the development of this TP;
- **Section 4** outlines the objectives of the TP and sets targets to measure success against objectives, including reduction in SOV use over the course of the plan period. This section also includes principles for the development of parking management policies;
- **Section 5** describes the structure of the TP and the roles and responsibilities of parties for the management of the TP across BU;
- **Section 6** describes the measures that are proposed to contribute to achieving the aims and objectives of the TP;
- **Section 7** sets out a strategy for the monitoring and evaluation of the success of the TP against proposed targets; and
- **Section 8** draws together the proposed measures, monitoring and review proposals into an action plan that identifies who will be responsible for the delivery of each element of the TP.

## 2. Baseline

### 2.1 Introduction

- 2.1.1 This section provides a baseline of accessibility information for both the Talbot and Lansdowne Campuses, including recent and planned development, accessibility by all modes, and parking availability and supply.

### 2.2 Context

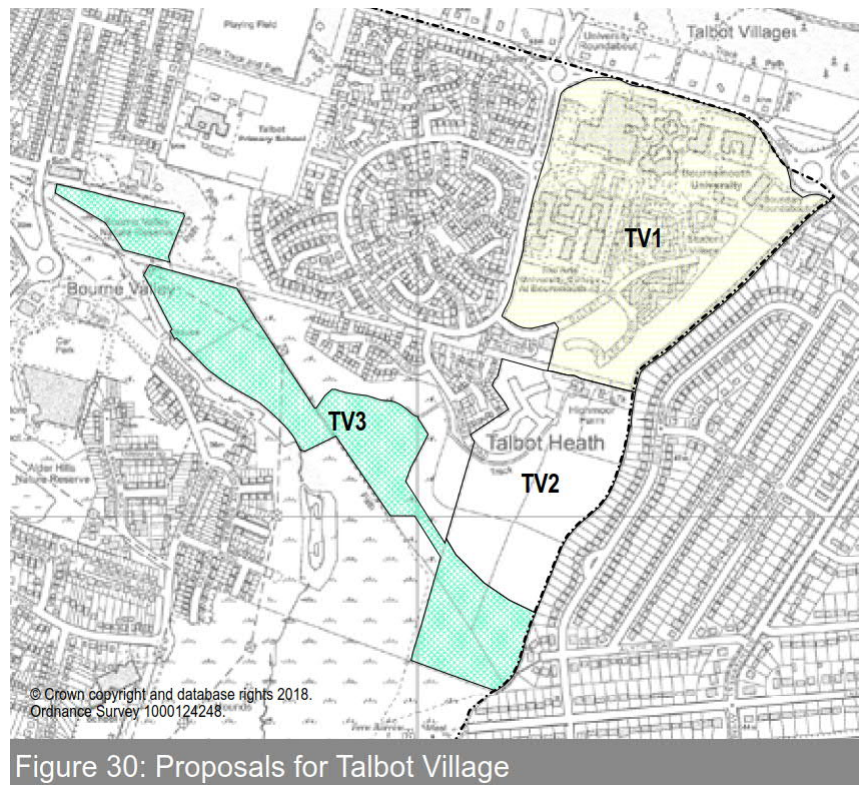
- 2.2.1 BU has two main campuses which are circa 3km apart by road. The main Talbot Campus is in a traditionally defined campus environment to the north of the town centre, whilst the Lansdowne Campus is made up of a collection of University buildings within a compact town centre setting. The location of the two campuses in the context of the conurbation is shown on a map at **Figure 2.1**. The BU Estate also comprises a number of satellite sites and properties across Bournemouth and the wider region. This includes Elliott Road, University College Yeovil (UCY), St Mary's Hospital Newport, and The River Laboratory, although this TP does not explicitly cover these sites.
- 2.2.2 Talbot Campus is where the majority of BU Faculties are located and accommodates shared University facilities, including The Sir Michael Cobham Library, the Student Centre and SportBU. This generates a reasonable level of inbound travel demand in the morning and outbound travel demand in the evening. There is also a significant level of travel to/from Talbot Campus over the course of the day. Many non-first year students live in Houses of Multiple Occupation (HMO) in areas such as Winton, which is located within close proximity to Talbot Campus to the east.
- 2.2.3 The majority of first year students live in managed accommodation in Lansdowne Campus. It is anticipated that there will be a shift towards more return students (i.e. years 2-4) living at the Lansdowne as a result of developments to the accommodation offering over the next two to three years. By September 2019, a further 1,300 beds will be provided at the Lansdowne. Lansdowne Campus also provides academic facilities for the Faculty of Health and Social Sciences (HSS) and the Faculty of Management (FoM).
- 2.2.4 There is a high level of travel demand between the two campuses, predominantly towards Talbot Campus in the morning and towards Lansdowne Campus in the evening, although there is a reasonable level of inter-campus travel during the day. The campuses are very well connected by regular University contracted bus services, and many staff and students walk and cycle between the two campuses.

### 2.3 Planning Context

- 2.3.1 The Planning Policy basis for development at Talbot Campus has been established by the Poole Local Plan (November 2018) and Talbot Village SPD (December 2015). Policy PP20 recognises the contribution that Bournemouth University makes to the economy of Poole and South East Dorset. It recognises BU's need to invest in further academic buildings and that growth and economic success are dependent on carefully planned development of land at Talbot Campus, through the Talbot Village SPD. The SPD provides a framework within which development proposals for Talbot Campus, and Talbot Village as a whole, should come forward.

- 2.3.2 Policy PP21 of the Poole Local Plan directly allocates site TV1, broadly comprising the existing University campuses (including Arts University Bournemouth) and adjacent land, as the Talbot Academic Quarter. TV1 will be the focus for new academic floor space. TV1 is shown in **Figure 2.2** below, directly reproduced from the Local Plan (Figure 30). TV2 is allocated as the Talbot Innovation Quarter. *“This land is identified as having the potential to bring forward development where creative and digital industries can cluster close to the universities as part of an innovation quarter. This area has the potential to provide grow on space for the universities, space for business start-ups, or for new industries to develop and flourish.”*

**Figure 2.2 Poole Local Plan Proposals for Talbot Village**



## 2.4 Recent and Planned / Committed Developments

- 2.4.1 BU has committed significant investment to improving both campuses in recent years. The following bullet points outline the key developments that have taken place or that are planned as part of BU2025. The EDF1 and 2 campus maps are shown at **Appendix B**.

- Delivery of the Talbot Campus infrastructure project completed in 2018;
- Delivery of PGB in 2019;
- Delivery of the Bournemouth Gateway Building (BGB) at Lansdowne in 2020;
- Aspiration to deliver circa 7,000 sqm of additional academic floorspace at the Talbot Campus;
- Aspiration to deliver circa 3,000 sqm extension of the Sir Michael Cobham Library at the Talbot Campus;
- Removal of Tolpuddle Annex Buildings;
- Exit of Bournemouth House and Royal London House in 2020, Melbury House in 2021 and the Executive Business Centre in 2024 (including associated parking), all at Lansdowne;
- Aspiration to increase staff numbers by 100 full-time equivalent (FTE), with at least 75% based on the Talbot Campus, by 2025;

- Aspiration to increase postgraduate (PGR) student numbers by 600 FTE (450 PGR at Talbot) by 2025 which would be phased over the lifetime of EDF2;
- Aspiration to relocate the Faculty of Management (FoM) to Talbot, as this is currently split between Talbot and Lansdowne; and
- Aspiration for frequency improvements to BU bus services, including accommodating changes in travel patterns associated with increased private student bed space at Lansdowne e.g. 1,300 beds anticipated in September 2019. Service provision is regularly reviewed, with changes to services being based on passenger demand.

## 2.5 Accessibility by all Modes

2.5.1 The following paragraphs outline the accessibility to each campus by all modes.

### Talbot Campus

2.5.2 The Talbot Campus is located around 3km to the north-west of Bournemouth town centre and 7km to the north-east of Poole town centre. The campus is accessible by road (via Fern Barrow), foot (via Fern Barrow and Wallisdown Road), cycle (via Fern Barrow and Wallisdown Road) and public transport (via the newly opened bus hub and bus stops located on Fern Barrow and Wallisdown Road). A map of the Talbot Campus is provided at **Appendix C**.

2.5.3 Wallisdown Road is an important strategic route which runs through Bournemouth and Poole, stretching from its junction with the A347 approximately 3km to the west to Ringwood Road. This section of road is commonly known as the 'Wallisdown Corridor'.

2.5.4 Site visits and local knowledge indicate that the Wallisdown Corridor between the A3049 and A338 can suffer from congestion at peak times.

### Foot

2.5.5 Access on foot to the Talbot Campus can be achieved to the west off Fern Barrow. A wide footway links a zebra crossing on Fern Barrow, facilitating an east-west desire line to campus, with the main entrance to Poole House, bounding the north of the visitor car park. In addition to this crossing point there is also a pedestrian underpass on the western arm of University Roundabout.

2.5.6 There is a key north-south desire line between BU and AUB; a number of pedestrian movements can be observed along the eastern footway on Fern Barrow.

2.5.7 Wallisdown Road provides an east-west pedestrian route to the north of the campus. There are footways on both sides of the road. There is another pedestrian access to the Talbot Campus from Wallisdown Road, approximately 120m to the east of University Roundabout, aligning with a westbound bus stop and a signalised pedestrian crossing.

2.5.8 At the Boundary Roundabout there are dropped kerb pedestrian crossings on all arms, with east-west pedestrian movements following an existing footway to the south of the roundabout.

2.5.9 A new link road from the southern arm of Boundary Roundabout has been constructed as part of the infrastructure package associated with the development of the PGB. Pedestrian / cycle movement is facilitated along this route through "Tiger" crossings located close to the roundabout and to the south of PGB. A Tiger crossing combines a pedestrian zebra with a crossing for cyclists. These crossing points align with existing pedestrian routes into the campus.

2.5.10 A staggered signalised pedestrian crossing over Wallisdown Road is provided around 120m to the east of the Boundary Roundabout, which assists high volumes of students walking between the campus and HMOs in Winton.

## Cycle

- 2.5.11 The new link road facilitates cycle movement to/from the east of the Talbot Campus through the provision of two Tiger crossings and off-road cycle provision along its eastern edge, and along the western edge between the link road and campus entrance. This provision ties in with existing shared provision to the east which continues for approximately 350m to the Talbot Roundabout, and connects to routes to the west which provide access through the campus.
- 2.5.12 There is a network of lightly trafficked residential streets which facilitate east-west movement away from the Wallisdown Corridor. This is designated as the “Wallisdown Quietway” in the Talbot Village SPD. The Link Road facilitates the eastern section of this route and it is understood that enhancements to the western section of the route are to be secured through third party planning consents, although a delivery date is not yet known.
- 2.5.13 An inventory of cycle facilities at the Talbot Campus and an occupancy survey of Campus cycle provision was undertaken by BU on Wednesday 27<sup>th</sup> February 2019. **Table 2.1** provides a summary of the occupancy survey, including location and number of cycle parking spaces.

**Table 2.1: Talbot Campus Cycle Occupancy Survey February 2019**

Location	Total Cycle Parking Spaces	Number of Spaces Occupied	Occupancy Rate (%)	Number of Spaces Available	Spare Capacity (%)
Visitor cycle parking – Poole House	20	13	65%	7	35%
Kimmeridge House	10	5	50%	5	50%
Dorset House compound	217	73	34%	144	66%
Christchurch House compound	162	80	49%	82	51%
Tolpuddle Annex hoops	6	5	83%	1	17%
Christchurch House hoops	6	10	167%	0	0%
Weymouth House courtyard	8	26	325%	0	0%
Student Village compound	80	19	24%	61	76%
Student Village covered shelter	24	8	33%	16	67%
Student Village hoops	30	7	23%	23	77%
Talbot House	8	7	88%	1	13%
<b>Total</b>	<b>571</b>	<b>253</b>	<b>44%</b>	<b>318</b>	<b>56%</b>

- 2.5.14 The cycle parking survey provides an understanding of the usage of these facilities on a ‘standard’ day during term time. The survey identifies that cycle parking at Christchurch House and Weymouth House is over-utilised, but in these locations provision is very limited. There is spare capacity at all other locations, most notably at Dorset House where 66% of the 217 available spaces were available at the time of the survey. There is also spare capacity at the Student Village, but this may be a result of the time the survey was conducted. Excluding the Student Village provision, half of the cycle parking provision on Campus was not utilised.
- 2.5.15 Occupancy does not necessarily equate to daily usage as bikes are sometimes abandoned or left for multiple days. BU uses a “yellow card” system, removing bikes which seem to have been abandoned, in order to minimise this.
- 2.5.16 **Table 2.2** provides an inventory of shower and locker facilities provided at the Talbot Campus by location.

**Table 2.2: Talbot Campus Shower and Locker Facilities**

Location	Showers	Lockers
Christchurch House – Male	5	54
Christchurch House – Female	5	30
Sport BU changing rooms	9	150
Poole House	2	4
Student Centre	1	6
<b>Total</b>	<b>22</b>	<b>244</b>

*Bus*

- 2.5.17 BU has recently completed work on a new bus hub which provides six stands, two of which can accommodate two-buses, on land formerly occupied by the visitor car park to the west of the Talbot Campus. The bus hub opened in December 2017 and was planned as a response to prevailing capacity issues at the bus stops located on Fern Barrow. With capacity for eight buses, the bus hub meets existing and future demand whilst alleviating congestion on Fern Barrow by reducing the numbers of bus services using these stops. The bus hub also provides significantly enhanced public realm and passenger waiting space which is expected to lead to an increase in bus patronage. The new link road constructed to the east of the campus facilitates a continuous east-west bus route through the Talbot Campus which will improve the flow and reliability of buses to BU. It also provides an additional drop off point on the link road to serve the eastern part of the campus, which will open with PGB.

*Rail*

- 2.5.18 Bournemouth Rail Station is located around 3km from the Talbot Campus, to the north east of Bournemouth town centre and immediately opposite the coach station. The bus and railway station form an interchange collectively known as “Bournemouth Central”. Bus services 702, 6, 17, and U1 connect the Talbot Campus with Bournemouth Central at a “turn-up-and-go” frequency of at least one bus every ten minutes.
- 2.5.19 Bournemouth Rail Station is on the South Western Main Line, which provides direct services to multiple locations including Southampton, Winchester, Woking and London Waterloo to the east, and Poole, Dorchester South and Weymouth to the west.

*Parking Availability and Supply*

- 2.5.20 **Table 2.3** shows the existing level of parking supply at the Talbot Campus.



**Table 2.3 Talbot Campus Existing Parking Supply**

<b>Car Park</b>	<b>Permit Holder Spaces</b>	<b>Total Spaces</b>
Visitor Car Park	-	57
Car Park B	121	128
Car Park C	59	61
Car Park D	53	59
Car Park E	27	43
Car Park F	41	49
Car Park G	99	99
Car Park H	220	220
Student Village Areas	61	69
Vehicle Hire Car Park	-	16
BU Vehicle Car Park	-	6
<b>Total</b>	<b>681</b>	<b>807</b>

- 2.5.21 The total capacity across all car parks is 807 spaces. Permit Holder parking is available in Car Parks B to H and in the Student Village Areas, and totals 681 spaces. Following planned development to the Campus the overall number of permit spaces will be 683. This will be the cumulative result of changes to parking areas which includes the removal of permit spaces from Car Parks F and G and the increased capacity of Car Park H from 220 permit spaces to 377 permit spaces.

### **Lansdowne Campus**

- 2.5.22 The Lansdowne Campus is located close to Bournemouth town centre, and incorporates various buildings located on Lansdowne Road, Holdenhurst Road, and Christchurch Road. The development of the BGB (under construction at the time of writing) on the St Paul's site at the Lansdowne will re-balance the composition of the Campus, focusing the majority of Campus activities in this area. The site itself will provide permeable routes for pedestrians and cycles that link to the wider network. **Appendix D** provides an up to date map of the Lansdowne Campus.

### **Foot**

- 2.5.23 Given its town centre location, there are a number of local amenities / facilities located within close proximity of the Lansdowne. There are key pedestrian desire lines from the centre of the Campus to multiple locations including the Talbot Campus, Bournemouth Central interchange and Bournemouth Town Centre.

### **Cycle**

- 2.5.24 The majority of the Bournemouth urban area is considered to be “accessible” to cyclists from the Lansdowne, in accordance with industry practice standards for acceptable cycle journey distances. This includes the Talbot Campus, which is an 11-minute cycle via Lansdowne Road and the A347.
- 2.5.25 A number of roads within close proximity of the Lansdowne are conducive to cyclists, either through being lightly trafficked or by providing on-road cycle lanes. Lansdowne Road provides an on-road cycle lane which extends from the south of the Madeira Road roundabout, approximately 500m to the north. For those travelling onwards, a combination of on-road cycle lanes and shared footways / cycleways are provided which connect to the Talbot Campus.

- 2.5.26 Secure cycle parking is provided for BU staff, students and visitors at convenient locations across the Lansdowne and are positioned within close proximity to building entrances. Lockers and changing / shower facilities are provided in a number of buildings across Campus and are available for staff and students.
- 2.5.27 In addition to the Talbot Campus survey, an inventory of cycle facilities at the Lansdowne Campus and an occupancy survey of cycle provision was undertaken by BU on Wednesday 27<sup>th</sup> February 2019. **Table 2.4** provides a summary of the occupancy survey, including location and number of cycle parking spaces.

**Table 2.4: Lansdowne Campus Cycle Occupancy Survey February 2019**

Location	Total Cycle Parking Spaces	Number of Spaces Occupied	Occupancy Rate (%)	Number of Spaces Available	Spare Capacity (%)
Studland House secure compound (ground floor)	32	23	72%	9	28%
Studland House secure compound (underground car park)	24	5	21%	19	79%
Executive Business Centre	40	5	13%	35	88%
Melbury House	40	19	48%	21	53%
Melbury House hoops	12	6	50%	6	50%
Bournemouth House compound	48	3	6%	45	94%
<b>Total</b>	<b>196</b>	<b>61</b>	<b>31%</b>	<b>135</b>	<b>69%</b>

- 2.5.28 The survey identifies that cycle parking at Studland House is relatively well-utilised, but there is spare capacity at all other locations. Across the Lansdowne Campus there is 69% spare capacity.
- 2.5.29 **Table 2.5** provides an inventory of shower and locker facilities provided at the Lansdowne Campus by location.

**Table 2.5: Lansdowne Campus Shower and Locker Facilities**

Location	Showers	Lockers
Executive Business Centre	13	40
Bournemouth House	2	18
Melbury House	3	12
Studland House	2	56
Old Fire Station	1	0
Royal London House	1	0
<b>Total</b>	<b>22</b>	<b>126</b>



*Bus*

- 2.5.30 There is significant daily demand for public transport services between the Talbot and Lansdowne sites through students travelling to and from lectures at Talbot. BU regularly reviews the public transport offering and has increased provision to ensure that supply matches demand, both during and outside of term time. This includes increased capacity at the Lansdowne Road bus stops, where the vast majority of travellers board / alight. As discussed, an additional 1,300 student beds at the Lansdowne will be delivered by September 2019. This is expected to have an influence on demand for UNIBUS services, and regular reviews will take place that will ensure that service provision responds appropriately to changes in demand.
- 2.5.31 Bournemouth Rail and Coach station is located around 600m to the north east of the Lansdowne and provides a range of local, regional and national bus services.

*Rail*

- 2.5.32 The Lansdowne Campus is located around 600m to the north east, with close proximity to the Campus indicating the potential to couple journeys by train with active modes of travel such as walking or cycling.

*Parking Availability and Supply*

- 2.5.33 Planned development and changes to the Estate at the Lansdowne Campus as part of the EDF will result in changes to the level of parking provision during the plan period. **Table 2.6** provides an indicative “parking provision timeline” at the Lansdowne Campus to 2025.

**Table 2.6 Lansdowne Campus Timeline of Parking Provision**

Year	Existing	Summer 2020 – BGB opens	Summer 2020 – exit of Bournemouth House and Royal London House	Sept 2021 – exit of Melbury House	Oct 2024 – exit of EBC
No. of Parking Spaces	379 (279 on site, 100 off- site)	376	353	310	276

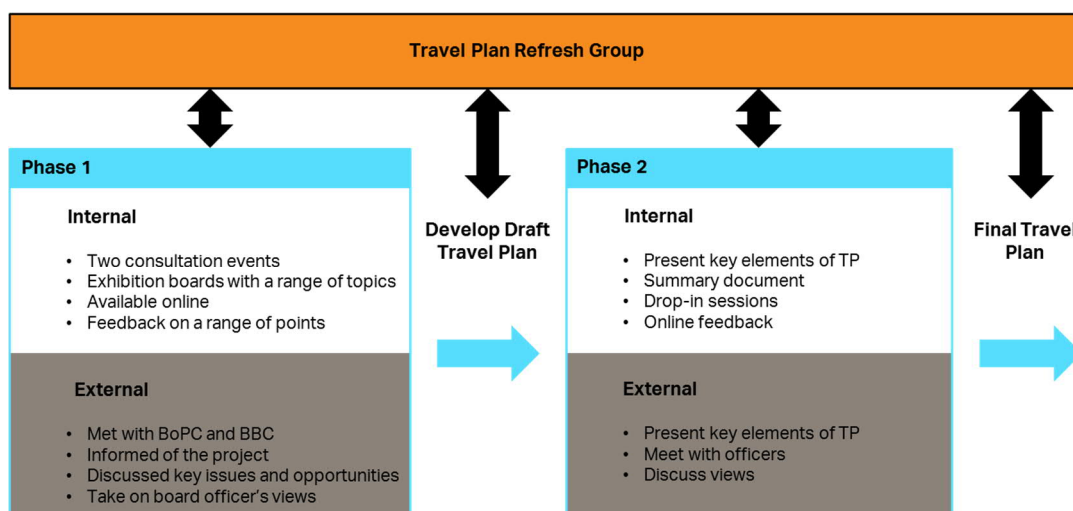
- 2.5.34 Whilst the existing level of parking available on Campus is 279 spaces, BU has currently purchased 100 annual parking permits to mitigate against parking losses at Cranbourne and 21 Lansdowne Road. This arrangement will remain until BGB car parking becomes operational. Table 2.6 shows that parking provision at the Lansdowne Campus will steadily reduce from Summer 2020, with the exit from other buildings. By 2025, the level of parking provision will stand at 276 spaces.
- 2.5.35 In addition to University-operated car parks, there are approximately 3,000 public parking spaces within 800m of the Lansdowne Campus.

### 3. Consultation

#### 3.1 Introduction

- 3.1.1 In order to ensure that the refreshed TP addresses the needs of all stakeholders, a process of consultation and engagement has been undertaken to inform its development. Both internal and external consultation took place at different stages of the TP development.
- 3.1.2 The consultation exercise is summarised in **Figure 3.1** and described in the following text.

**Figure 3.1: TP Consultation Process**



#### 3.2 Internal Consultation

- 3.2.1 The TP is effectively “owned” by all members of the University, and therefore a programme of internal consultation was undertaken so that all staff and students were given the opportunity to shape the priorities of the refreshed plan. The engagement was carried out in two stages. Stage One involved a two-day consultation event which was split between the TC and LC and provided staff and students from both campuses to actively contribute to the plan by articulating key issues and concerns. Stage Two provided staff and students with the opportunity to comment on a comprehensive draft of the TP.

##### Stage One

- 3.2.2 The Stage One internal consultation exercise was held on Monday 8<sup>th</sup> and Tuesday 9<sup>th</sup> October 2018. The event took place at TC on the first day and at LC on the second day to ensure that staff and students at each campus were given the opportunity to attend, and covered a period from lunchtime to early evening to maximise participation. The event incorporated a brief public session which was open to local residents groups and other interested parties, although none attended.
- 3.2.3 In order to promote awareness of the consultation exercise, BU advertised the event through a range of communication channels, including email, intranet and on social media. This was issued sufficiently far in advance to provide enough notice for people to attend, with initial communications sent out following Freshers Week. This was to avoid high levels of email traffic associated with the start of term. Follow up communication was issued one week in advance of the events, as well as reminders the day before.
- 3.2.4 The event itself comprised a number of exhibition boards (reproduced in **Appendix E**) which covered a range of topics, including:

- Context and Setting the Scene: General overview of the TP including achievements to date, the requirement for a TP and the need to refresh the TP.
- Objectives and Outcomes: A list of potential objectives for the refreshed TP presented with the purpose of understanding the degree to which staff and students support different objectives. This included parking principles.
- Parking Management: The projected shortfall in parking supply versus demand at both TC and LC was presented along with potential approaches to effectively managing the parking resource. Staff and students were invited to indicate their preference for each option, including a way of identifying their usual mode of travel.
- Existing Issues: Staff and students were invited to highlight issues and opportunities spatially on maps of both TC and LC, as well as the wider area, relating to the journeys that they complete.
- What do you want from YOUR Travel Plan: This board allowed staff and students to provide specific comments regarding what they would like to see the refreshed TP achieve and in what ways.

3.2.5 The primary mechanism for feedback was through attendees completing interactive exercises on the boards. In order to gain the opinions of those staff and students who were unable to attend the event, the content presented at the event was also posted online. This remained on the BU website for a period of two weeks and was communicated to staff and students through the various information channels used previously.

#### *Summary of Stage One Internal Consultation*

3.2.6 The key headlines and results from the Stage One internal consultation exercise are presented at **Appendix E**.

3.2.7 With regards to objectives, staff and students were generally supportive of the “draft” list of objectives presented at the event.

3.2.8 It is however recognised that there are potential synergies between the objectives presented, and therefore certain objectives have been grouped together. This has resulted in a concise and cohesive list of objectives that will benefit the TP through providing focus and clarity. This is set out in Chapter 4.

3.2.9 The existing parking situation at BU, combined with the projected increase in parking demand following future planned increases to staff and student numbers, means that achieving a balance between parking demand and supply will need to be a clear focus of the plan. Respondents agree with the majority of principles set out to shape parking policy going forwards, but think that policy should also be based on an obligation for BU to provide parking for students, staff and visitors.

3.2.10 Respondents across both campuses favour a policy-based approach to addressing potential shortfalls in parking, rather than increasing parking supply. This could manifest in a phased approach to changes in parking policy, beginning with better management / enforcement of existing policies, with new parking management policies implemented if necessary.

3.2.11 There is appetite for measures to be implemented that encourage full time permit holders to use their permit less frequently. This could include the increased use of “occasional use” permits. Respondents who travel by alternative modes to the private car expressed support for a range of measures that would make travel by these modes easier or more attractive, with cheaper UNIBUS travel gaining the most support<sup>1</sup>.

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<sup>1</sup> It should be noted that BU passengers already benefit from significantly reduced public transport fares both on UNIBUS services and across the MoreBus network, as well as discounted travel on the YellowBus network. A core principle of the current UNIBUS strategy is for the service to operate on a cost neutral footing to BU, meaning that fare levels have to be evaluated in line with service levels. The operation of the bus contract is reviewed on a regular basis.

## Stage Two

- 3.2.12 Stage Two consultation was carried out between 14<sup>th</sup> March and 3<sup>rd</sup> April 2019. A comprehensive Draft Travel Plan was prepared alongside a consultation booklet which set out the key elements of the TP, including what had changed. This material was made available to staff and students at the start of the consultation. Two drop-in sessions were held on the 28<sup>th</sup> and 29<sup>th</sup> March to allow staff and students to discuss elements of the TP. The consultation booklet and a record of the feedback received and BU's response is included in **Appendix F**.

## 3.3 External Consultation

- 3.3.1 Local Authority engagement has also informed the development of the refreshed TP. The engagement was carried out in two stages. Stage One involved meeting with key officers to inform them of the project, discuss key issues and opportunities, hear Officers' views, and identify potential synergies with their plans and programmes. Stage One was undertaken at an early stage in the project so that views could be used to shape the refreshed TP. Stage Two involved presenting a comprehensive draft TP and the aforementioned consultation booklet for comment and discussion.
- 3.3.2 The key headlines and results from the external consultation exercise, both Stage One and Stage Two, are presented at **Appendix G**.

### Stage One

- 3.3.3 BU Estates, and AECOM as their travel advisors, met with BBC and BoPC on 10<sup>th</sup> August 2018 to carry out the Stage One meetings. The agenda was as follows:
- Overview of BU2025 and campus development aspirations;
  - Historical context of the BU TP and its achievements to date;
  - Setting out the project programme; and
  - Discussion on potential objectives and measures.

### *Summary of Stage One External Consultation*

- 3.3.4 The Stage One meetings uncovered a great deal of similarity between BBC and BoPC in terms of their ongoing support for the TP and priorities going forward. These have been used to inform the development of the TP, and are summarised below:
- The TP should be able to adapt to, and capitalise on, external issues and opportunities brought about through current uncertainty by deploying effective monitoring and review mechanisms.
  - BU should continue to work towards re-balancing the attractiveness, financial or otherwise, of sustainable modes of transport in comparison with SOV use. Parking management is a key policy lever to influence this.
  - Measures and initiatives should be implemented which encourage people to make travel decisions on a daily basis. For example, driving must not be seen as the default because they have a permit to park on campus.
  - BU should continue to collaborate closely with Local Authorities regarding matters associated with the TP, and identify further opportunities for collaboration, for example through Transforming Cities and Smart Travel Cards / Apps.
  - BU should recognise synergies with Local Authorities for academic faculties to provide support in developing travel technologies.

## Stage Two

3.3.5 BU and AECOM met with both BBC and BoPC on the 29<sup>th</sup> March 2019 to discuss the draft Travel Plan and Consultation Booklet. The key points are set out below.

- Overall support for the Travel Plan as presented. Recognition that BU's Travel Plan is exemplary and the current iteration continues that approach.
- Both BBC and BoPC want the TP to be strong on Active Travel. There is a recognition that the measures proposed are appropriate, but that the ambition of the Travel Plan should be enhanced in terms of increases in walking and cycling. The benefits in terms of health and wellbeing should be promoted.
- The approach to target setting is welcomed as both ambitious and achievable.
- The approach to parking management is suitable.
- The highways authorities agree with the enhanced collaboration proposed in the TP. However current resourcing and organisational uncertainty are likely to delay this in practice.

## 3.4 Travel Plan Refresh Group

3.4.1 A Travel Plan Refresh Group (TPRG) was established to provide strategic direction, leadership and decision making throughout the TP refresh. The TPRG was chaired by the Director of Estates– and included membership from the Faculties, Estates Department, Students Union, Staff Unions (University and College Union (UCU), Unison), and Operations (Human Resources, Finance, IT, Marketing and Communications). The group convened on a monthly basis from May 2018 to the end of the refresh process.

3.4.2 The key responsibilities of the group were as follows:

- To remove obstacles to the successful approval and adoption of the TP 2019-25;
- To maintain the focus of the TP development against agreed scope and outcomes;
- To identify and consider measures to encourage sustainable travel uptake, reduce private car use, and reduce the need to travel more generally;
- To understand the potential implications of proposed measures;
- To review the findings of the Equality Assessment and ensure that the TP upholds standards for equality and inclusion;
- To review the outcomes of the stakeholder consultation process; and
- To act as ambassadors for the TP and engage with Faculties / Departments and other relevant groups to gain their views and opinions.

## 4. Objectives and Targets

### 4.1 Introduction

4.1.1 The overall aim of this TP 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.”*

4.1.2 A series of objectives have been defined which align with this aim, and set the framework within which the TP has been developed. The objectives are framed as strategic goals that will be achieved through the measures included in the plan. Targets have been set against each objective in order to enable progress of the TP to be monitored. Over the course of the plan period, defined targets assist in maintaining a clear focus for the TP.

4.1.3 This section describes the objectives and targets that will guide the TP through to 2025.

### 4.2 Objectives

4.2.1 The objectives of the TP are as follows:

1. To maximise opportunities for BU staff and students to undertake their travel using sustainable and active travel modes and, in doing so, reduce the number of cars driving to and from BU’s campuses.
2. To limit the environmental impact of BU’s activities by:
  - Enhancing the environment in which we live, work and learn;
  - Being a clean neighbour; and
  - Minimising BU’s carbon footprint.
3. To enable strategic campus development to be delivered in a sustainable and inclusive manner.
4. To enhance travel opportunities and limit the environmental impact of travel, through:
  - Being at the forefront of innovations in travel and making those opportunities easily accessible to staff and students;
  - Facilitating collaboration between faculties, industry and other stakeholders in the development and application of travel related initiatives.

#### Links to BU2025 and Fusion

4.2.2 Objective 1 reflects the overarching aim of Travel Planning which is to maximise the opportunities for trips to be completed by sustainable modes and, in doing so, reduce SOV use.

4.2.3 There are clear links between the objectives and the principles of BU2025 and Fusion. Objective 2 relates to a core value of BU2025 which is to take **responsibility** for the impact of BU’s activities, and links well with Action 45, to *“Take a leading position on our own environmental impact...”*

- 4.2.4 Objective 3 is fundamental to BU2025 and will ensure that another core value of the strategy, inclusivity, is at the forefront of future campus development. Objective 4 recognises the core value of creativity included in the BU2025 strategy, which promotes the development of imaginative and innovative solutions to problems in a holistic and collaborative way. Opportunities such as the Transforming Cities Fund represent the perfect chance to work in collaboration with internal and external partners and to contribute to improvements across the conurbation rather than just BU-specific projects.

## 4.3 Targets

- 4.3.1 Targets are measurable goals which are set in order to assess whether the objectives of the TP are being achieved. Targets must be **SMART**, i.e. **S**pecific, **M**easurable, **A**ppropriate, **R**ealistic and **T**ime-bound.
- 4.3.2 As is standard practice for a TP, a primary target will be towards the reduction in SOV mode share over the course of the plan. This target has been defined in the context of current and future parking pressures at both BU campuses which will be discussed in further detail in the remainder of this section.
- 4.3.3 In addition to mode share targets, a series of qualitative targets have been set in the TP which will be tied to the implementation of a new process or initiative.

### Mode Share

#### Metric

- 4.3.4 A target towards the reduction in SOV mode share will measure progress against Objective 1 of the TP. In order to set targets, it is important to understand the existing situation, the operational “need” for mode shift, and the opportunities that exist to achieve this. Mode share is a relative measure of the proportion of staff or students who travel to campus using a particular mode. This is the metric by which the success of TP Objective 1 will be measured as it is the most accurate way to collect data via the Travel Survey and is consistent with previous surveys, allowing change to be measured over a long time period.
- 4.3.5 The level of SOV use reduction required to achieve a balance between parking demand and supply is calculated in terms of level of car travel to each campus. This data needs to be separated by staff and student, by campus and translated into mode share rather than percentage reduction. The process for target calculation is explained in the following sections.

#### Need to reduce car travel

- 4.3.6 AECOM conducted analysis into the existing relationship between parking demand and supply as part of the BU Transport Strategy, completed in October 2017. This provides a good basis for the understanding of the current situation and likely changes that would have to be made in order to achieve equilibrium between parking demand and supply.
- 4.3.7 Assuming that the operational changes planned as part of BU2025 take place, parking supply follows the intended trajectory, and there are no changes to either parking policy or mode share, then the following scenario will arise in 2025:
- At the Lansdowne Campus, under the existing permit criteria, there would be a demand for 373 spaces with a supply of 276 spaces. This demonstrates a required car travel reduction of 26%, equivalent to 97 parking spaces. This would solely apply to staff because students are not permitted to park at the Lansdowne Campus.
  - At the Talbot Campus, under the existing permit criteria, there would be a demand for 800 spaces with a supply of 681 spaces. The car travel reduction required to balance demand and supply would be 14.8% (equivalent to 119 spaces) in total, which would need to be achieved across staff and students.



- 4.3.8 The future scenarios presented above show that targets for achieving parking equilibrium up to 2025 will represent a major challenge for the TP. As a result, two-level targets for mode share, i.e. “standard” and “ambitious”, have been set. The standard target is a level which would be reasonable for an Institutional Travel Plan to be expected to achieve, whilst the ambitious target reflects the operational need to achieve a greater level of mode shift to ensure the functionality of the campuses.
- 4.3.9 The Lansdowne and Talbot Campuses have clearly distinct operational and locational characteristics and challenges, and therefore a differentiation in target setting is considered necessary. However, it should be noted that it would not be appropriate to apply different travel policies to each site.

#### Standard Target

- 4.3.10 The standard target is a 6% reduction in SOV travel (against current values) across both campuses, which reflects the maturity of the TP and is informed by professional judgment and experience.

#### Ambitious Target

- 4.3.11 The ambitious target is based on the level of mode shift required to achieve parking equilibrium. This equates to a 15% reduction in SOV travel at the Talbot Campus and a 26% reduction at the Lansdowne Campus.
- 4.3.12 **Table 4.1** summarises the ambitious mode share targets alongside the future baseline of parking demand vs. supply across both campuses.

**Table 4.1 Single Occupancy Vehicle Mode Share Targets**

	Talbot Campus (shortfall)	Lansdowne Campus (shortfall)
Future Baseline (BU2025): Demand / Supply	800 / 681 (+119 spaces)	373 / 276 (+97 spaces)
“Standard”	-6% 755/681 (+ 74 spaces)	-6% 355/276 (+ 79 spaces)
“Ambitious”	-15% 681/681 (+/- 0 spaces)	-26% 276/276 (+/- 0 spaces)

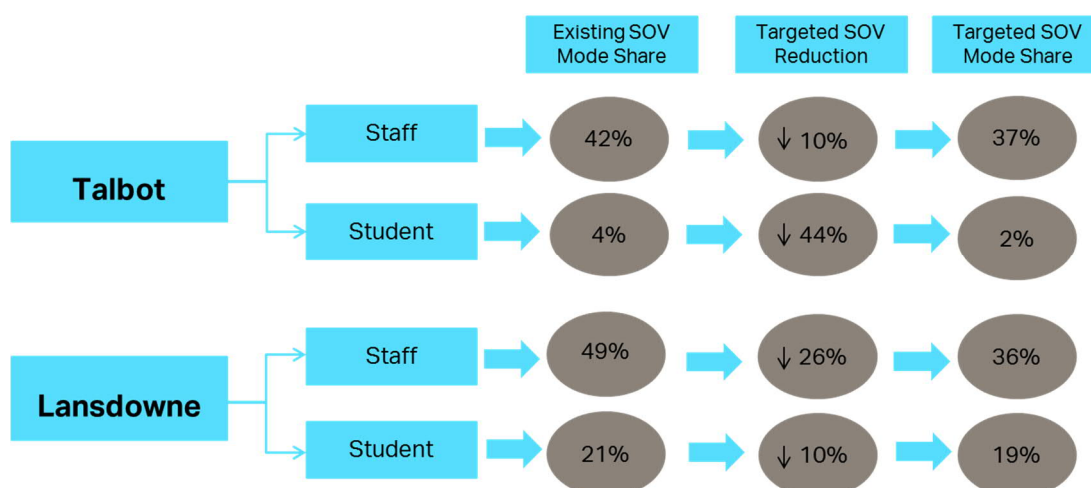
- 4.3.13 The target for SOV reduction relates to both staff and students at the Talbot Campus. Students are not permitted to park on the Lansdowne Campus and therefore the targeted 26% reduction in SOV travel applies only to staff. The students who drive to Lansdowne park in either public car parks or on-street in residential areas, rather than on campus, explaining why the travel surveys show a proportion of students driving despite no permits being available to students. Whilst there is no specific need to apply a target to student car travel based on campus parking demand, it is an important part of the TP to aim to achieve mode shift across the population. A 10% reduction in student car travel is therefore proposed.
- 4.3.14 At the Talbot Campus, a process to reduce the number of student permits which are allocated is underway. This has the potential for permit capping to reduce Campus parking occupancy by 96 spaces. This equates to a reduction in student car travel of 44%. To achieve a balance in supply and demand for the campus, an overall reduction of 119 spaces is required. Therefore, a further 23 space reduction in campus parking occupancy is required to be achieved through reductions in staff car travel. This is equivalent to circa 5% reduction in staff car travel. However it is considered that a 5% reduction in staff car travel is insufficiently ambitious, and therefore this has been increased to a 10% reduction.



## Future Mode Share Projections

- 4.3.15 The key metric in the success of the TP will be the SOV mode share. This needs to be calculated by applying the level of car demand reduction targeted to the existing mode share. This can be seen in **Figure 4.1** below.

**Figure 4.1: SOV Mode Share Target Calculation**



- 4.3.16 The targeted reduction in SOV mode share will be met with an increase in mode share for sustainable modes. Formal “targets” for sustainable mode share have not been set in order to avoid a perverse situation where a lower than anticipated increase in one mode share due to over achievement of another sustainable mode is seen as a negative.
- 4.3.17 Instead, mode share projections will be used as a way of maintaining focus for the TP without being excessively rigid. These represent a likely change in mode share over the course of the plan period based on a combination of the effect of TP activities and external context. In order to reflect the operational and locational characteristics of Talbot and Lansdowne, discrete mode share indicators have been developed for each Campus.
- 4.3.18 The Travel Plan includes a strong focus on promoting Active Travel as this is the most effective mode shift with which to achieve a broad range of objectives. The indicators set for these modes are considered to be realistic and ambitious. However, efforts will be made through the TP to exceed expectations and increase the walking and cycling mode shares by a greater amount.
- 4.3.19 **Table 4.2** summarises the mode share projections for the Talbot Campus. Based on public transport accessibility analysis, it is envisaged that public transport would be a viable alternative for many of those who currently drive. A further 2% reduction in SOV mode share is expected to be made up of an increase in cycling and car sharing.
- 4.3.20 For students, the reduction in SOV mode share is likely to be matched by an increase in the proportion of students who cycle and travel by bus to Talbot, particularly given the planned increase in student accommodation at the Lansdowne. Both bus and cycle represent attractive options for travel between the Lansdowne and Talbot Campus. This trend is also likely to result in a reduction in walking mode share. Return students predominantly live in the areas of Charminster and Winton, which is a short walk to the Talbot Campus; but the Lansdowne is developed to provide more student accommodation a greater number of students are likely to live in this area. The student walking projection is therefore to maintain the existing mode share, considering the trend in the absence of the TP is likely to be a reduction in walking mode share.

**Table 4.2 Talbot Campus Mode Share Projections**

Mode	2018 Mode Share		Projected Mode Share		Change	
	Staff	Students	Staff	Students	Staff	Students
SOV	42%	4%	37%	2%	-4%	-2%
Walking	22%	34%	22%	34%	-	-
Cycling	11%	5%	12%	6%	1%	1%
Public Transport	18%	53%	20%	54%	2%	1%
Car Sharing	5%	4%	6%	4%	1%	-
Motorbike	2%	1%	2%	1%	-	-
Other	1%	0%	1%	0%	-	-

4.3.21 **Table 4.3** summarises the mode share targets/indicators for the Lansdowne Campus. Due to the central location of the Lansdowne there is considered to be a greater potential to realise staff mode share gains for public transport. Cycling and car sharing are anticipated to contribute a share of the remaining staff mode shift gained from SOV reduction.

4.3.22 The targeted reduction in student SOV use is expected to be linked with an increase in walking and public transport trips. The growing level of student accommodation provided within close proximity to the Campus will reduce journey distances and make walking a viable and attractive option for some. A number of HSS students based at the Lansdowne live outside of Bournemouth and therefore the TP will also seek to target longer distance public transport for these groups.

**Table 4.3 Lansdowne Campus Non-Car Mode Share Indicators**

Mode	2018 Mode Share		Target		Change	
	Staff	Students	Staff	Students	Staff	Students
SOV	49%	21%	36%	19%	-13%	-2%
Walking	17%	36%	17%	37%	-	1%
Cycling	11%	2%	14%	2%	3%	-
Public Transport	17%	39%	24%	40%	7%	1%
Car Sharing	5%	2%	8%	2%	3%	-
Motorbike	1%	0%	1%	0%	-	-
Other	1%	0%	1%	0%	-	-

4.3.23 The mode share of each sustainable mode will be reported through the formal process of monitoring, but this will be to help understand how growth in one mode is affecting another, the level of engagement in measures and initiatives, and to inform the ongoing TP strategy.

### Qualitative Targets

4.3.24 Qualitative targets have been defined to measure the progress of the TP against Objectives 2, 3 and 4.

- 4.3.25 Objective 2, relating to environmental impacts will be addressed via the development of a “robust” methodology for carbon reporting which relates specifically to BU’s operations. This includes a commitment to developing a baseline of Scope 3 Carbon Emissions, and to setting a target for carbon reduction. It is not appropriate to set a target for carbon reduction at this stage in the TP, as it is necessary to understand the current situation, and the degree to which opportunities exist to control carbon emissions. A further target for Objective 2 is for all BU fleet vehicles to be hybrid or fully electric by 2025.
- 4.3.26 Objective 3, relating to strategic campus development, is likely to tie in to future planning applications and therefore at this stage a framework target is that the TP will contribute in a positive way to the transport case for each and every planning application promoted by BU as part of the BU2025 Strategy. It should be noted that the target does not specifically relate to the success of the planning application as that is dictated by multiple factors which the TP is unable to influence. The Travel Plan should also assist with achieving the required number of BREEAM credits for the building based on the project’s target.
- 4.3.27 Objective 4, relating to research and collaboration, will require engagement from third parties (both internal and external to BU) and therefore targets are focused on BU’s activities rather than deliverables which are potentially reliant on third parties. For example, a target of the TP is for BU to engage with the Local Authority to make improvements to the cycle route between campuses. The target in this case is the engagement rather than the delivery specifically.
- 4.3.28 **Table 4.4** provides a summary of the qualitative targets included in the TP, along with a timeframe for completion.

**Table 4.4 Qualitative Targets**

Objective	Target	Timeframe
2 – “ <i>Environmental Impact</i> ”	Develop robust BU specific methodology for Scope 3 Carbon Reporting.	August 2019
	Establish Scope 3 Carbon Reporting Baseline.	August 2019
	Produce and implement transport specific element of BU’s Carbon Management Plan (CMP) including target.	September 2020
	All BU Fleet vehicles to be hybrid or fully electric by 2025	January 2025
3 – “ <i>Strategic Campus Development</i> ”	Travel Plan to make a positive contribution to transport mitigation strategy for each and every planning application submitted as part of the BU2025 programme.	Ongoing
	Travel Plan to achieve targeted number of BREEAM credits for each new build project.	Ongoing
4 – “ <i>Research and Collaboration</i> ”	Engage with the Local Authority on cycling improvements between Talbot and Lansdowne Campuses.	September 2020
	Establish six-monthly (minimum) engagement forum with key Local Authority transport officers.	September 2019
	Incorporate Innovation into the Travel Plan Group meetings with Faculty representation, with a defined method for taking forward outputs.	September 2019
	One “Living Labs” project per year.	Ongoing

## 5. Management and Delivery

### 5.1 Introduction

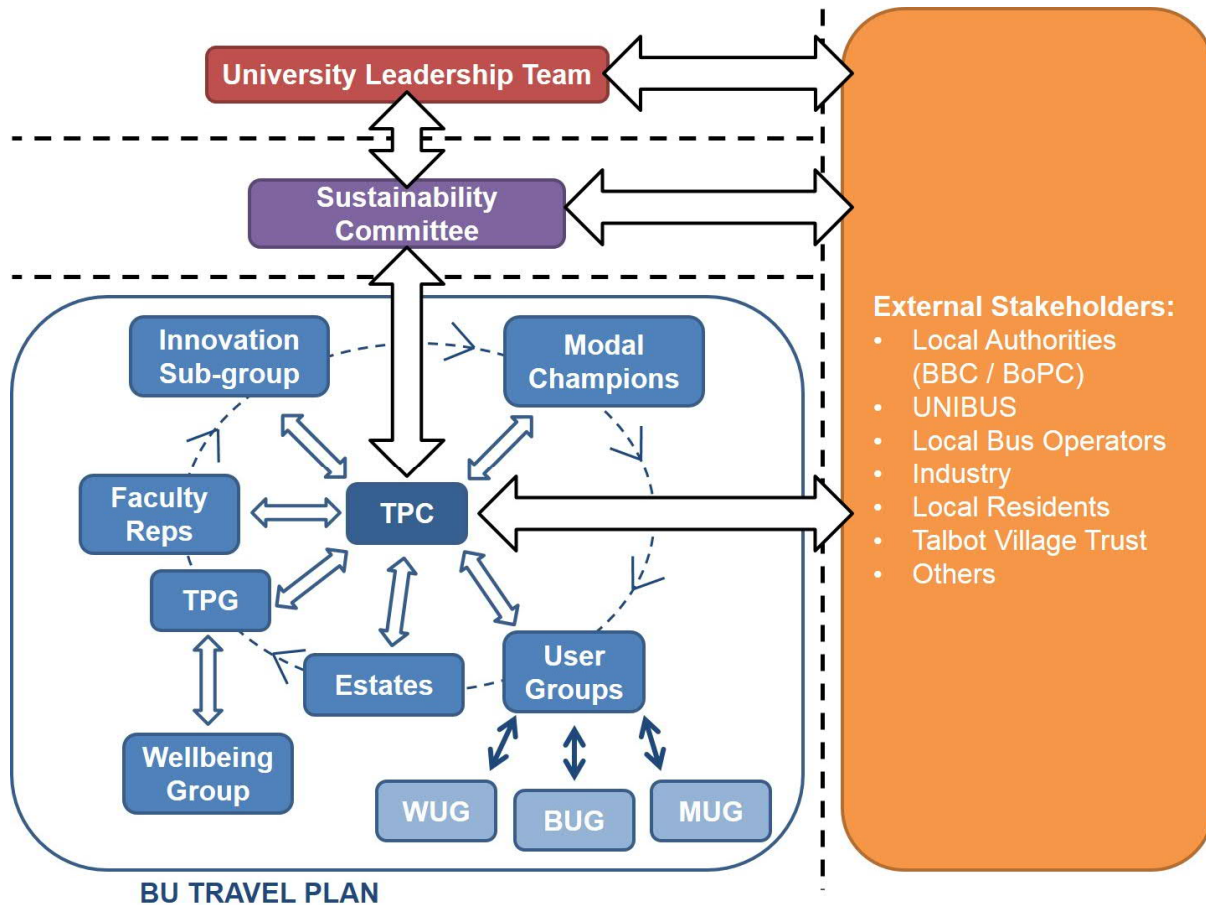
- 5.1.1 BU currently has a defined management structure in place to ensure the successful delivery of the TP. This has been effective to date, however in order for the TP to become more responsive to change it is important that a management structure is set out that will foster flexible and efficient channels of communication and support decision making at all levels.
- 5.1.2 This section will provide an overview of the existing management and delivery structure in place for the TP, and will outline proposed changes to the structure going forwards.

### 5.2 Existing Management and Delivery Structure

- 5.2.1 The previous iteration of the TP (2013-18) introduced a dedicated Travel Plan Coordinator (TPC) to act as a central point of contact for TP activities. The TPC role is carried out by the Travel and Transport Manager. The appointment of a TPC has enabled BU to maintain a focus for the implementation of TP measures and initiatives, and to enhance the visibility of the TP across the University. The TPC is empowered with a budget and access to staff resource to assist with the delivery of the TP.
- 5.2.2 The TP currently sits within the remit of the Estates department, with linear channels of communication set up between the TPC and Estates, and between Estates and the University Leadership Team (ULT).
- 5.2.3 The TPC is supported by the Travel Plan Group (TPG) which includes representation from internal stakeholders including staff and student faculty representatives and members of the sustainable transport user groups. The working group meets on a quarterly basis to review TP measures and initiatives, as well as progress of the TP towards targets.
- 5.2.4 As the central point of contact for the TP, the TPC also communicates with external stakeholders including Local Authorities and local bus operators.

### 5.3 Proposed Management and Delivery Structure

- 5.3.1 The refreshed TP will be implemented through a similar management structure to the one currently in place, with the TPC acting as the focal point for TP activities and having ultimate responsibility for the delivery of the TP. However, the linear structure will be adjusted where appropriate into a more flexible arrangement which provides opportunities for communication between different groups and for decision making powers below the ULT. This will allow the TP to become more responsive to change.
- 5.3.2 The proposed management structure aligns with the key principles of Fusion, particularly in terms of collaboration, with a number of different groups given the chance to actively shape the TP. The structure enables an innovative approach to travel planning, and recognises the intrinsic links of the plan to external industry stakeholders.
- 5.3.3 The proposed management structure is shown graphically at **Figure 5.1** below.

**Figure 5.1: Proposed Management and Delivery Structure**

- 5.3.4 The principle of collaboration is clearly evident within the TP sphere. The TPC will provide a focus for the TP and will continue to be responsible for engaging with all relevant stakeholders.
- 5.3.5 The Travel Plan Refresh Group will be retained as the TPG with a new focus on the delivery of the refreshed TP. This group will meet Quarterly. Faculty representatives, modal champions and travel user groups are invited to sit within the TPG, but the proposed management structure recognises the opportunity for these groups to actively shape the TP outside of this formal process. It is envisaged that the TPC will meet with these groups individually on a regular basis to discuss specific TP issues, and that informal interactions will occur.
- 5.3.6 The principle of innovation is central to Fusion, and it is important that a facility is built into the TP that has the potential to develop innovative approaches to sustainable travel. Innovation will be incorporated into the TPG as an agenda item at the Quarterly meeting. This function will be carried out within the TPG, with side-meetings for “Innovation Sub-Groups” as required by specific opportunities. This way, all members of the TPG will have the opportunity to be contribute to and steer the development of innovative approaches, with a more focussed group able to drive forward the details of each project as appropriate. The Innovation Sub-Groups will comprise active members of the TP community, including modal champions and faculty representatives who are identified as having engaged with the TP.
- 5.3.7 The TP will link with the Wellbeing Group to ensure that the potential health and wellbeing benefits of sustainable travel are optimised, and that appropriate support is made available to manage potential effects of change on health and wellbeing. This group will also provide a further opportunity to link in with Faculty Representatives. The Head of Sustainability and Travel and Transport Manager are both members of the Wellbeing Group, allowing the link to operate efficiently.

- 5.3.8 The TPC will maintain links to key external stakeholders, but the important links between the Director of Estates / ULT and external stakeholders at the appropriate levels within those organisations are also acknowledged in the management structure.

## 6. Measures and Initiatives

### 6.1 Introduction

- 6.1.1 BU has successfully implemented a wide range of measures and initiatives covering all modes of travel as part of the Travel Plan programme. BU has also invested heavily in on-campus transport infrastructure in recent years, most notably the bus hub at the Talbot Campus, which opened in December 2017.
- 6.1.2 A summary of the measures already implemented through the TP was prepared by BU to provide an appraisal of the relative success of these measures, based on the quality of implementation and level of engagement. In some cases, planned measures and initiatives have not been implemented during the plan period. This appraisal has been used, in part, to consider which measures to retain, where a re-focus is required, or where opportunities for new measures exist.
- 6.1.3 Further to this, AECOM has considered the opportunities which exist to offer new measures and enhance the delivery of existing measures to meet the objectives of the Travel Plan and address the challenges at hand. The suite of measures should be seen holistically, i.e. some measures are aimed at reducing car usage, but these are accompanied by measures designed to improve opportunities for travelling by sustainable modes.
- 6.1.4 The following section presents the measures and initiatives to be included in the new TP.

### 6.2 Guiding Principles

#### Linking measures to targets and objectives

- 6.2.1 Clearly, for a TP to be successful in achieving the desired objectives the measures and initiatives included in the plan should support their key principles. As discussed in Section 4, some of the measures proposed in the plan will also align with qualitative targets. Setting a target which is tied to the implementation of a new process or initiative is extremely useful for maintaining a focus for the measures contained within the TP that cannot be assessed quantitatively.

#### Timing of implementation

- 6.2.2 A renewed push of existing measures, and the implementation of new measures, will be timed to coincide with key milestones and phases of campus development. This is supported by the Habit Discontinuity Hypothesis (Verplanken, Walker, Davis, & Jurasek, 2008), whereby the greatest opportunity to influence a person's travel behaviour is at an event which forces the individual to reconsider their travel options. Where relevant, these timings are discussed in this section. In general, sustainable travel opportunities, and measures to discourage car usage, should be timed to coincide with the following occurrences:
- Relocation of Faculties, e.g. Faculty of Management consolidating onto the Talbot Campus;
  - Opening of new facilities, e.g. PGB, PGB2, and BGB;
  - Decant from existing facilities, e.g. Melbury House, EBC;
  - Intakes of staff and students; and
  - Significant changes in the level of staff/student numbers on either or both campuses.



- 6.2.3 BU recognises that such change can be a stressful time for staff and students and will provide support to help individuals deal with how such change might affect their health and wellbeing. BU will consider initiatives and frameworks, such as the WELL standard, that can help support staff and students.

#### Balance between modes

- 6.2.4 The focus of the measures presented is to rebalance the attractiveness of different modes with the aim of making it more attractive for people to travel by alternative, sustainable modes and less attractive for people to travel by car / park on campus. For example, where a change in policy makes frequent driving less attractive, it will, where possible, be delivered with an exemption or focused improvements for car sharers or infrequent drivers.

### 6.3 Marketing and Communication

- 6.3.1 It is essential that the TP has a marketing plan in place that effectively communicates the wide range of opportunities available to staff and students through the plan. Promotional activities have the potential to foster active engagement in the plan by all stakeholders, enhancing participation in measures and initiatives and contributing towards the achievement of targets.
- 6.3.2 BU already has a strategy in place for marketing the TP. This section proposes ways in which the existing strategy can be refreshed and refocused with opportunities to further enhance the visibility of the plan.

#### Travel Information Resources

- 6.3.3 BU currently provides staff with a travel information leaflet prior to commencement of work. This contains relevant information to help individuals make informed decisions about journeys to / from the University and in particular to encourage the use of sustainable forms of travel. First year students are provided with a travel information leaflet when living in halls of residence. This is tailored to student travel behaviours, with an emphasis on promoting the BU loan bike scheme and UNIBUS offering.
- 6.3.4 BU will develop an online version of the travel information leaflets to be made available via staff and student portals. This information, and any updates, will also be periodically publicised via the @Sustainable\_BU Twitter account.
- 6.3.5 The benefits of providing these resources online, apart from being widely accessible, are that it can be easily updated, include extensive additional resources and can be linked to external sources of information. A number of high quality travel-apps are now available and can provide users with immediate and up to date travel information “on the go” via their smartphone or other connected device. The travel information leaflets will promote effective and verified travel apps and will be continually reviewed and updated to include new apps as they become available.

#### Sustainable Travel Events

- 6.3.6 BU will continue to promote sustainable travel through a range of staff and student engagement activities such as “Green Week”, which has taken place for the past four years. During the week, a number of events are organised that focus on promoting different sustainable travel modes, for example; lift share; electric bikes; cycle to work scheme; re-used bike sale, and; bus taster tickets.
- 6.3.7 BU will also identify further events which can be held that will encourage sustainable mode uptake. For example, a week of cycle events held in May 2018 at the Talbot Campus was well received, with eight different exhibitors present.



- 6.3.8 Local and national sustainable travel events will be promoted by BU to encourage participation, for example 'National Walking Month' and 'National Liftshare Week'. These events will be advertised via internal email, on the BU website and on social media, including BU Twitter and other applicable feeds.

### Green Rewards

- 6.3.9 BU currently runs "Green Rewards", a programme which rewards staff for sustainability and wellbeing actions. Following a successful six month pilot of JUMP, BU rolled out the programme to all staff in 2018. The programme was renamed Green Rewards following the rollout.
- 6.3.10 The programme requires staff to report their progress against six different themes:
- Engagement;
  - Sustainable travel;
  - Resources;
  - Energy saving;
  - Health and wellbeing; and
  - Positive actions.
- 6.3.11 Progress is measured both individually and as part of a team, with a number of prizes available throughout the year. This includes vouchers, raffle prizes and charity donations.
- 6.3.12 Regular review meetings are already scheduled to discuss the effectiveness of the Green Rewards programme. BU will continue to do this over the course of the TP period to ensure that the scheme remains "fresh" and engaging for staff.

### Personalised Travel Planning (PTP)

- 6.3.13 Personalised Travel Planning (PTP) provides tailored information to staff and students to ensure that they are aware of all options available to them in terms of travel so that they can make well-informed travel choices.
- 6.3.14 PTP is currently offered to staff and students as part of the parking permit appeals process, and is administered by the Travel and Transport team. Alternative provision of this service will be investigated with the aim of increasing the level of access for staff and students and making delivery of the service more cost and time efficient. An example of such potential alternative provision is the MyPTP tool developed by Liftshare.
- 6.3.15 MyPTP provides users with all viable travel options for the journeys they complete on a regular basis and includes all modes of transport, multi-modal journey options, and key statistics for each journey option; such as journey length, time, number of changes, and petrol cost / CO2 emissions / calories burnt.
- 6.3.16 MyPTP could be embedded as a widget on the BU intranet that is also accessible via mobile devices, and staff and students would be able to access the tool by redeeming MyPTP 'credits'. A method of delivery could be for BU to purchase MyPTP credits centrally, and offer them to staff and students where it is considered likely to be beneficial. This would be at the discretion of the Travel and Transport Team and could be offered in the following situations:
- New staff and students;
  - Existing staff and students experiencing a significant change in their role, e.g. campus location, working hours, job role;
  - Staff and student experiencing changes in personal circumstances, e.g. home address, caring responsibilities; and

- Those affected by changes to parking permit allocation criteria.

6.3.17 A marketing campaign will be rolled out to promote MyPTP, with staff and students reminded of the availability of this tool at key stages of campus development which has the potential to break existing travel habits. This includes faculty relocations and the implementation of parking policy changes.

## 6.4 Walking and Cycling

### Active Travel Strategy

6.4.1 An active travel strategy will be produced in order to help promote walking and cycling to the university by staff, students and visitors. A scope has been prepared and a sub-group formed with key stakeholders. Initial work on the strategy has involved an audit of active travel facilities provided on campus and the production of an active travel map.

### Developing Infrastructure

6.4.2 BU has provided significant investment in walking and cycling infrastructure alongside recent campus developments. This has included delivering improved walking / cycling routes into the Campuses via the Poole and Bournemouth Gateway Fusion Building planning applications.

6.4.3 In co-ordination with these developments, BU has produced a Pedestrian and Cycle Routeing Strategy to support the provision of safe and accessible routes for active travel modes. This strategy will be used to inform the implementation of the Estates Development Framework 1 and 2. Key stakeholders were involved in the preparation of the Strategy in order to ensure that it responded to their needs. The Strategy both informs the pedestrian/cycle infrastructure to be provided on campus through the phasing of developments, and identifies opportunities to engage with Local Authorities on off-site improvements.

6.4.4 A Strategic Delivery Plan for investment in Active Travel Measures on Campus has been developed and is summarised in the **Table 6.1** below.

**Table 6.1: Active travel facility improvements and enhancements – Planned projects works and EDF opportunities**

Date	Campus Site	Building	Type	Description
Sep-19	Talbot	Various	Bike share parking	Provision of 4 virtual bike share parking areas on site to support the Beryl Bike share scheme
Jul-20	Lansdowne	Studland House	Cycle parking	Provide purpose built secure cycle storage provision 80 spaces - two tier storage. Will replace cycle parking at Melbury House and undercroft Studland House
Jul-20	Talbot		Cycle parking	Provide purpose built secure cycle storage provision for 480 cycles - two tier storage. Replace Student Village; Dorset House and Christchurch House compounds.
Apr-20	Lansdowne	Studland House	Showers/lockers	Delivery of 4 showers (replacement of 2 existing); additional locker facilities.
Sep-20	Lansdowne	BGB	Cycle parking	Provision of 116 covered and secured cycle parking spaces and 98 free standing cycle parking spaces (20 of which will be covered)
Sep-20	Lansdowne	BGB	Showers/Lockers/drying facilities	11 showers (5 x male , 5 x female and 1 x gender neutral); 52 lockers; drying facility
Sep-20	Talbot	PGB	Cycle parking	Provide 1 x new covered cycle facility for visitor cycle parking and virtual Beryl Bike parking area.
Sep-20	Talbot	PGB	Showers/Lockers	1 x shower

Date	Campus Site	Building	Type	Description
Jan-21	Lansdowne	Studland House	Showers/Lockers	2 showers delivered through phase 3 of the reconfiguration project (1st floor)
Jul-21	Talbot	Christchurch House	Showers/Lockers/drying facilities	Refurbish Christchurch House active travel facilities (showers and lockers). Look at design and provision for a drying facility.
Sep-22	Talbot	PGB2	Showers/Lockers	opportunity for shower/locker/drying room enhanced provision - MJ to confirm
Sep-24	Talbot	Library	Showers/Lockers	opportunity for modest shower provision
2024	Talbot	Poole House	Showers/Lockers/drying facilities	Opportunity for shower/locker/drying room enhanced provision

- 6.4.5 BU will continue to engage with local authorities in an effort to improve the wider walking and cycling network, creating safe and attractive routes which link to the BU campuses. In line with the strategic objectives of the TP, BU will continue to provide improvements to sustainable travel infrastructure as part of future planning applications tied to campus development projects.

#### Walking and Cycling User Groups

- 6.4.6 A Walking User Group (BUWUG) and Bicycle User Group (BUBUG) have both been established at the university to promote walking and cycling as active travel modes. Each group is actively engaged with by the BU community, with a number of events held regularly by both groups. These groups are also regularly consulted with by BU Estates on Campus development projects and general user experiences. The TP will promote membership of these groups and continue active engagement.
- 6.4.7 As part of the new TP, a “bike buddy” scheme will be established. This scheme will connect new / inexperienced cyclists with experienced cyclists who travel on similar routes, to provide informal training and improve confidence. The principle of the scheme was agreed by BUBUG, and it is anticipated that the group will be heavily involved in its implementation.

#### Modal Champions

- 6.4.8 In order to promote the benefits of active travel to staff and students, walking and cycling champions have been identified. There are clear linkages between the modal champions and the user groups, with both initiatives helping to raise awareness of active travel through events held on campus.
- 6.4.9 There are further ways in which modal champions can be used to effectively promote active travel, including presenting either their own or other people’s positive stories or experiences through walking and cycling. A key element of the modal champion role, particularly for cycling, is to model cycling as available and attractive to all, and not just experienced cyclists. A review of the modal champion initiative will be undertaken as part of the TP to recognise opportunities for influencing uptake.

#### Walking and Cycling Equipment and Maintenance

- 6.4.10 A range of equipment and facilities have been provided by BU to remove the perceived barriers associated with walking and cycling.

- 6.4.11 Staff have benefitted from discounts on walking equipment from Cotswold Outdoors and Go Outdoors negotiated by BU during the last plan period. The travel to work loan has also been adjusted to include the purchase of walking equipment, such as footwear and waterproof clothing. The availability of these discounts will continue to be communicated to staff through channels such as the travel information leaflets.
- 6.4.12 Incentives have also been made available as part of promotional events held on campus, such as umbrellas, pedometers, and re-usable coffee mugs. This has the mutual benefit of improving engagement in events and encouraging lasting uptake of active modes. This will be continued.
- 6.4.13 In terms of cycling, initiatives have been implemented to enable staff and students to either purchase or hire a bike. The “BU by Bike” scheme aims to make cycling more accessible by providing staff and students with the opportunity to hire a bike over the course of an academic year. The cost of hiring a bike is £25 per academic term, or £40 per academic year, representing a significant cost saving compared with purchasing a bike. The subscription also includes a regular free bike check and subsidised equipment costs. It is understood that BBC / BoPC are investigating the introduction of a conurbation-wide bike share scheme which may result in this particular scheme becoming redundant. Depending on the exact details of this scheme, BU by Bike could represent a more favourable option for staff and students in terms of cost. The BU by Bike scheme will continue to be reviewed on an annual basis.
- 6.4.14 A cycle to work scheme is available to members of staff. It was established in 2014, and provides staff with significant reductions on the cost of purchasing a new bike and / or accessories through salary sacrifice. Over 100 members of staff have benefitted from this scheme to date, with staff able to apply to enrol on the scheme during three windows per academic year. BU is committed to maximising the benefit for staff enrolled on such schemes, and therefore the cycle to work scheme will be regularly reviewed. The Travel and Transport team will also ensure that they remain alert to the development of new schemes and communicate these opportunities to relevant groups where they are considered to have the potential to surpass the existing cycle to work offering. For example, the Green Commute initiative allows salary sacrifice for electric bikes at higher than the current £1000 cycle to work limit and has lower fees for local bike shops which supports the local economy.
- 6.4.15 BU is supporting the implementation of a local bike share scheme to be introduced across the conurbation. The Travel and Transport team within the university are assisting with setting up the project, and support will be maintained through this TP to deliver a project that will benefit staff and student sustainable travel to / from BU.
- 6.4.16 A number of initiatives have been introduced to improve cycle security on campus. Gold-standard security D-locks are sold at a heavily subsidised rate through the Student Union shop, and D-lock security zones have been installed within the secure cycle compounds to encourage cyclists to purchase locks and to leave them on site. In relation to the secure cycle compounds, easier access has been provided through wristbands sold by the BU cash office. The availability of wristbands is promoted through monthly BUBUG emails and staff and student intranet pages.
- 6.4.17 Free security tagging of bikes is available to staff and students. The tags not only act as a visual deterrent to bike theft, but can also help to identify the owners of recovered stolen bikes. Regular tagging events are organised by the BU safer neighbourhood team, and these will continue to be promoted through a number of information channels via the TP.
- 6.4.18 Dr Bike sessions have been held on a monthly basis at each campus. This service has been extremely popular, providing servicing and maintenance to staff and student bikes. In the first year of the previous plan period (2014/15), 275 bikes were serviced; last year (2017/18), 421 bikes were serviced. A number of positive comments regarding Dr Bike were received through the TP consultation event. This initiative will continue to be procured through this plan period.

- 6.4.19 In addition to the Dr Bike sessions, regular bike maintenance courses have been held through Hope 2 Cycle, a charitable community partnership. The course offers staff and students the opportunity to learn how to complete basic bike servicing and repairs. In line with the Dr Bike sessions, this initiative will continue to be part of the cycle offering of the TP and will be promoted through a number of information channels.
- 6.4.20 The implementation of a process for dealing with abandoned bikes has been successful. Removing abandoned bikes from cycle parking spaces on campus releases cycle parking capacity, and the sustainability credentials of the scheme are further enhanced through the partnership with the New Forest bike project. All abandoned bikes removed from campus are donated to the project, where they are then refurbished and brought back to campus to be sold to staff and students. This provides a low cost and reliable way to start cycling.

### Electric Bikes

- 6.4.21 E-Bikes offer a significant opportunity to encourage greater levels of cycling, particularly amongst people who live further away and less confident/experienced cyclists. The Travel Plan will promote the use of e-bikes. The Green Commute initiative allows salary sacrifice for electric bikes at higher than the current £1000 cycle to work limit and has lower fees for local bike shops which support the local economy.
- 6.4.22 For members of staff who have identified barriers to cycling such as health, fitness or difficulty of route, BU has implemented a scheme which allows them to loan an electric bike for a short period of time to highlight the potential benefits of commuting in this way. This initiative has been successful, with 12 staff members engaging in the scheme in the 2016/17 academic year. BU has also been awarded grant funding to purchase two electric bikes for staff intercampus and local business travel through the Bournemouth and Poole Business Travel Network. This serves to address a key factor cited as a reason for driving to campus, i.e. the requirement to travel for work during the day. A marketing campaign will promote the availability and potential benefits of electric bikes, including promotional events. A monthly intercampus ride has been organised in coordination with a local bike shop to promote electric bike use and encourage those who are less experienced / confident to try cycling. This will be led by an experienced cyclist, with the opportunity to involve modal champions to provide support.

### Road Safety and Training

- 6.4.23 Road safety is an extremely important consideration for measures and initiatives which seek to enhance the level of uptake of walking and cycling to and from the university. BU has actively engaged with road safety campaigns, including: presentations on personal safety and how to overcome the perceived risks associated with walking, and; cycle safety promotions, with incentives such as lights and high visibility rucksack covers.
- 6.4.24 In terms of training, a free “Bikeability” training course has been made available to staff and students. This course is administered in conjunction with BBC. Promotional activity has been undertaken to raise awareness of this service, such as through Fresher’s Week events, and BU will continue to identify appropriate information channels through which to promote Bikeability.
- 6.4.25 Bikeability and other road safety training and promotion will be offered at key points where people face decisions on their travel choices or as part of the implementation of new walking / cycle schemes, such as the conurbation-wide bike share scheme.

## 6.5 Public Transport

6.5.1 There has been an increase in UNIBUS journeys from circa 400,000 per year in 2012/13 to over one million in 2017/18, which emphasises the significant level of investment in public transport made by BU.

6.5.2 BU has recently completed work on a new Bus Hub and associated transport infrastructure at the Talbot Campus to further enhance bus service penetration. This has the potential to further enhance bus mode share for both staff and students.

### Buses

6.5.3 In addition to investment in infrastructure, BU conduct annual reviews into bus contracts with the aim of releasing further bus service frequency and capacity on routes, including the vacation U1 service. BU will deliver a refreshed UNIBUS strategy up to 2025, and will identify collaborative opportunities to reducing the carbon footprint of UNIBUS through electrification / part-electrification of the fleet.

6.5.4 There is a general consensus that BU provides a very high quality, industry-leading bus service for staff and students. This is evidenced by regular benchmarking data obtained through mystery passenger trips conducted by a third party. Over the course of the 2017/18 academic year, the average satisfaction rating obtained from mystery passenger trips was 95%.

6.5.5 A number of modal champions have been identified to promote the benefits of bus travel to staff and students. There is potential to promote the new bus hub through a promotional campaign delivered in coordination with modal champions.

6.5.6 Measures and initiatives have been implemented which target new staff and students at BU, with the aim of promoting a positive image of bus travel from the outset. This is particularly important, and provides an opportunity to shape individual's travel choices before behaviours become embedded. Student ambassadors have been employed to help manage bus stops and provide key information to passengers during the first two weeks of term. This aims to reduce queue lengths and facilitate quicker boarding times.

6.5.7 For staff, free bus passes were made available for new starters from August 2016 which entitles holders to 30 days free bus travel on the More Bus network (Zone A). As of September 2018, this offer was extended to cover the Yellow Bus network. A trial period can be an effective way of introducing an individual to a new mode, with this more likely to be palatable than a measure / initiative that requires more commitment. This initiative will be expanded to include those who identified viable public transport journeys to Campus through engagement with Personalised Travel Planning, potentially via MyPTP.

6.5.8 Existing staff and students are entitled to discounts on Yellow Bus services. Implemented in 2016, a discount on a range of advanced fare products has been agreed and introduced, including 10 trip flexible top-up tickets sold on campus. On campus events are also organised by BU and Yellow Bus to further promote bus services. BU will seek to engage with Yellow Buses to regularly review the discounts and fares offered by Yellow Buses to ensure that it represents an attractive option for staff and students.

6.5.9 BU will continue to offer and promote the bus travel measures set out above, in conjunction with the bus operators. The annual review process will cover the following items, as a minimum:

- Opportunities to increase route coverage and hours of operation, including reviewing potential gaps in service and vacation frequencies;

- Potential changes to routeing which may be required due to external factors, such as planned student accommodation developments in the Lansdowne;
- Review fare structures and pricing;
- Opportunities to introduce lower emissions vehicles into the fleet, potentially including electric or hybrid vehicles. This would include investigating opportunities for funding applications, in conjunction with the Local Authority; and
- Potential to support the development of integrated ticketing and/or a smart travel “App”, in conjunction with operators and the Local Authority.

## Rail

- 6.5.10 There are a limited number of opportunities for BU to actively influence staff and students to travel by rail, due to the dependence on third parties to make changes to the existing rail situation in Bournemouth. Therefore, the majority of TP activities with regards to rail travel will continue to be focussed on ensuring that staff and students are provided with up to date and relevant information.
- 6.5.11 BU currently provides an interest free season ticket loan for staff of up to £3,000. This covers the cost of rail season tickets from Southampton Central to Bournemouth.
- 6.5.12 BU will engage with the Business Travel Network with the aim of delivering an ‘Easit’ style network for large employers in the conurbation. Easit networks established elsewhere provide employers with a 15% discount on South Western rail fares.

## 6.6 Parking Policy Approach

### Principles

- 6.6.1 An important focus for the refreshed TP is to achieve balance between the supply and demand for parking at both campuses up to the year 2025, in the context of existing pressure and planned development. The TP is **not** a parking management strategy, but it is important that a series of key principles are established in the TP to provide strategic direction and a coordinated approach to parking management.
- 6.6.2 The Stage One internal consultation event presented a series of draft parking principles, providing staff and students with the opportunity to comment. The following parking principles have been taken forward:
1. The cost of providing and maintaining parking at the university will be cost neutral. Income from parking charges will as a minimum cover the cost of providing parking at BU. Any surplus income will be re-invested into improving parking facilities and alternative sustainable travel options.
  2. Parking spaces at BU will be paid for by the user as a default, with exceptions reviewed and approved annually by the Travel Plan Group. Examples of exceptions would include, but are not limited to: visitors to Tier 1 and Tier 2 events, as defined by the BU Space prioritisation policy, and; essential operational contractor provision.
  3. Parking at BU will support the operational requirements of the university.
  4. The University has no obligation to provide parking for students, staff or visitors, with the exception of accessibility needs and other statutory requirements.
  5. Where possible, the university will seek to prioritise parking spaces for people who need them most.

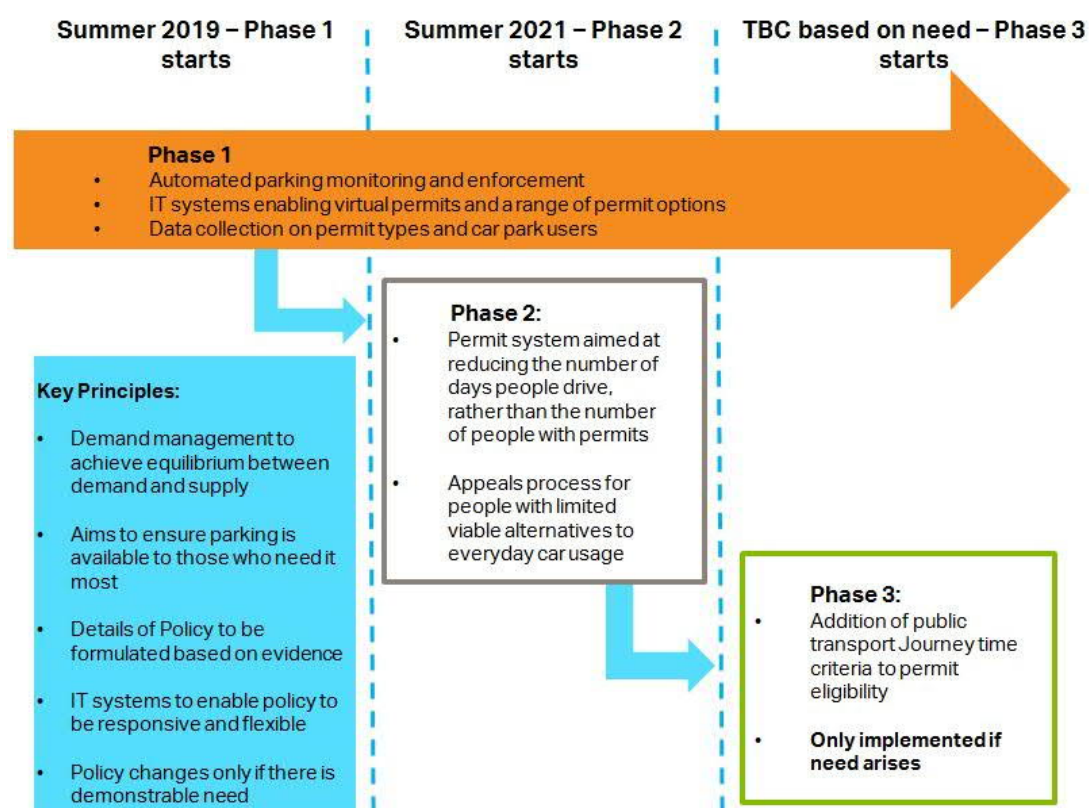


6. The university will seek to reduce the demand on parking by providing alternative travel options which are aligned with and contribute to the university's broader sustainable travel agenda.
7. The university will seek to operate an efficient car parking management system, and work towards equilibrium between the supply of and demand for spaces.

### Strategic Approach

- 6.6.3 Parking management will need to evolve through the life of the TP, with regular reviews based on supply, demand, and progress towards BU2025. Parking analysis work conducted shows that parking demand will exceed supply by 26% at Lansdowne, and 15% at Talbot, by 2025 if SOV mode share is not reduced. This shortfall will occur over time, albeit with step changes associated with decant of existing buildings and opening of new facilities.
- 6.6.4 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.
- 6.6.5 A strategic approach to parking management has been developed which initially focusses on more effective application of existing policies 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. **Figure 6.1** provides a summary of the proposed parking management phasing, which is described in detail in the following sections.

**Figure 6.1: Parking Management Phasing**



### Strategic Approach: Phase One

- 6.6.6 Phase One of the strategic approach is effectively “business as usual” in terms of parking policy, with no changes proposed. Phase One aims to establish a digital monitoring system for car parks and permit issuing, which will improve monitoring, collect data on car park usage, and provide greater flexibility in terms of permit options in later phases.
- 6.6.7 BU is currently investigating the installation of Automatic Number Plate Recognition (ANPR) cameras at the majority of permit holder car parks across both campuses which will enable the collection of parking data to inform the strategy.
- 6.6.8 In addition to providing more effective enforcement (on-foot patrols will remain at other car parks), the ANPR cameras will inform the strategy through collecting data on car park occupancy and the types of permit used, as well as being able to understand how people make use of their permit.
- 6.6.9 During Phase One, the TP will encourage and support permit holders to make a change to their travel behaviours one day per week through engagement with the sustainable travel measures and initiatives implemented. This will allow permit holders to experience the alternative options available to them prior to any changes to parking policy.
- 6.6.10 Phase One provides BU with the opportunity to utilise car parks in the Lansdowne as public parking outside of BU operating hours. This affords the ability to generate revenue. This opportunity is currently being investigated, and a key principle of this will be to avoid compromising BU operations.
- 6.6.11 The level of revenue which could be generated is not known at present as it is unclear what the demand for parking would be. Any revenue generated will first be used to cover the capital costs and ongoing revenue costs of parking management. Remaining revenue will transfer to the Estates budget, with an appropriate proportion being used to deliver sustainable transport measures through the Travel Plan.

### Strategic Approach: Phase Two

- 6.6.12 Phase Two will introduce changes to parking policy designed to encourage people to consider their decision to drive on a daily basis. The focus of policy changes will be to aim to reduce the number of days each person drives to campus, rather than reducing the numbers of people with access to parking permits. The ANPR data collected from Phase One will be used to inform the policy changes and will provide a means through which the effects of these changes can be monitored.
- 6.6.13 The existing permit criteria will be retained in Phase 2, but the composition of the permit will be modified to encourage occasional use. This will be coupled with measures and initiatives to facilitate sustainable travel alternatives, and appropriate “checks and balances” to avoid discouraging people from travelling to campus and adding barriers to those with limited alternatives to car usage.
- 6.6.14 A “full” permit will not allow unlimited usage, but will provide holders with a limited number of parking credits per term. One parking credit is equivalent to one full day of parking on campus. The exact number of parking credits will be refined based on the ANPR data collected in Phase One, and will initially aim to require each driver to drive one fewer day per week. By setting the allowance for credits over a term, rather than by week or month, permit holders will be able to plan for “peaks and troughs” in their requirement to drive.

- 6.6.15 Permit credits must be used during the defined period, and cannot be carried over. In order to encourage permit holders to use their permits even less, incentives will be provided for unused permit credits. The details of incentives will be confirmed at the time of implementation, but is likely to be in the form of a prize draw, where one permit credit equates to one entry to the draw. Additionally, "Green Rewards" points could be issued to those people returning credits.
- 6.6.16 Permit credits will have no financial value and will not be transferable. If a permit holder runs out of credits during a period, they will be required to use alternative means of travel or be charged for parking at an increased rate, to be set in line with public parking charges at Lansdowne.
- 6.6.17 An appeals process will be established that allows those who have limited viable alternatives to travel other than the car to apply for an unrestricted permit which allows them to park on campus five days per week. In order to qualify for this type of permit, an individual would be required to demonstrate that they have a daily requirement to travel to campus, and that their requirements for travel cannot be met by alternative means to the private car. This will include living outside of a 45 minute public transport journey time from their place of work (See Phase Three). It is worth noting that there will be no restrictions on the number of days a car share permit holder can park on campus, and as part of the appeals process the applicant will be encouraged to take up car sharing if applicable.
- 6.6.18 The Phase Two changes to parking permits will be planned for implementation in Summer 2021 to coincide with BU vacating Melbury House in September of that year.

### Strategic Approach: Phase Three

- 6.6.19 Phase Two has the potential to deliver significant reductions in SOV usage, and its effectiveness will be continually reviewed. If the need is demonstrated through Phases One and Two, further parking policy measures to achieve targeted reductions in SOV use could be implemented. This will be kept under review as part of the monitoring process. As stated, a process of student permit capping is already underway at the Talbot Campus, and this has the potential to achieve a 96 space reduction. The success of this policy shift towards reducing parking demand at the Talbot Campus will also be monitored.
- 6.6.20 As part of the Transport Strategy produced in October 2017 by AECOM, the effect of changing staff permit eligibility criteria to include a 45 minute public transport exclusion zone on reductions in parking demand was tested. Currently, staff members are entitled to apply for a parking permit if they live further than two miles from their place of work. The public transport exclusion zone relates to bus travel only, and applies to a 45 minute journey from door-to-door, i.e. including a maximum 2km walking distance from origin to the first bus stop, time taken for interchange, and a short walk to the Campus from the drop off point. There are no limits on the number of interchanges which could be required in order to complete a journey, although the total travel time limit naturally prohibits extensively convoluted journeys.
- 6.6.21 A significant benefit could be achieved by implementing a 45 minute public transport exclusion zone. At the Lansdowne Campus, a 35% mode shift could be achieved which would in theory fully address the projected parking shortfall. At the Talbot Campus, a 10% mode shift could be achieved which equates to 80 spaces. This would require a further 5% mode shift at Talbot to achieve equilibrium.
- 6.6.22 Some permit applications which are affected by the updated eligibility criteria are likely to be re-granted on appeal. This could be as a result of an anomaly in the public transport exclusion zone where a journey begins at an unreasonable time for the person's requirements, is too inflexible, or includes an excessive number of interchanges. There are also likely to be a proportion of full time permit holders who are no longer be eligible for a permit under the updated criteria that would apply for a different permit type, such as childcare or care assistant. The parking criteria will overall mark a shift towards a "needs-based" approach,

where parking is allocated for those who need it most; and that protected groups under the Equalities Act are not disproportionately disadvantaged by changes to parking policy.

- 6.6.23 The approach to parking management will initially focus on measures which target a reduction in the number of days people choose to drive. Progress against required reductions in parking demand will be kept under regular review as part of the monitoring process; and, if required, changes to permit eligibility criteria to include a 45 minute public transport journey time can be enacted to achieve mode shift.

### Student Permit Allocation

- 6.6.24 A process of reducing the number of student parking permits which are allocated is also underway, which has the potential to reduce campus parking occupancy by 96 spaces at the Talbot Campus. Students are not permitted to park at the Lansdowne Campus. This goes some way in achieving the targeted reduction of 119 spaces at the Talbot Campus, with a 23 space shortfall. This is equivalent to a 5% mode shift, which will be targeted through promoting sustainable alternatives. If required, changes to staff permit eligibility criteria (as discussed above) have the potential to address the remaining parking shortfall at the Talbot Campus following student permit capping.

## 6.7 Car Sharing

- 6.7.1 Car sharing provides the opportunity to achieve mode shift away from SOV use for long distance trips. BU already promotes a site-specific car share scheme through Liftshare, although it is recognised that there are potential gains to be realised by refocusing the car share offering. Whilst there is a reasonably high registration of car share teams, uptake is relatively limited. The consultation exercise and feedback from TPRG members is that the scheme remains worthwhile, but the uptake suggests that a refresh is needed. This is supported by travel survey data which suggests that mode share targets were not met.
- 6.7.2 Changes to parking management offer opportunities to incentivise and promote lift sharing. Phase One measures will reduce administrative barriers and improve the flexibility of operating the system, whilst restrictions to parking permit availability allows for exemptions to be offered to car sharers.
- 6.7.3 “Active matching” of car share teams is currently undertake by BU, and will be continued. BU will liaise with Liftshare in order to identify ways in which the car sharing process can be streamlined, providing opportunities for individuals to identify potential car sharing partners; for example through interactive mapping. BU will also investigate potential connectivity to the parking permit application system.
- 6.7.4 A mode share champion will be identified who has actively engaged with the car share scheme and has positive experiences to “sell” to potential car sharers. Liftshare events are already held at the university annually at a minimum, and BU will explore opportunities to hold additional events at a Faculty or Departmental level.
- 6.7.5 BU will review parking permit charging with a view to making car share permits more financially attractive than single occupancy vehicle permits. This could include discounting car share permits, or exempting them from future price rises, and allowing a car share permit to be registered to multiple vehicles within a team, for the price of a single permit, on the proviso that only one of the cars was allowed to park on campus on a single day.

- 6.7.6 Car share permit teams will also be exempt from further restrictions to permit eligibility or usage. This would include car share permits being usable five days per week, when restrictions on numbers of days are introduced for non-car share permits. It would also include exemption from a 45 minute public transport journey time restriction if one were to be implemented as part of Phase Three. The need for safeguards against abuse of car share permit exemptions would be considered at the time of implementation, but could include apps that verify co-travelling.
- 6.7.7 A major barrier to uptake of car sharing is concern on being reliant on others for your journey to work. The permit management system provides the opportunity to offer a small number of single day permits to each member of a car share team. This would address this concern among potential sharers.
- 6.7.8 Dedicated parking spaces have been provided for car sharers across both campuses. A total of 18 spaces are provided in locations that are within close proximity to building entrances. The new monitoring system will allow the usage of car parks by car sharing teams to be monitored, with additional preferential spaces provided if demand increases to a point at which more would be required. The level of dedicated car share spaces should be set such that a car parking space would be available each day for any car share team, and it should be visible to non-car sharers searching for a parking space. However, over-supply should be avoided.

## 6.8 Motorised Two-Wheelers

- 6.8.1 BU has established a Motorcycle User Group (BUMUG) in order to ensure that the needs of users are being supported. An initial meeting was held in 2017, where a chairperson was identified, and subsequent meetings have been organised.
- 6.8.2 A review of motorcycle provision has been undertaken, following which 15 additional parking spaces were provided at the rear of Dorset House. The review was completed in coordination with BUMUG. The potential to install a secure parking rail at this location will be investigated, and the level of motorcycle parking provision will be kept under review. Improved motorcycle parking will be provided at Studland House in early 2019 as part of car park relining works. This will provide more spaces in a more prominent location for motorcyclists.
- 6.8.3 The previous “perpetuity” system of parking permits for motorcycle users has been replaced by an online system for applications, launched in 2016, in order to improve the management of the BU parking resource.
- 6.8.4 BU intends to extend the Travel to Work interest free loan scheme to cover motorised two wheelers as a low carbon alternative to the private car. Initially the loan limit will be set at £3,000 in line with the scheme for electric bicycles.
- 6.8.5 BU will continue to facilitate and promote BUMUG and utilise it as a forum to consult with users on measures which could improve their travel experience.

## 6.9 Operational Travel

### Introduction

- 6.9.1 As a major institution a significant level of travel is undertaken by staff and partners to ensure that BU's operations can function. This includes, but is not limited to, the following:
- Business travel
    - BU vehicles
    - Grey Fleet
  - Deliveries and servicing
  - Visitor travel
- 6.9.2 BU will seek to manage and mitigate the environmental impact of these forms of operational travel in line with the Travel Plan objectives. This will include measuring and managing Carbon emissions, which is discussed in the following section of this TP. Therefore, in addition to reducing the environmental impact of travel, these measures will assist with management and reporting of Carbon emissions.

### Reducing the Need to Travel

- 6.9.3 A basic tenet of reducing the environmental impact of travel is reducing the need to travel altogether. This represents the first step in the travel hierarchy, and BU will adopt practices which will encourage staff to consider the need to travel before promoting sustainable alternatives to the private car.
- 6.9.4 BU recognises that there are operational constraints to reducing the need to travel, and policy changes with respect to flexible working and academic scheduling, which directly influence people's physical attendance, have the potential to negate the "Campus Premium". This is the positive outcome of staff, students and visitors being on site, interacting and making best use of BU's facilities.
- 6.9.5 Policy changes will instead focus on reducing the need to travel off-site during the working day in order to fulfil roles and responsibilities. This includes inter-campus travel. The Travel and Transport Team, in coordination with the Estates Director and TPRG, will engage with relevant groups to enable remote working through a rollout of IT facilities such as video-conferencing (e.g. Skype).
- 6.9.6 It should be noted that the consolidation of the Faculty of Health and Social Sciences (HSS) into one location at Lansdowne, and the Faculty of Management into one location at Talbot, as part of BU's Estates Development Framework (EDF) will serve to reduce inter-campus travel demand.

### Business Travel

- 6.9.7 The new Business Travel Policy and Procedures document provides staff and students with comprehensive guidance on business travel. The policy clearly highlights that staff should make use of the Sustainable Travel Hierarchy at the start of the travel decision process.
- 6.9.8 In tandem with the tasks identified above, the policy document will be updated to include a number of management measures to ensure that BU is maintaining its Duty of Care. These could include:
- Revise fields of Annex A form.
  - Confirm arrangements for collecting and storing data in a consistent manner in accordance with the General Data Protection Regulations (GDPR) 2018.



- Undertake audit of data held to ensure Line Managers and Staff are following procedures. Also allows reporting by department.
- Consider making having current validated insurance and licence a prerequisite for paying expenses.
- In-year changes relating to endorsements, incidents and health should be subject to review and mandatory risk re-assessment. Records to be updated and collated and held in accordance with GDPR.
- Include recommendation for staff using their own vehicle for business use to have a high visibility jacket and warning triangle in their vehicle.
- Incorporate bicycle use for business travel with a specific, appropriate policy and procedure document, including payment of cycle mileage in line with HMRC regulations ([www.gov.uk/expenses-and-benefits-business-travel-mileage/rules-for-tax](http://www.gov.uk/expenses-and-benefits-business-travel-mileage/rules-for-tax)).
- Consider review of expense payment rates/structure and procurement of staff vehicles for business use, potentially adopting alternative schemes such as car clubs or the use of hire vehicles.

6.9.9 The proposed updates to business travel policy will necessitate a process of internal stakeholder engagement to secure buy-in to the proposals. The Travel and Transport Team, with support from the Director of Estates, will engage with relevant stakeholders such as Procurement, Finance and Health and Safety.

#### Fleet Use

6.9.10 BU recognise that the number of electric vehicles is anticipated to significantly increase over the lifetime of the TP. Furthermore, DfT expects price parity between the cost of a new diesel / petrol vehicle and an electric vehicle by 2021.

6.9.11 As a minimum, BU commits to:

- Continuing to identify opportunities for replacing diesel fleet vehicles with low-carbon electric or hybrid equivalents at the end of lease agreements. Replacement vehicles will be required to satisfy minimum use criteria, such as range and pay load. Advances in technology to date present new opportunities when considering a lease vehicle, e.g. minibuses and Luton box vans are now available in full electric. This will work towards a target of BU's fleet being fully electric or hybrid by 2025.
- Continuing to review and consider additional infrastructure requirements for both fleet and commuter electric vehicles as appropriate.

#### Grey Fleet Use

6.9.12 BU presently has no data for grey fleet business travel conducted by staff. From the value of staff expense claims it is possible to generate a generic data for travel the University is procuring directly from its staff, including emissions levels. The principle is one of "measuring to manage": you cannot manage what you do not measure.

6.9.13 A benchmarking exercise would represent the starting point for the University to manage – and potentially reduce – environmental impacts, costs and emissions associated with grey fleet use, and to increase compliance and efficiencies. Without this exercise it is not possible to fully account for business travel and determine whether alternative solutions may offer benefits and savings.



- 6.9.14 A comprehensive review will be undertaken, by Faculty / Department, to determine all costs attributable to these additional business activities. As part of this review, it will be beneficial to consider establishing data requirements and procedures for recording fuel consumption and carbon emissions of individual vehicles and drivers. This would enable outliers and anomalies to be identified, i.e. individuals or Faculties / Departments who record above-average grey fleet mileage that does not align with their operational activity, or above-average emissions that could indicate inefficient driving style or the use of inefficient / poorly maintained vehicles. These outliers can be “flagged” and an appropriate course of action identified, such as driver training / awareness of the benefit of efficient driving, or maintenance / replacement of vehicles.
- 6.9.15 Depending upon each individual employee’s circumstances, paying 45 pence per mile can create a significant incentive to drive which disincentivises them to consider alternative modes or shorter, more efficient journey routing. A focus of the review will be to establish processes that challenge staff to reduce mileage. As referenced above, the main principle is to reduce the need to travel in the first place; if travel is necessary, then individuals will be encouraged to substitute the private car for active / sustainable modes.
- 6.9.16 Devising practices to reduce grey fleet journeys to alternatives can deliver cost savings, reduced carbon emissions and enable BU to demonstrate greater control. BU will investigate the adoption of scaled alternatives to paying staff to use their own vehicles, such as adoption of car hire / Car Club use. Switching to this model in favour of grey fleet is reported to reduce mileage as staff have to consider the journey being made, but also as a consequence of mileage being electronically recorded exact compensation can be awarded.

### Deliveries and Servicing

- 6.9.17 Deliveries and servicing on BU’s Estate, such as for catering outlets, is generally undertaken by third party suppliers. BU therefore does not have full direct control over these operations but can exert influence. BU will work with suppliers with the aim of limiting the environmental impact of delivery trips. This will include liaising with BU Procurement and the Students Union to embed sustainability into contracts to ensure that delivery activity is considered and within the Sustainable Procurement Policy and Life Cycle Analysis process. Further processes could include the consolidation of trips and the restriction of delivery and servicing activities to take place outside of congested time periods. The practicality of this will vary depending on the type of operation, but these principles will be applied wherever possible.
- 6.9.18 Through the Travel Plan development process, this topic has been identified as a potential “Living Labs” project in line with Fusion Principles. The Travel and Transport Team will utilise the processes set out under “Innovation and Collaboration” later in this section to promote this as a potential topic area for further investigation.

### Visitor Travel/Events

- 6.9.19 A guide for communicating travel information to visitors has been prepared by BU for ease of use by staff. An effective strategy for communications is vital for the successful operation of any event and it is proposed that this is expanded on to become an Event Communication Strategy to be used for larger events. This will require a process of focussed internal engagement / collaboration with the Marketing and Communications team to agree on a course of action. In terms of transport, the approach towards communication will focus on encouraging travel by sustainable modes where possible and discouraging private car use, as well as discouraging travel at peak times. The strategy will be developed in line with best practice and industry standards, including ISO 20121 “Sustainable Events”.

6.9.20 The Communications Strategy will follow four “guiding principles”:

- INFORM background demand – staff, students and, depending on the scale of the event, local residents of the potential impacts on their journeys.
- INFLUENCE travel behaviours and encourage sustainable transport use.
- PROMOTE planning ahead to avoid travelling at the busiest times.
- PROVIDE travel information to aid planning across multiple stakeholders and channels.

6.9.21 The following paragraphs will provide a description of how the Communications Strategy should adhere to each of the guiding principles.

*INFORM*

6.9.22 It is important to make those who are not involved in an event aware that one is taking place, and of the impacts that the event may have on their normal routine. BU will make use of social media channels, such as Twitter, to notify all staff and students prior to an event taking place. These communications will identify the scale and arrangements of the event and any impacts on transport, including the level of designated parking for visitors. These communications will allow people to plan alternative arrangements on event days.

6.9.23 Depending on the scale of the event, BU provides advanced notice to local residents of arrangements and possible impacts the event may cause on local network operation.

*INFLUENCE*

6.9.24 The on-site parking resource is limited and therefore visitors should be made aware of the alternatives to driving available to them. The BU website contains a section which provides details on the range of options available for travel to the Campus, and a travel guide has been prepared for staff to communicate with their visitors. The website content will be expanded to provide an emphasis on the benefits of using sustainable modes from an environmental perspective (i.e. minimise carbon footprint, reduce congestion), but also in terms of health and wellbeing and the opportunities to use your travel time productively, for example through working on the train.

6.9.25 Event coordinators will be encouraged to produce a travel information leaflet as part of the communications they send to visitors prior to an event. This will contain similar information to the travel section of the BU website as well as event-specific information such as parking availability. The Travel and Transport team will be identified as a source of help and guidance for event coordinators to make use of in the preparation of travel communications.

*PROMOTE*

6.9.26 Encouraging visitors to plan their travel arrangements in advance of an event will minimise disruption during the event itself. This will be achieved through effective communications prior to the event which clearly set out the arrangements for the event and travel implications. Event coordinators will be encouraged to arrange events (where possible) to avoid impact on network peaks and to ensure that events do not conflict with other internal / external events (e.g. AUB).

6.9.27 Including travel information with initial communications to visitors can have a greater effect on influencing travel behaviours before they are formed. For many, driving will be considered the ‘default’ option and therefore visitors will be made aware of the range of alternative options available to them.

*PROVIDE*

- 6.9.28 In order for the Communications Strategy to be successful, it is vital that the information being provided is of a high quality. The focus on sustainable travel will be clear across all communications, and will present a coherent message that will enable visitors to make an informed decision on the way they travel to the University. The information provided will be reviewed on a regular basis in order to ensure that it remains up to date.

## 6.10 Carbon Management

### Carbon Management and Reporting

- 6.10.1 BU's current carbon management plan (2016-2020) has the target of reducing carbon emissions by 40% by the end of the 2020/21 academic year, compared with a 2005/6 baseline. There is also a target to reduce carbon emissions by 50% by 2025/26 against the 2005/06 baseline. The current plan builds upon the first management plan (2010) which targeted a reduction of 30% by the end of the 2015/16 academic year. BU did not achieve this target due in part to the growth of the university estate during this period.
- 6.10.2 The majority of the baseline figure (93%) comes from heating, cooling and powering the university estate. The baseline figure of 8,275 tonnes CO<sub>2</sub> comprises emissions from gas, electricity and water, fleet vehicles and university-run bus services.
- 6.10.3 Transport data is captured from a number of sources; fuel receipts for fleet vehicles; booking data from the BU Travel Management Company (TMC) for business travel (includes rail, coach and air; excludes grey fleet); and bi-annual travel survey data for commuting.
- 6.10.4 Carbon reduction from travel is identified in the management plan, with scope 1 emissions (direct control) and scope 3 emissions (indirect control) included in the plan actions. Scope 1 relates to fleet vehicles and scope 3 relates to commuting and business travel.
- 6.10.5 The Carbon Management Plan identifies the TP as a key policy tool to deliver travel carbon reduction targets. This TP has identified reducing the environmental impact of the university as an objective, and targets have been established towards achieving this. The TP commits to developing a baseline of scope 3 carbon emissions and to setting a target for carbon reduction. However, at this stage, the TP will work towards a greater understanding of the current situation and the degree to which opportunities exist to control carbon emissions. Until this task has been undertaken it is not appropriate to set a target for carbon reduction.
- 6.10.6 The following paragraphs set out the measures included in the TP relating to establishing and understanding current carbon emissions from travel.

### Carbon from BU fleet (Scope 1)

- 6.10.7 BU will investigate existing processes and identify opportunities to enhance the reporting of emissions from fleet vehicles. More accurate reporting will be enabled through the use of emissions data relating to exact vehicles in the BU fleet, and collecting recorded mileage data on a monthly basis to reflect how vehicles are being used in service. This presents additional benefits including the ability to identify drivers with less efficient driving styles (for retraining in efficient and safe driving techniques) and also possible maintenance issues from long-term consumption trends.
- 6.10.8 The TPC will coordinate data collection 'by department' in order to provide good oversight and control at management level.

- 6.10.9 The BU bus fleet emissions are captured within the BU Carbon Management Plan baseline emissions. It is important that Bus fleet emissions continue to be monitored and evaluated as annual emissions associated with the BU bus fleet are increasing due to additional services and capacity required to accommodate passenger growth.

#### Carbon from commuting (Scope 3)

- 6.10.10 To date, BU has calculated scope 3 emissions for staff commuting. Student commuting and business travel has not yet been fully addressed, as only data from TMC has been available to date. In order to enable more accuracy in reporting emissions for staff commuting, the staff travel survey will be developed to capture key metrics including: information about the vehicle being used (methodology to include either the exact vehicle in use (most accurate), or vehicle type (e.g. supermini, compact, etc.)), engine size and fuel type, along with other simple journey details.
- 6.10.11 The same data capture will be included in the student survey, and following this scope 3 emissions for student commuting will be calculated and reported. This will include travel to and from home address (including international students) by mode, and frequency of journey.

#### Carbon from business travel (Scope 3)

- 6.10.12 Emissions from business travel are based upon data provided by the TMC. The assessment includes rail, coach and air, but currently excludes any other form of expensed business travel, most notably grey fleet.
- 6.10.13 The BU expenses policy enables staff to claim travel expenses incurred through travelling for work purposes. The expenses form asks staff to include a mileage figure for each claim, which could be used to make a basic emission assessment when combined with basic vehicle type details. The form also captures the campus or base site of the claimant, which could be used to provide a breakdown of mileage, cost and emissions to aid management.
- 6.10.14 BU will integrate the staff travel expenses process into the reporting of scope 3 emissions for business travel. The current expenses form provides sufficient information to make a basic emissions assessment, but for further accuracy BU will investigate adapting the form to obtain information on vehicle type.
- 6.10.15 In order to gain a deeper understanding of business travel behaviours, BU will adapt the travel survey to enable data capture of business journeys which can then be cross-referenced with TMC and expense data for emissions reporting.

### 6.11 Innovation and Collaboration

- 6.11.1 Innovation and collaboration are key principles of Fusion, and represent a focus of the TP (identified as Objective 4). Through the TP, BU will aim to be at the forefront of innovations in travel and will ensure that opportunities are accessible to staff and students, and will facilitate collaboration between faculties, industry and other stakeholders in the development and application of travel related initiatives.
- 6.11.2 It is important to note that there are limits to what BU can achieve in terms of innovation and collaboration without reliance on the commitment of third parties to working towards shared goals. Therefore, at this stage the TP cannot provide details as to the likely outcomes of innovation and collaboration over the course of the plan period. Rather, the TP is an important document in setting the structures, systems and processes to enable innovation and collaboration to occur both in isolation and combination.

## Innovation

- 6.11.3 BU will aim to identify and harness the skills available across the University to address complex transport issues and exploit opportunities for innovation through pioneering solutions.
- 6.11.4 The TP will facilitate innovation primarily through awareness raising of travel challenges and formalising the channels through which innovation in those fields can take place. Faculties will be made aware of current and future travel issues and opportunities and encouraged to identify potential synergies with their work areas. For example, media students could enrol onto a project to produce promotional material for the TP or for wider travel measures implemented by the Local Authority. This would have the mutual benefit of allowing students to develop their expertise in a relevant project and providing the TP with high quality outputs. There are further benefits associated with the development of an “in-house” capability for the TP and for students being able to develop their portfolio with projects that have gained exposure.
- 6.11.5 The TPC will identify ways in which innovation can be fostered across the University, and will endeavour to engage with faculty leaders and representatives to realise potential synergies with the TP. This will be assisted through the TPC being at the forefront of travel innovation opportunities within the sector – there will be a budget available for the TPC to attend industry conferences and seminars, and for subscriptions to industry publications, in order to aid continuing professional development.
- 6.11.6 Innovation will be incorporated into the Travel Plan Group. This will provide internal links between the TPC, BU Estates, and faculties. The remit of this part of the TPG terms of reference will be to identify opportunities for travel innovation, and provide a formal channel through which discussions can take place regarding the viability of new initiatives to exploit these opportunities. When a viable initiative is identified, “Innovation Sub-Groups” will be set up to develop proposals and will report to the TPG on a regular basis. The aim of this process is to establish “Living Labs” projects, which utilise Fusion principles to develop projects which harness academic capabilities to address real life challenges. A case study is provided at the end of this chapter.
- 6.11.7 It is essential that both the TPG, and Innovation Sub-Groups set up, have senior buy-in to ensure that they are allocated appropriate time and resources to maximise their effectiveness. The TPC will form the main link between the TPG/Innovation Sub-Groups and key external stakeholder such as the Local Authority and Local Enterprise Partnership in the development of viable initiatives.

## Collaboration

- 6.11.8 Fusion recognises the power of collaboration as being the ability to solve complex challenges through engaging with partners to harness a range of skills and resources. BU already actively engages with the wider community and is an important stakeholder in the conurbation; the TPC will seek to recognise and develop the opportunities this presents from a sustainable transport perspective in order to work towards the implementation of innovative transport solutions.

- 6.11.9 This section has identified the range of internal stakeholders that will be engaged with to foster a culture of understanding within the University that there are synergies between the TP and faculties. There is also a network of potential collaborators external to BU which will be targeted through the TP, including:
- Local Authorities (BBC and BoPC);
  - Talbot Village stakeholders (Arts University Bournemouth, Talbot Village Trust, future users of the Talbot Digital Village);
  - Bus operators;
  - Business Travel Network;
  - Other major employers / businesses who generate significant travel demand; and
  - Dorset Local Enterprise Partnership (LEP), including through the BIG Programme.
- 6.11.10 BU has a lot to offer in terms of knowledge sharing and collaboration. The valuable experiences gained through having a long standing and successful TP are recognised as being industry leading in the wider community; and the specialist skills, capabilities and facilities available to BU can be utilised to great effect. BU also has the ability to reach and influence a large number of commuters. Furthermore, the UNIBUS service has grown significantly in recent years and is influential in terms of the Bournemouth (and wider conurbation) public transport offering.
- 6.11.11 Through the TP, BU will establish regular (i.e. minimum six monthly) strategy meetings with Local Authority transport officers. The agenda for these meetings will go over and above “day-to-day” liaison, covering site-specific access issues and shared challenges and opportunities. At this stage, potential challenges and opportunities for the conurbation include:
- Cycle route between Talbot and Lansdowne;
  - Bike hire scheme;
  - Public transport integration between UNIBUS and other services;
  - Smart ticketing Apps and technology;
  - Wallisdown Road cycling measures;
  - Potential LEP projects such as Transforming Cities and BIG Programme;
  - South East Dorset Urban Movement Strategy;
  - Lansdowne public realm proposals.
- 6.11.12 The outcomes of these meetings should be the identification of shared opportunities and priority projects, and actions on both sides to support the design and delivery of these projects.
- 6.11.13 BU will also actively engage in the Business Travel Network and, through liaison with Local Authorities, will aim to establish a regular meeting to encourage collaboration between businesses in the conurbation.

- 6.11.14 BU will continue to engage with near neighbours on transport matters including AUB and, going forwards, the Talbot Digital Village. There are a number of potential benefits to this, including the recognition of shared / complementary skills, common problems / opportunities, the value of proximity, economies of scale, and the “critical mass” to implement solutions that may be beyond the capability of a single institution / organisation. The TPC will actively engage with AUB initially through a meeting to identify shared strategic goals and objectives. The TPC will also monitor developments to the Talbot Digital Village and seek to engage with future occupants.

### **Living Labs Case Study: Introducing hybrid and electric buses into Bournemouth and Poole**

#### **Context**

In October 2017 the BU Travel and Transport team were approached by a BU Faculty of Management student with a view to undertaking a feasibility analysis into introducing hybrid and electric buses in Bournemouth, using the UNIBUS service as a case study. The BU Travel and Transport team worked with the student to shape the scope of the feasibility study and were able to assist the student with:

- Obtaining primary data from UNIBUS services;
- Liaising with a local bus operator who provided further essential primary and secondary data;
- Access to relevant contacts within the bus manufacturing industry who provided secondary data;
- Access to local government transport officers who provided secondary data and central government contacts.

#### **Outcomes**

This academic project has resulted in the production of a detailed and creditable feasibility study evidencing the benefits of investing in electric bus infrastructure in order to deliver benefits associated with reduced air pollution and carbon emission from public transport provision. This project took 12 months and was submitted in October 2018.

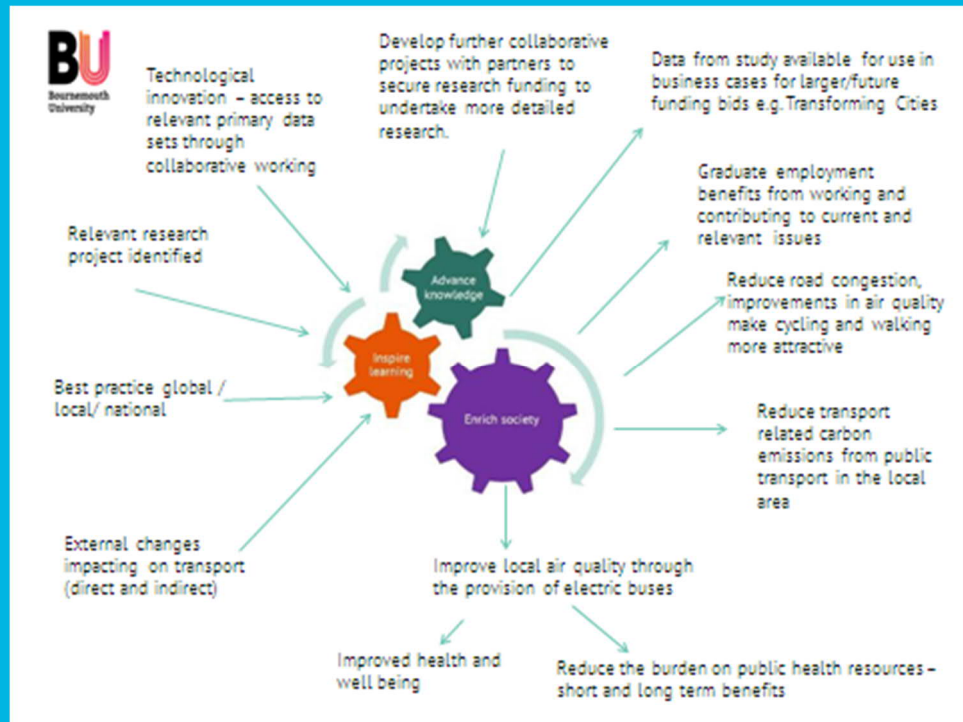
A number of benefits for the collaborative partners involved in the project are summarised in the table below:

Partner	Project outcomes
MBA student	Graduated with distinction Masters in Business Administration
	Found employment working on similar projects within the transport industry
BU Faculty	Industry links for future academic research opportunities
BU Travel and Transport Team	Use of the technical report to consider options for electrifying the UNIBUS fleet. To be considered within the UNIBUS strategy with regards to reducing carbon and NOx emissions from the University bus service
Go South Coast	Provided with a copy of the student's final report for reference.
Local authority transport team	Access to the technical report. Evidence within the report can be used to support strategic funding bids for the delivery of strategic public transport improvements and to delivery air quality improvements within the local conurbation.



## Living Labs Case Study: Introducing hybrid and electric buses into Bournemouth and Poole

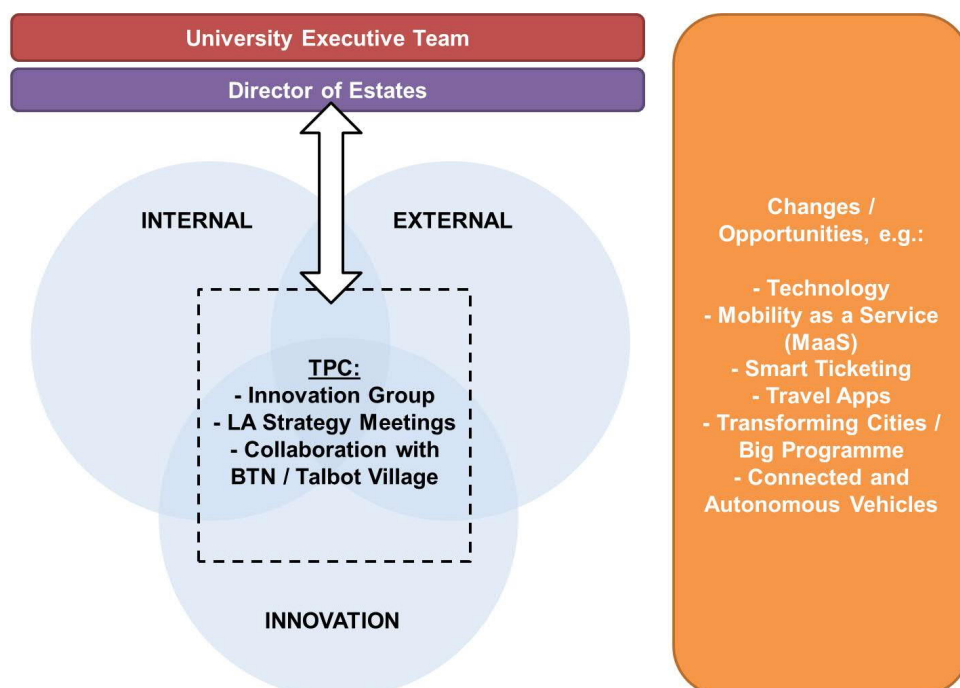
Figure 6.2: Fusion Principles



### Summary

6.11.15 The approach to innovation and collaboration through the TP is summarised graphically in **Figure 6.3**.

Figure 6.3: Approach to Innovation and Collaboration



## 7. Monitoring and Evaluation

### 7.1 Introduction

- 7.1.1 There is currently a process for formal monitoring of the TP which satisfies the criteria of the Local Authority. This comprises annual travel surveys, alternating between staff and students, with a full review circa every five years. This is good practice for a TP and will therefore be retained as part of the refresh exercise.
- 7.1.2 However, given the continuously changing context within which the TP operates, both in terms of planned campus development and internal changes to how the university operates, and external changes, such as merging Local Authorities, the wider political climate, potential changes to staff and student recruitment and progress in technology, it is considered appropriate to develop a more flexible and holistic monitoring process which will allow BU to respond quickly to these changes.
- 7.1.3 A further challenge of the monitoring process is that the TP aims to influence people's travel choices on a day to day basis, whilst historic mode share data collection is for the mode share by which people travel on three or more days. The monitoring regime needs to capture the achievement of these incremental benefits e.g. a person who reduces their car usage from five days per week to four days per week, which would not be captured in existing metrics.
- 7.1.4 The following section provides an overview of the elements of the monitoring and review process which will be retained, and describes how the updated strategy will foster a more 'agile' approach to monitoring.

### 7.2 Staff and Student Travel Surveys

- 7.2.1 Annual travel surveys are conducted which alternate between staff and students. In order to form the basis for a reliable comparison, the surveys are conducted around the same time each year; and the scope of the survey remains consistent. The survey aims to establish:
- Travel behaviours (i.e. 'usual' mode of travel, frequency, basic journey details);
  - Propensity to use sustainable forms of transport;
  - Awareness and engagement with TP initiatives; and
  - Opinions regarding the operation and effectiveness of the TP in terms of promoting a culture of sustainable travel at the university.
- 7.2.2 The travel survey is administered online, and remains 'live' for a period of at least two weeks. The survey is promoted through a range of information channels in order to maximise awareness, including online (including staff and student intranet) and by email.
- 7.2.3 Over the course of the previous plan period, travel surveys were undertaken on the following dates:

*Staff:*

- May 20<sup>th</sup> – June 3<sup>rd</sup> 2014.
- May 3<sup>rd</sup> – May 24<sup>th</sup> 2016.
- April 19<sup>th</sup> – May 18<sup>th</sup> 2018.

*Student:*

- March 9<sup>th</sup> – March 27<sup>th</sup> 2015.
- March 13<sup>th</sup> – March 31<sup>st</sup> 2017.

7.2.4 This annual survey process will continue.

**A new way of capturing Mode Share**

7.2.5 As stated, the TP seeks to reduce car usage on a day to day basis. The key timing point for this is the implementation of the Phase 2 Parking Policy changes, currently identified for Summer 2021.

7.2.6 Presently, mode share is measured by the main mode of travel for the majority of the week, i.e. three or more days. This will continue to be monitored for consistency with historic data. However, this would not identify the degree to which the TP has been successful in reducing the number of days that people drive to campus; a reduction of just one driving day per week is still worth noting and reflects the changing focus of the TP for users to be informed, flexible travellers making incremental changes to their travel mode choice. Amendments to the Travel Survey will be made to address this.

7.2.7 Respondents will be asked to fill in a “Travel Diary”. This will record their mode share for a typical five-day period, including non-working days. This will be introduced in the 2019 student and 2020 staff travel surveys, although the feasibility of a “spot survey” for all staff and students to coincide with the active implementation of the new TP will be investigated. This approach will enable a five-day travel survey baseline to be established for staff and students prior to the implementation of Phase 2 Parking Policies. An additional question would be asked where people would specify the typical number of days that they drove in the previous year, to show directly where the number of days car usage have reduced in individual cases; in addition to calculating the average across the BU population.

7.2.8 The “Travel Diary” approach allows mode share to be calculated for main mode for the majority of the week, for comparison with historic data. It also allows a blended “per day” mode share to be calculated, which would capture incremental benefits of reducing the number of days of driving. For example, if five people drive on five days in one year, and four days the next, the blended mode share would show a 20% mode shift. This will be important in measuring progress against the TP targets.

7.2.9 This methodology will also allow the average number of days that people drive to be captured as ancillary data to examine the effectiveness of the Phase Two. This will be coupled with and cross referenced against the car park usage data collected during Phase One of the Parking Policy approach.

**Reporting**

7.2.10 The results of each travel survey are compiled and analysed by the TPC, with the key themes and analysis disseminated in a monitoring report.

**Review**

7.2.11 The current monitoring process allows a formal review of the TP to take place annually. This enables the TP to respond to changes in the context of the plan that have occurred over the course of the year by identifying where measures are successful, have been ineffective, or where a refocus is required. The success of the TP is primarily gauged through performance against defined targets, namely the reduction in SOV use.

- 7.2.12 This TP refresh has taken place following a previous plan period of five years. It is generally considered good practice to undertake a comprehensive review every five years to enable wholesale, strategic changes to be addressed. The context within which the plan was developed – and strategic direction decided upon – at the beginning of the five year period is inevitably different to the context at the end of the five year period, due to a variety of internal and external factors, and therefore a refresh is essential.
- 7.2.13 This Travel Plan is intended to cover the period 2019-2025, in line with BU2025. Regular operational reviews will be carried out within this period. As well as the annual travel survey reviews, this will include more comprehensive reviews carried out at the times of changes in parking permit policies.

## 7.3 Phase One Parking Policy Approach

- 7.3.1 As discussed in Section 5 a phased approach to the implementation of changes to parking policy will be undertaken. Phase One will introduce a digital monitoring system for car parks and permit issuing, which will include the installation of ANPR cameras at the majority of permit holder car parks across both campuses.
- 7.3.2 This presents the opportunity to inform the monitoring process through the collection of data on car park usage, including:
- Occupancy levels;
  - In / out car park counts;
  - Frequency that people drive to campus (e.g. X days per week); and
  - Carbon Monitoring.
- 7.3.3 Data collected from the digital monitoring system and ANPR cameras will be regularly disseminated to the Travel and Transport team and analysed to inform the TP, and will measure the progress of the TP against targets for the reduction in parking demand across both campuses. The extent to which parking demand is managed / reduced in Phase One will be used to determine the approaches taken as the TP develops, i.e. whether more stringent measures or a review of the TP is required. Following Phase One, the digital monitoring system / ANPR cameras will continue to provide data on car park usage and will provide a helpful quantitative source of monitoring.

## 7.4 Carbon Reporting

- 7.4.1 As part of the monitoring strategy for the TP, BU will implement a robust methodology for Scope 3 carbon reporting. This includes addressing all Scope 3 transport emissions, including deliveries, events, taxis and other operational elements covered within Scope 3. The staff and student travel surveys will be developed to capture key metrics with regards to commuting and business travel, including information about the vehicle being used to travel (if applicable) and other simple journey details such as distance and frequency. In terms of business travel, the updated staff travel survey will enable data capture of business journeys which can be cross-referenced with TMC and expense data for emissions reporting.
- 7.4.2 A baseline of scope 3 emissions will be developed through a combination of monitoring measures to be confirmed through the establishment of the detailed Scope 3 data collection methodology. This will inform the production and implementation of a transport-specific element of BU's Carbon Management Plan (CMP), which will include a target that can be measured as part of the TP monitoring process going forwards.

## 7.5 Responding to Change

### 'Trigger' Events

- 7.5.1 A facility has been built into the TP that will allow BU to undertake a comprehensive review of the plan in the event of contextual changes that occur within the formal refresh cycle. A "change" can be internal or external to the university, and represents an opportunity (e.g. advancements in technology, mobility as a service, availability of external funding) as much as a potentially adverse scenario (e.g. changes in the political climate, recruitment risks). Changes can be short or long term, with an immediate impact or one which is identified long before its effects materialise. The Travel and Transport team will remain engaged with developments in best practice and the industry to ensure that potential external "changes" can be recognised. For example, the Transport network of the Environmental Association for Universities and Colleges (EAUC) holds regular meetings to discuss key transport challenges.
- 7.5.2 Objectives and targets for this TP have been set against current plans for campus development and recruitment (in terms of both staff and students) in the context of the strategic BU2025 plan. This strategy is likely to adapt and develop going forwards, and therefore the TP should be able to react to any such changes.
- 7.5.3 The following questions can be used as a framework for establishing whether a "change" justifies a full review of the TP. This list is not exhaustive, in order to provide a level of flexibility to BU in decision-making:
- Does the change affect the strategic focus of the TP?
  - Does the change preclude or significantly hinder the ability of the TP to achieve its objectives / targets?
  - Does the change warrant a new objective / target to be set, or mean that an objective / target is no longer applicable?
  - Does the change mean that new measures / initiatives need to be enacted to achieve objectives / targets, or that an existing measure / initiative is no longer applicable?
- 7.5.4 The process for evaluating the potential impact of a change on the TP should identify which part of the TP will be affected, i.e. an objective, target, measure or management process. The way in which the change is addressed in the TP should accord with the strategic principles upon which the TP is based:
- The overarching aim of the TP is constant;
  - A change to any of the objectives in the TP should remain compliant with the overarching aim;
  - A change to any of the measures / initiatives in the TP should remain compliant with the objectives of the TP; and
  - A change to the structure or processes in place for the management of the TP should not affect the delivery of the aims and objectives of the TP.
- 7.5.5 The process should not result in a situation whereby "minor" changes can trigger a full TP refresh, as this could cause the TP to lose focus and become ineffective. The ability to implement minor changes remains as part of the annual review process following the travel survey.
- 7.5.6 This TP has been developed to be robust to both internal and external pressures over its lifespan, with a defined process permitting a review before the end of this period allowing the plan to be responsive to "significant" pressures.

- 7.5.7 It is solely the responsibility of BU to define whether such a review is required in terms of the established process. This provides operational flexibility for the BU Travel and Transport Manager (acting as the Travel Plan Coordinator), in conjunction with the TPG and endorsed by the Sustainability Committee, to implement wholesale changes to the TP without needing to seek additional internal / external approvals, so long as the changes accord with the overall aim of the TP. As is the case with all monitoring activities, the Local Authority will be informed of progress of the TP towards defined targets, and notified of any changes to the scope / content of the plan.

## 8. Action Plan

### 8.1 Introduction

- 8.1.1 This section draws together the proposed measures, monitoring and review proposals into an action plan that identifies who will be responsible for the delivery of each element of the TP. This represents a comprehensive summary of the actions within the Travel Plan itself. A detailed status log for individual measures is kept by the Travel and Transport Manager and is regularly updated.
- 8.1.2 The action plan is shown at **Table 8.1**.



Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
<b>Objectives and Targets</b>				
Environmental Impact	Scope 3 carbon reporting	Develop a “robust” methodology for Scope 3 carbon reporting.	Travel and Transport Team	August 2019
		Establish Scope 3 carbon reporting baseline.	Travel and Transport Team	August 2019
Environmental Impact	BU's Carbon Management Plan (CMP)	Produce and implement transport specific element of BU's Carbon Management Plan (CMP) including target.	Travel and Transport Team	September 2020
Environmental Impact	BU fleet vehicles	All BU fleet vehicles to be hybrid or fully electric by 2025	Travel and Transport Team	January 2025
Strategic Campus Development	Planning applications for BU2025 projects	Travel Plan to make a positive contribution to transport mitigation strategy for each and every planning application submitted as part of the BU2025 programme.	Estates Department	Ongoing
		Travel Plan to achieve targeted number of BREEAM credits for each new build project.	Estates Department	Ongoing
Research and Collaboration	Living Labs	One “Living Labs” project per year.	Travel and Transport Team	Ongoing
Research and Collaboration	Local Authority engagement	Establish six-monthly (minimum) engagement forum with key Local Authority transport officers.	TPC	September 2019
Research and Collaboration	Travel Plan Group	Incorporate Innovation into the Travel Plan Group meetings with Faculty representation, with a defined method for taking forward outputs.	TPC	September 2019
Research and Collaboration	Cycling improvements	Engage with the Local Authority on cycling improvements between Talbot and Lansdowne Campuses as well as in the wider conurbation.	Travel Plan Co-ordinator (TPC)/Sustainability Support Officer	September 2020

Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
<b>Management and Delivery</b>				
Management and Delivery	Stakeholder groups	The TPC will meet faculty representatives, modal champions and travel user groups on a regular basis to discuss TP issues outside the formal TPG.	TPC	Ongoing
Management and Delivery	Wellbeing Group	The opportunities for collaboration with the Wellbeing group will be championed by the Sustainability Manager and the Travel and Transport Manager.	Sustainability Manager / Travel and Transport Manager	Ongoing
Management and Delivery	Proposed TP management and delivery structure	The management and delivery structure currently in place for the TP will be updated to provide opportunities for communication between different groups and for decision-making powers below the ULT.	TPC	TBC
<b>Measures and Initiatives</b>				
Marketing and Communication	Online travel resources	An online version of the travel information leaflets currently distributed to new staff and students will be made available and circulated using all relevant channels.	TPC	January 2020
Marketing and Communication	Green Week	BU will continue to promote "Green Week" during which a number of events are held to encourage sustainable travel.	Travel and Transport Team/SUBU/M&C	Ongoing
Marketing and Communication	Other sustainable travel events – annual communication plan	BU will identify further sustainable travel events and provide appropriate resources to support engagement.	Travel and Transport Team/M&C	Ongoing
		BU will use sustainable travel events to promote a full range of travel options, including walking, cycling, public transport and the use of hybrid / fully electric vehicles.	Travel and Transport Team	Ongoing
Marketing and Communication	Green Rewards	BU will continue to hold regular review meetings into the "Green Rewards" scheme to ensure that it remains "fresh" and engaging for staff.	Travel and Transport Team	Ongoing
Marketing and Communication	Personalised Travel Planning	BU will investigate the use of MyPTP to deliver Personalised Travel Planning to staff and students.	Travel and Transport Team	Milestones as required

Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
Walking and Cycling	Travel User Groups	BU will continue to promote membership of both Walking and Bicycle User Groups.	TPC	Ongoing
		A “bike buddy” scheme will be established in collaboration with BUBUG that will connect new / inexperienced cyclists with experienced cyclists to provide informal training and improve confidence.	TPC	January 2020
Walking and Cycling	Walking and cycling equipment and maintenance	Continued promotion of staff discounts available for the purchase of walking and cycling equipment, including the modified “Travel to Work” loan.	Travel and Transport Team	Ongoing
		Sustainable promotional incentives (umbrellas, pedometers and re-usable coffee mugs) (as agreed with the Procurement team) to be continued to be made available at travel events held on campus.	Travel and Transport Team	Ongoing
		The TP will continue to offer measures to enhance cycle security on campus, including security locks, secure cycle compounds and free security tagging.	Travel and Transport Team/SUBU	Ongoing
Walking and Cycling	Cycle to Work	Regular reviews of the “Cycle to Work” scheme and investigate new schemes where they are considered to have the potential to surpass the existing offering (e.g. Green Commute initiative for electric bikes).	Travel and Transport Team	Ongoing
Walking and Cycling	Dr Bike sessions	Regular Dr Bike sessions will be organised on campus.	TPC	Ongoing
Walking and Cycling	Cycle maintenance training	Course offering basic skills in cycle maintenance and repair to be made available to staff and students.	TPC	Ongoing
Walking and Cycling	Reuse and recycling of abandoned bikes	The TP will continue to provide a process to deal with the problem of abandoned bikes on campus whilst also working with a local partner, where abandoned bikes are donated for reuse/recycling. The partner will refurbish bikes and sell low-cost and reliable bikes to BU students and staff.	TPC	Ongoing

Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
Walking and Cycling	Road safety and training	Continued engagement with road safety campaigns. BU will continue to run an autumn “Be safe, be seen” campaign.	Travel and Transport Team	Ongoing
		BU will continue to offer a free “Bikeability” training course to staff and students.	Travel and Transport Team	Ongoing
Walking and Cycling	BU by Bike	Annual reviews to be completed of the “BU by Bike” scheme in the context of the potential introduction of a conurbation-wide bike share scheme.	Travel and Transport Team	Annually
Walking and Cycling	Modal Champions	Conduct a review of the modal champion initiative to identify further opportunities to influence uptake.	Travel and Transport Team	September 2019
Walking and Cycling	Active Travel Strategy	Travel & Transport Manager will continue to promote and support membership of both Walking and Bicycle User Groups.  A scope has been prepared and initial work has included the creation of a working group and completion of an audit of facilities / preparation of an active travel map.	Travel and Transport Team	April 2020
Walking and Cycling	Strategic Delivery Plan	Delivery of planned improvements to active travel facilities as listed in Table 6.1.	Estates Department	As listed in Table 6.1
Walking and Cycling	Electric bikes	The TP will promote existing opportunities to use electric bikes for commuting or inter-campus / business travel, such as the Green Commute salary sacrifice initiative, pool E-bikes, and organised rides led by an experienced cyclist.	Travel and Transport Team	TBC
Public Transport	UNIBUS	Conduct annual reviews which cover: <ul style="list-style-type: none"> <li>- Opportunities to increase route coverage and hours of operation;</li> <li>- Delivery of quality service, including mystery passenger evaluations and reporting.</li> <li>- Potential changes to routeing which arise through external factors (such as planned student accommodation in the Lansdowne area);</li> <li>- Fare structures and pricing;</li> </ul>	Travel and Transport Team	Annually

Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
		<ul style="list-style-type: none"> <li>- Opportunities to introduce low emission vehicles into the fleet; and</li> <li>- Potential to develop integrated ticking and/or a smart travel "App".</li> </ul>		
		Delivery of a refreshed UNIBUS strategy up to 2025.	Travel and Transport Team	Ongoing
Public Transport	Modal Champions and Student Ambassadors	The use of modal champions and student ambassadors will be continued to promote bus travel to / from the university.	TPC	Ongoing
Public Transport	Yellow Bus	BU will continue to work closely with Yellow Bus to ensure that the discounts and fares offered to staff and students remain attractive.	Travel and Transport Team	Ongoing
Public Transport	Free bus pass	The free bus pass initiative currently available for new staff will be expanded to cover those staff who identify bus travel as a potential alternative mode through Personalised Travel Planning.	Travel and Transport Team	TBC
Public Transport	Rail travel	BU will engage with the Business Travel Network with the aim of delivering an 'Easit' style network for large employers in the conurbation.	TPC	TBC
		Easit networks established elsewhere provide employers with a 15% discount on South Western rail fares.		
Parking Policy	Phase One	Establish a digital monitoring system for car parks and permit issuing.	Travel and Transport Team	TBC
		Collect data on car park occupancy and the types of permit issued. Data will be analysed and reviewed and considered to help inform operational and strategic decision making.	Travel and Transport Team	TBC
		The BU Travel Plan group will continue to conduct an annual review of BU car parking pricing which will be linked to the cost of Public Transport.	The Travel Plan Group	Annually

Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
Parking Policy	Phase Two	Introduce changes to permit composition to encourage “occasional use”.	Travel and Transport Team/IT	Summer 2021
		Establish an appeals process to allow those who require an unrestricted permit to be able to demonstrate this need.	Travel and Transport Team	Summer 2021
Parking Policy	Phase Three	Introduce changes to permit eligibility criteria if required following implementation of Phases One and Two.	Travel and Transport Team	TBC
Parking Policy	Student Permit Allocation	Undertake a process of reducing the number of student parking permits which are allocated.	Travel and Transport Team	Ongoing
Car Sharing	Liftshare refresh	Reduce administrative barriers to car sharing through Phase One of the parking policy approach.	Travel and Transport Team	Ongoing
		Continue to use “active matching” approaches and investigate potential connectivity to the parking permit application system, e.g. through interactive mapping.	Travel and Transport Team	Ongoing
		Monitor the use of dedicated car share spaces with the view to providing additional spaces in prominent locations on campus. Over-supply should be avoided.	Travel and Transport Team	Ongoing
		Identification of a mode share champion to help promote car share.	Travel and Transport Team	TBC
		Review parking permit charging with a view to making car share permits more financially attractive than single occupancy vehicle permits.	Travel and Transport Team	TBC
		Exempt car share teams from further permit eligibility changes that may be introduced in Phase Three of the parking policy approach.	Travel and Transport Team	TBC
		Provide car share teams with a small number of single day permits.	Travel and Transport Team	TBC
Motorised Two-Wheelers	Motorcycle parking provision	Monitor and review the supply of motorcycle parking and facilities.	Travel and Transport Team	Ongoing

Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
Motorised Two-Wheelers	User group	BU will continue to facilitate and promote BUMUG and utilise it as a forum to consult with users on measures which could improve their travel experience.	Travel and Transport Team	Ongoing
Motorised Two-Wheelers	Travel to Work loan	Extend the scope of the "Travel to Work" loan to include a £3,000 sum towards the purchase of a motorbike/e-motorbike, as a low carbon alternative to the private car.	Travel and Transport Team	TBC
Operational Travel	Reducing the need to travel	Enable remote working through a rollout of IT facilities such as video-conferencing (e.g. Skype) and adoption of home and flexible working policies.	Travel and Transport Team/IT	TBC
Operational Travel	Business travel	Revise the business travel policy document to include a number of management measures to ensure that BU is maintaining its Duty of Care. This will involve a process of internal stakeholder engagement.	Travel and Transport Team/ Procurement/SUBU	TBC
		BU will promote opportunities for the use of hybrid / fully electric vehicles for business travel journeys.	Travel and Transport Team	TBC
Operational Travel	Deliveries and Servicing	BU will work with suppliers with the aim of limiting the environmental impact of delivery trips.	Travel and Transport Team / Procurement/ SUBU	TBC
		Potential to promote this as a "Living Labs" project (see above).	Travel and Transport Team	TBC
Operational Travel	Visitor travel / events	Expand the existing guide for communicating travel information to visitors into an Event Communication Strategy to be used for large events.	Travel and Transport Team/Events	TBC
<b>Monitoring and Evaluation</b>				
Monitoring and Evaluation	Staff and Student Travel Surveys	Staff and Student Travel Surveys to be administered bi-annually in alternate years.	TPC	Annually
		The travel survey template will be amended to capture further data regarding staff and student travel behaviours and mode share, including a "Travel Diary" element.	TPC	TBC

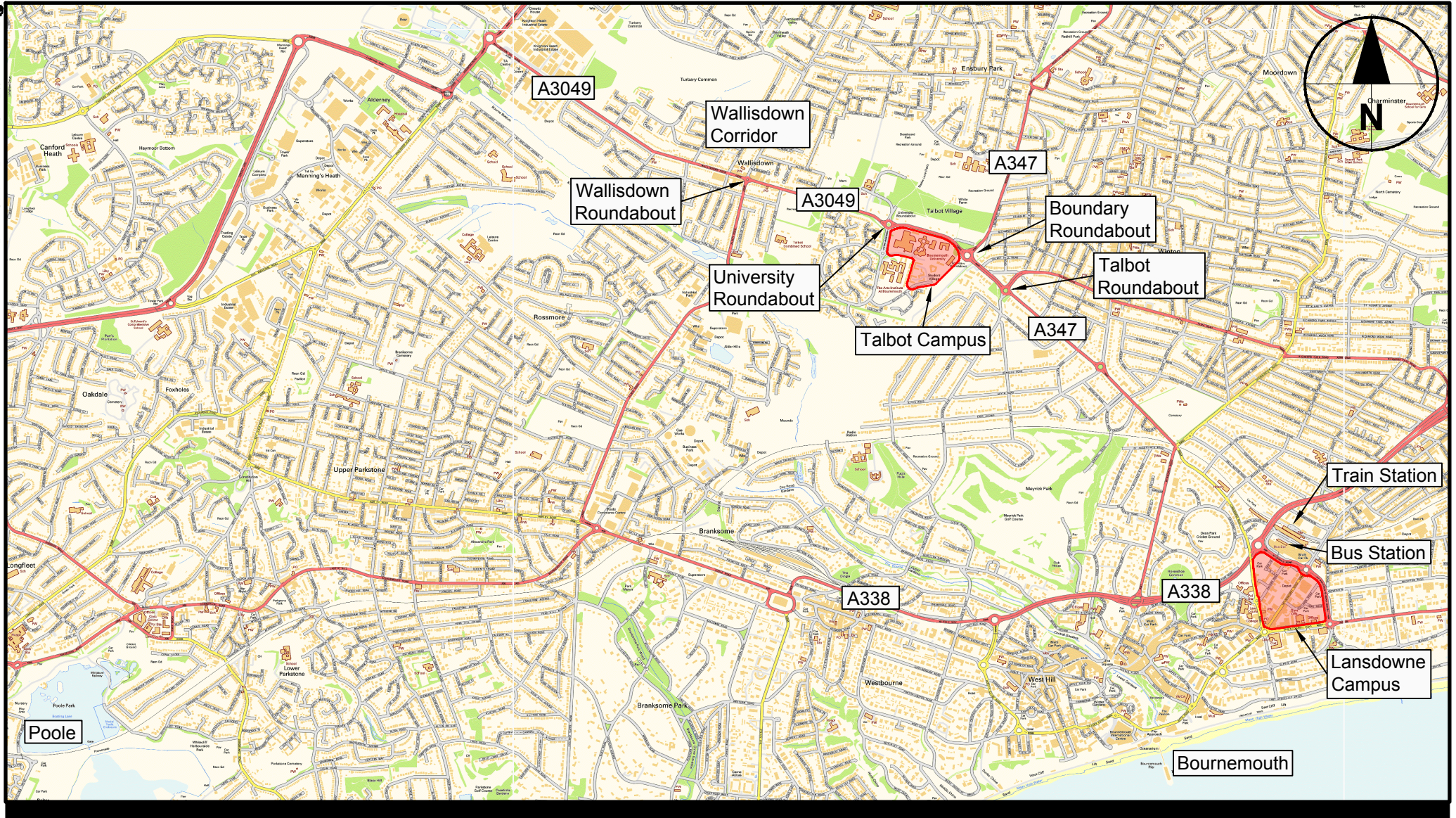


Table 8.1: Action Plan

Topic / Mode	Measure/Initiative	Description	Responsibility	Timeframe
		The staff and student travel surveys will be developed to capture key metrics with regards to commuting and business travel, including information about the vehicle being used to travel (if applicable) and other journey details such as distance and frequency. In terms of business travel, the updated staff travel survey will enable data capture of business journeys which can be cross-referenced with TMC and expense data for emissions reporting.	TPC	TBC
Monitoring and Evaluation	Phase One Parking Policy Approach	BU will integrate the collection of parking data from Phase One into the monitoring strategy to assist in the quantification of TP progress towards targets.	Travel and Transport Team	TBC
Monitoring and Evaluation	Responding to change	The Travel and Transport team will remain engaged with developments in best practice and the industry to ensure that potential external “changes” can be recognised and responded to.	Travel and Transport Team	Ongoing

## Figures





# Bournemouth University

BU Travel Plan 2019-2025

Location of BU Campuses

**AECOM**

Figure: 2.1



## Appendices

## **Appendix A:**

### **Equality Assessment**

## Appendix A: Equality Analysis

Screening	Explanatory Comments
1. What activity is being analysed?	<p>Travel Plan Refresh. The Travel Plan aims to reduce the proportion of people travelling to campus by single occupancy vehicle, and to enhance sustainable transport opportunities, to reduce the carbon footprint associated with travel and transport to/from BU campus sites.</p> <p>A BU Travel Plan has been in place since 2003 and has successfully shaped travel behaviours in a positive way through delivering the necessary measures, initiatives and infrastructure to facilitate a drive towards sustainability.</p> <p>BU undertakes regular monitoring of the Travel Plan in order to measure the success of the plan against established targets.</p> <p>As a major institution and significant travel generator, BU has the responsibility to promote an innovative travel plan which will contribute to addressing challenges associated with travel at a Campus, local and a global level.</p> <p>This Equality Analysis (EA) has been conducted as part of the TP refresh. BU aims to create a work and study environment for students, staff or visitors where different values and beliefs can be freely expressed and openly discussed and will encourage open and respectful debate around equality and diversity issues.</p> <p>An overarching principle of the TP is to reduce the proportion of people travelling by Single Occupancy Vehicle (SOV) and to enhance sustainable transport opportunities. It is recognised that, in the absence of measures to reduce SOV usage, there is likely to be pressure on the availability of car parking. This would result in parking effectively being allocated on a “first-come, first-served” basis to all existing parking permit holders. This has the potential to disproportionately disadvantage groups with relevant protected characteristics. The TP is therefore likely to have an overall positive effect on groups with relevant protected characteristics.</p> <p>However, specific measures and initiatives contained within the TP which have the potential to reduce an individual’s ability to drive to Campus will be reviewed and safeguards put in place to ensure that those with relevant protected characteristics are not disproportionately affected. Likewise, through enhancing opportunities for sustainable transport, the TP will aim to address barriers to using such modes which are likely to be disproportionately experienced by those with relevant protected characteristics.</p> <p>The EA has been conducted in line with BU procedure, which sets out the expectations of BU and the responsibility of the University and staff to ensure ongoing due regard to Equality and Diversity in accordance with</p>

	the requirements of the Equality Act 2010. The EA is a dynamic document that will evolve and undergo review at appropriate points through the delivery of the TP.
2. Who likely to be affected by the activity?	All staff, students and campus users.
3. Who led the analysis?	Richard Wintrip (Estates), Chris Carter (AECOM).
4. Who contributed to the analysis?	BU Estates, Travel Plan Refresh Group.
5. What information has been used to inform the analysis?	<p><b>2017 BU Student Travel Survey responses (967, June 2017) - Demographic summary of responses:</b></p> <ul style="list-style-type: none"> <li>▪ 967 students completed the survey.</li> <li>▪ 99% were full time students.</li> <li>▪ 96% were undergraduate students.</li> <li>▪ 34% belong to the Faculty of Science and Technology, 26% Faculty of Management, 26% Faculty of Media &amp; Communication, 12% Faculty of Health and Social Science.</li> <li>▪ 88% of respondents travel mainly to the Talbot Campus.</li> <li>▪ 68% were female.</li> <li>▪ 92% were between 18 and 24 years old.</li> <li>▪ 50% live in halls of residence, 39% in private rented accommodation and 10% in their own/family home.</li> <li>▪ 5% classified themselves as having a permanent or temporary disability that affects travel options, with 0.45% part of a blue badge scheme.</li> </ul> <p><b>2018 BU staff Travel Survey responses (721, May 2018) - Demographic summary of responses:</b></p> <ul style="list-style-type: none"> <li>▪ 64% of respondents were from the University's professional services; 27% academic staff; the remainder of responses came from affiliate staff; agency and part time hourly paid staff. Academic colleagues were under represented in the survey (academic colleagues make up approximately 47% of BU staff headcount).</li> <li>▪ 59% were female.</li> <li>▪ 51% were between 40 and 59, with 35% between 25 and 39.</li> <li>▪ 47% work at Talbot, 47% work at Lansdowne, 6% of staff were evenly split between Talbot and Lansdowne or work at other sites.</li> <li>▪ 19% of staff travel between campuses at least once a week.</li> <li>▪ 79% are full time staff; 21% work part time.</li> <li>▪ 6% considered themselves to have a disability and 1.5% are registered blue badge holders.</li> <li>▪ 28% of respondents considered themselves to have a caring responsibility: <ul style="list-style-type: none"> <li>- 73% caring for a child under 13.</li> <li>- 16% caring for a friend of family member.</li> <li>- 10% caring for a child 13 to 18.</li> <li>- 1% prefer not to say/other.</li> </ul> </li> </ul>



	<p>The data above will be used to benchmark future travel surveys to ensure that groups with protected characteristics are proportionately represented through the surveys. Future surveys need to be adapted to taken into consideration those with caring responsibilities.</p> <ul style="list-style-type: none"> <li>▪ 2018 Travel Plan stakeholder consultation feedback (100 event responses, 152 online feedback responses).</li> <li>▪ Industry Best Practice.</li> <li>▪ Car parking data – number and location of accessibility bays.</li> <li>▪ BU Estates report on measures to improve campus accessibility.</li> <li>▪ BU 2025 staff and student numbers predicted data.</li> </ul>
<b>Analysis</b>	<b>Explanatory Comments</b>
6. How does the activity promote good relations/equality/inclusion in relation to:	<p>In general, any change in policy which has the potential to reduce people's ability to drive to campus will be reviewed individually against the categories below. The baseline position however, is that without a change in policy, car parking will effectively be allocated to existing permit holders on a first-come, first-served basis, with some permit holders being unable to access parking on some days. A number of people who hold permits do so because of a need relating to a relevant protected characteristic. "Do Nothing" therefore has the potential to disadvantage people with relevant protected characteristics.</p> <p>Some measures will advantage different groups in different ways, with some with relevant protected characteristics not benefitting as much from some measures as others. However, this should be seen in the context of the TP as a whole, which seeks to advance travel opportunities for all campus users and ensure that those that need to drive will be able to do so. Importantly, in improving opportunities to travel sustainably, the Travel Plan aims to address barriers to using such modes. Many of those barriers are likely to be disproportionately experienced by those with relevant protected characteristics.</p>
Age	<p>The policy not anticipated to be an issue in terms of age, although age may be a consideration for some students and staff when considering walking or cycling as sustainable travel choices in relation to physical fitness. The Travel Plan will seek to ensure that appropriate alternative travel modes are available for all. For example, electric bikes can remove many of the traditional barriers associated with cycling (hills, distance etc). There are currently a range of measures within the existing Travel Plan to help staff try and purchase electric bikes.</p>
Disability	<p>Aims to ensure that access to parking is for those who need it most, including those disabilities. The Travel Plan will consider how Travel Plan measures can be made available to disabled students, staff and visitors. For</p>

	<p>example, the UNIBUS service runs a fleet of vehicles which are manufactured to appropriate standards to make the bus fleet accessible to disabled users.</p> <p>The current number of Blue Badge Bays in BU parking spaces is: Talbot Campus 30; Lansdowne Campus 9; Total accessibility bays 39.</p> <p>BU Estates monitors the demand for accessibility bays and is committed to providing accessibility bays in line with local authority parking guidelines (number of spaces and design of spaces). The Estates team have an agreed monitoring methodology to review accessibility bay capacity. This methodology can be summarised as follows:</p> <ul style="list-style-type: none"> <li>▪ The Estates team will undertake regular and frequent monitoring of BU car park accessible parking.</li> <li>▪ If the weekly car parking occupancy is higher than 85% of the total accessible car parking occupancy this will be recorded on the collation sheet.</li> <li>▪ If the 85% threshold is reached on a regular basis, this will act as a trigger for the university to provide additional accessible parking provision.</li> </ul>
Gender Reassignment	Additional or enhanced active travel facilities through the refreshed Travel Plan will need to be considered. The Estates team will take guidance from the BU Gender reassignment policy and procedure when planning and designing enhanced facilities/refurbishing existing facilities.
Marriage and Civil Partnership <sup>1</sup>	n/a
Pregnancy and maternity (including paternity)	Childcare is a relevant factor in allocation of parking permits. Any future parking policy changes need to consider the proportion of students and staff who may be eligible for a parking permit criteria exemption.
Caring responsibilities	<p><b>Caring for a child under 13</b> (73% of most recent staff travel survey) – A parking permit exemption is in place for staff and students who have children under 13.</p> <p><b>Caring for a friend of family member</b> (16% of most recent staff travel survey) - Formal caring responsibilities are considered in the allocation of parking permits, with an exemption in place for carer's who do not meet the parking distance criteria but can evidence one of the following: Carers Allowance Aware; GP letter; Carers Assessment; DLA letter. Staff and students, who can't evidence one of the above, are offered a Personalised Travel Planning session to review the travel challenges they face. The outcomes of this session are used to support potential car parking permit appeals.</p>

<sup>1</sup> Marriage and civil partnership are protected under the legislation but only for the need to eliminate unlawful discrimination in employment.

	<p>The following are considered through personalised travel planning sessions and car parking permit appeals process:</p> <p><b>Caring for a child 13 to 18</b> (10% of most recent staff travel survey).</p> <p><b>Prefer not to say/other</b> (1% of most recent staff travel survey).</p>
Race (colour, ethnic or national background)	n/a
Religion or belief (including non-belief)	n/a
Sex (Female/Male)	<p>Typically, men are over-represented in active travel, and women are over-represented on public transport. The TP will aim to enhance accessibility across each sustainable travel mode. In the 2018 staff travel survey 6% of females cycled to work regularly, while the % of males was 17.4%. The Travel Plan will seek measures to enhance opportunities to encourage a greater number of female staff to try and participate in active travel facilities e.g. female only led-bike rides and bikeability sessions.</p> <p>Data shows that 83% of part time staff are female. Approximately 30% (41 staff members) of part time staff stated that they arrived at work after 9am. There is therefore a consideration for the Travel Plan to monitor and review parking availability for part time staff that have no other realistic alternative to travel to work by car. The Travel Plan sets out a 3 phase car parking strategy which seeks to make finding a parking space easier for authorised permit holders. Phase 1 will seek to achieve this through more robust enforcement of parking spaces to stop unauthorised parking. The Travel Plan also promotes designated lift share bays which provides the opportunity for any permit holder to use the liftshare bays after 10am if available.</p>
Sexual orientation	n/a
7. Does the activity have an actual or potential adverse impact in relation to?	As above, each change with potentially reduces individual's ability to drive to campus will be reviewed and safeguards put in place to ensure that those with relevant protected characteristics are not disproportionately affected.
Age	
Disability	
Gender Reassignment	
Marriage and Civil Partnership <sup>2</sup>	

<sup>2</sup> See note 1.

Pregnancy and maternity	
Race (colour, ethnic or national background)	
Religion or belief (including non-belief)	
Sex (Female/Male)	
Sexual orientation	
8. Comment on the good practice identified	
Allocation of parking will move further towards “needs based.”	
9. Comment on the actions to mitigate actual or potential adverse impact	
<p>As at present, a series of exemptions to permit criteria eligibility restrictions will remain in place, and appeals procedures will be operated. These processes are well established. The TP refresh is going through an extensive consultation process, which seeks feedback from all campus users. This has been a process which is open to all. Furthermore, the Travel Plan Refresh Group has been heavily involved in shaping the direction of the plan and been part of the consultation throughout. This group includes Union representatives as well as members representing a wide range of interests. The process is robust and has attempted to gather and take account of a wide range of views and considerations.</p> <p>Individual policies will be reviewed from an equality perspective prior to implementation.</p>	
10. Decision/Feedback/Approval	Level 1.
10.2 Have you consulted with EDSG?	EDSG will be consulted. Travel and Transport to arrange with Equality Advisor.
10.3 When will the analysis be reported to EDSG?	TBC.
10.4 Which Committee will approve the analysis?	The Estates Executive Committee.
10.5 Date of approval	TBC.
10.6 When and how will the analysis be reviewed?	Post-project review.

Equality Analysis Checklist	
1. Is the activity likely to affect BU students, staff or the wider community? The relevance of an activity to equality depends not just on the number of those affected but on the significance of the impact on them.	Staff, students and campus users.
2. Is the activity likely to affect people with protected characteristics differently?	Potentially. However, this will be predominantly beneficial as it will move allocation of parking towards a more “needs based” approach, in the context of likely pressure on parking in future

	years. It will also address barriers to sustainable transport, which can disproportionately affect people with protected characteristics in a negative way.
3. Is it a major BU activity, significantly affecting how University functions are delivered?	Yes. It affects how people travel to/from campus and has the potential to affect areas such as business travel and staff and student inter-campus travel.
4. Will the BU activity have a significant impact on how other organisations operate in terms of equality and diversity?	Potentially, indirectly. It will aim to advance best practice but will not directly affect other organisations.
5. Does the BU activity relate to an area with known inequalities?	This is arguable. It is forecast that a "Do Nothing" approach will result in parking pressure, which is likely to disproportionately affect some people with relevant protected characteristics. The TP will aim to improve this situation. I'm not sure we can categorically say that there are "known" inequalities at present.
6. Does the BU activity relate to any equality objectives that have been set as part of BU 2025 or Faculty/Professional Services Delivery plans?	

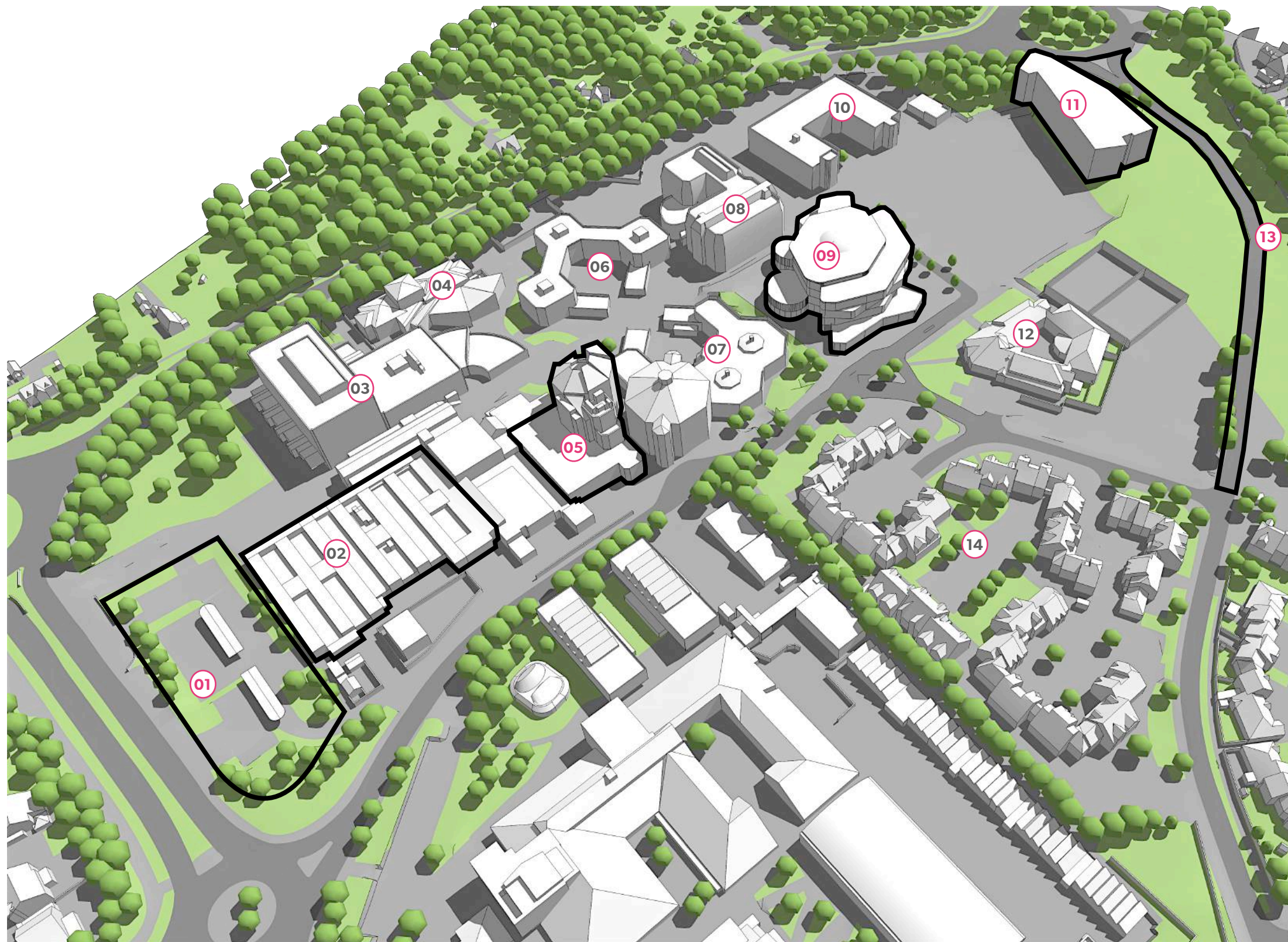
<b>Equality Analysis Programme of Work</b>	
What Equality Analysis have you previously undertaken within in your Faculty and Professional Service?	
What have you learnt/identified/actions taken from your previous analysis?	The need to continue to monitor accessibility parking provision demand; continue to survey student and staff travel survey behaviour on a regular basis and consider protected characteristics.
What new activity will you be undertaking during 2019 will need to be assessed?	Development of revised/new travel policies.
What existing activity will you be undertaking during 2018/19 that will need to be assessed?	Look at future parking policy. Ensure future travel surveys consider benchmark demographics.

## **Appendix B:**

### **EDF1 and 2 Campus Maps**



## Overview Talbot Site: Completion of EDF1



### Talbot Site

#### Key to the campus diagram

1. **Bus Hub**
2. **Poole House South new workshops**
3. **Poole House**
4. **Kimmeridge House**
5. **Student Centre**
6. **Dorset House**
7. **Sir Michael Cobham Library**
8. **Weymouth House**
9. **Fusion Building**
10. **Christchurch House**
11. **Poole Gateway Building (Phase 1)**
12. **Talbot House**
13. **Link road**
14. **Student village**



## Overview Lansdowne Site: Completion of EDF1

### Lansdowne Site

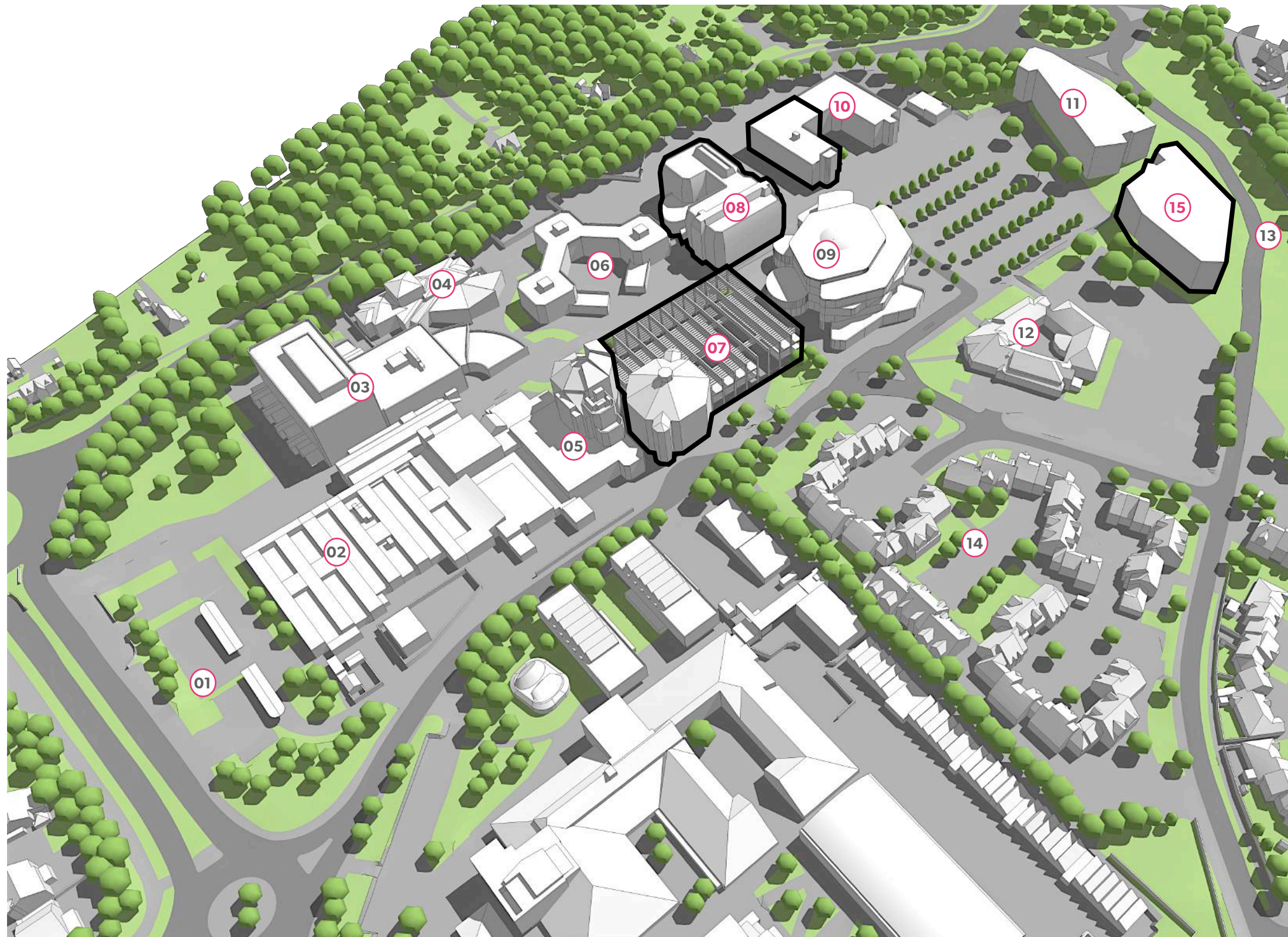
#### Key to the campus diagram

1. Bournemouth House vacated 2019-2020
2. Royal London House vacated 2019-2020
3. Bournemouth Gateway Building
4. Train Station
5. Bournemouth University International College
6. Studland House
7. Executive Business Centre (EBC)
8. Melbury House





## Overview Talbot Site: Completion of EDF2



### Talbot Site

#### Key to the campus diagram

1. Bus Hub
2. Poole House South new workshops
3. Poole House
4. Kimmeridge House
5. Student Centre
6. Dorset House
7. Sir Michael Cobham Library Extension
8. Weymouth House refurbishment
9. Fusion Building
10. Christchurch House part refurbishment
11. Poole Gateway Building (Phase 1)
12. Talbot House
13. Link road
14. Student village
15. Poole Gateway Building (Phase 2)



## Overview Lansdowne Site: Completion of EDF2

### Lansdowne Site

#### Key to the campus diagram

1. Melbury House vacated 2020-2021 (EDF2)
2. Executive Business Centre (EBC) vacated in whole or in part 2024-2025 (EDF2)\*
3. Rationalisation of professional services space within Studland House
4. Train Station
5. Bournemouth University International College
6. Bournemouth Gateway Building



\* 3,000m<sup>2</sup> of new space required post EBC exit  
(location to be confirmed)

## **Appendix C:**

### **Talbot Campus Map**



# Talbot Campus

Bournemouth →

BOUNDARY ROUNDABOUT



## Amenities Key

- Disabled toilets
- Ramp
- Café/Restaurant
- Fire muster point
- Bus stop
- Students' Union shop
- Main reception
- SportBU reception
- Bank/cash point
- Medical centre
- Waste area
- Coach drop off/collection
- Defibrillator
- Baby change
- Changing places facility
- Electric vehicle charging
- Permit holders car parks
- Blue badge car parking
- Pedestrian access
- Bicycle access
- Cyclist shower facilities
- Chaplaincy
- Nursery
- Lift share
- Bicycle parking (covered)
- Bicycle hoops
- Visitor bicycle parking
- Motorbike parking
- 20 minute drop off zone
- Coin/phonocard phone
- Photobooth/train tickets

## Locations Key

- 1 Design & Engineering Innovation Centre
- 2 Estates Office
- 3 Shelley Lecture Theatre
- 4 IT Help Zone
- 5 Open Access Centre
- 6 24 hour computer room
- 7 AskBU at The Base
- 8 Centre for Excellence in Learning
- 9 Global Mobility Hub
- 10 Atrium Gallery
- 11 Staff Centre
- 12 Dylan's Bar
- 13 Sport Performance Laboratories
- 14 Loading Bay
- 15 Lees Lecture Theatre
- 16 Lawrence Lecture Theatre
- 17 Stevenson Lecture Theatre
- 18 Barnes Lecture Theatre
- 19 KG03 Lecture Theatre
- 20 Marconi Lecture Theatre
- 21 KG01 Lecture Theatre
- 22 Students' Union (SUBU)
- 23 Biodome
- 24 Doctoral College
- 25 Global Hub
- 26 Allsebrook Lecture Theatre
- 27 Careers Centre
- 28 Create Lecture Theatre
- 29 Share Lecture Theatre
- 30 Inspire Lecture Theatre
- 31 Peach Tree Room - Student Lounge
- 32 Crime Scene training facility
- 33 Student Hall

## **Appendix D:**

### **Lansdowne Campus Map**



To reach **Lansdowne Campus** from the north or east, leave the A338 at the junction marked Travel Interchange onto St Paul's Road, then take St Swithuns Road. At the roundabout at the end of St Swithuns Road, take the right-hand exit which will bring you onto Christchurch Road (B3066) where the buildings that comprise the campus are located.

From the west, follow the directions to Talbot Campus but proceed past the university on the A3049 (this becomes Talbot Avenue). Next take Wimborne Road (A347), then Lansdowne Road (B3064) to continue onto Christchurch Road (B3066).

There is no student parking at the Lansdowne Campus, although the area is well served by public (pay and display) car parks within easy walking distance of all university buildings.

**Talbot Campus** can be reached from the north or east via the A338 (locally known as the Wessex Way). Take the exit at the Richmond Hill Roundabout (next to the Vitality Insurance tower) and then follow the signs for the university.

From the west on the A35 follow the signs to Bournemouth (A3049), taking the dual-carriageway (Dorset Way) past Tower Park. Talbot Campus is located on the A3049 (Wallisdown Road).

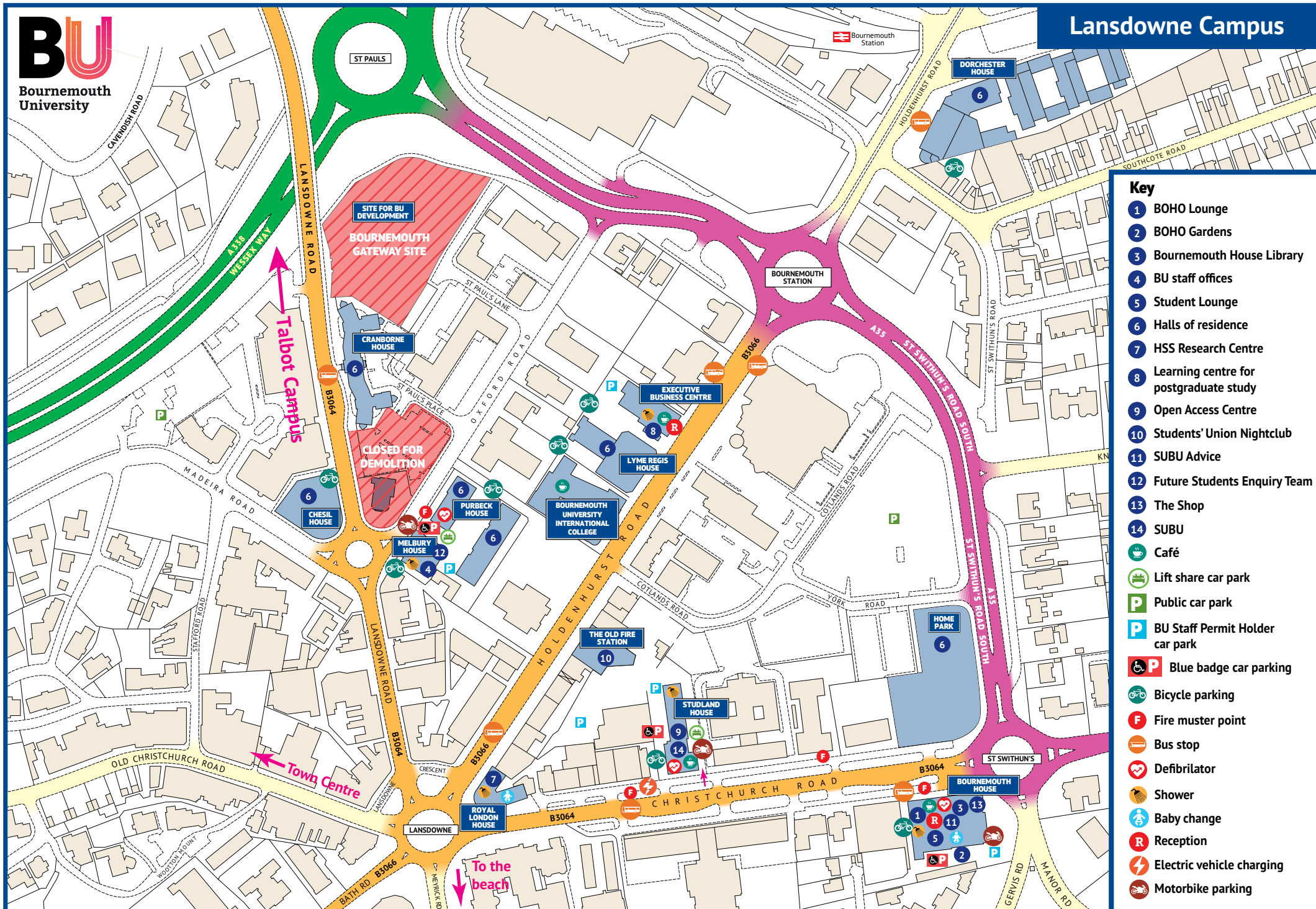
Talbot Campus has a limited number of pay and display visitor parking bays. Student and staff parking is for permit holders only.

# Lansdowne Campus map

Bournemouth House: **BH1 3LH**  
Executive Business Centre: **BH8 8EB**  
Melbury House: **BH8 8ES**  
The Old Fire Station: **BH8 8AD**  
Studland House: **BH1 3NA**  
Royal London House: **BH1 3LT**

**Tel:** +44 (0)1202 969696  
**Web:** [www.bournemouth.ac.uk](http://www.bournemouth.ac.uk)





## Key

- 1 BOHO Lounge
  - 2 BOHO Gardens
  - 3 Bournemouth House Library
  - 4 BU staff offices
  - 5 Student Lounge
  - 6 Halls of residence
  - 7 HSS Research Centre
  - 8 Learning centre for postgraduate study
  - 9 Open Access Centre
  - 10 Students' Union Nightclub
  - 11 SUBU Advice
  - 12 Future Students Enquiry Team
  - 13 The Shop
  - 14 SUBU
- Café
  - Lift share car park
  - Public car park
  - BU Staff Permit Holder car park
  - Blue badge car parking
  - Bicycle parking
  - Fire muster point
  - Bus stop
  - Defibrillator
  - Shower
  - Baby change
  - Reception
  - Electric vehicle charging
  - Motorbike parking

## **Appendix E:**

### **Stage 1 Internal Consultation Summary**

# Technical Note

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Project:	<b>Bournemouth University Travel Plan 2019 – 2025</b>	Job No:	<b>60577993</b>
Subject:	<b>Stage One Internal Consultation: Summary of Responses</b>		
Prepared by:	<b>Matthew Squires (Senior Consultant)</b>	Date:	<b>09/01/2019</b>
Checked by:	<b>Chris Carter (Associate Director)</b>	Date:	<b>09/01/2019</b>
Approved by:	<b>Chris Carter (Associate Director)</b>	Date:	<b>09/01/2019</b>

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## Introduction:

This Technical Note serves as an Appendix to the BU Travel Plan 2019 – 2025, and presents the results of the Stage One internal consultation events held on Monday 8<sup>th</sup> October 2018 at the Talbot Campus and Tuesday 9<sup>th</sup> October 2018 at the Lansdowne Campus.

The primary mechanism through which feedback on the plan was obtained was via interactive exhibition boards which covered a range of key topics including parking management and existing travel issues. In addition to the consultation event held on campus, an online survey was distributed and remained live for a two week period following the events.

## Objectives:

A number of objectives were presented, with respondents asked to state the degree to which they supported each objective. The following objectives were presented:

1. To reduce the number of cars driving to and from BU's campuses.
2. To maximise opportunities for BU staff and students to undertake their travel using sustainable and active travel modes.
3. To limit the environmental impact of BU's activities and be a clean neighbour.
4. To enhance the environment in which we live, work and learn.
5. To minimise BU's carbon footprint.
6. To enable strategic campus development to be delivered in a sustainable and inclusive manner.
7. To be at the forefront of innovations in travel and to make those opportunities easily accessible to staff and students.
8. To link with partners such as BU faculties, industry and local authorities to foster research and development into travel related initiatives and applications and their benefits.
9. To collaborate with our neighbours, the local authorities and other major employers to seek ways to limit the environmental impact of travel.

Table 1 summarises the responses to this question from all respondents.

Table 1: Objectives – All Respondents

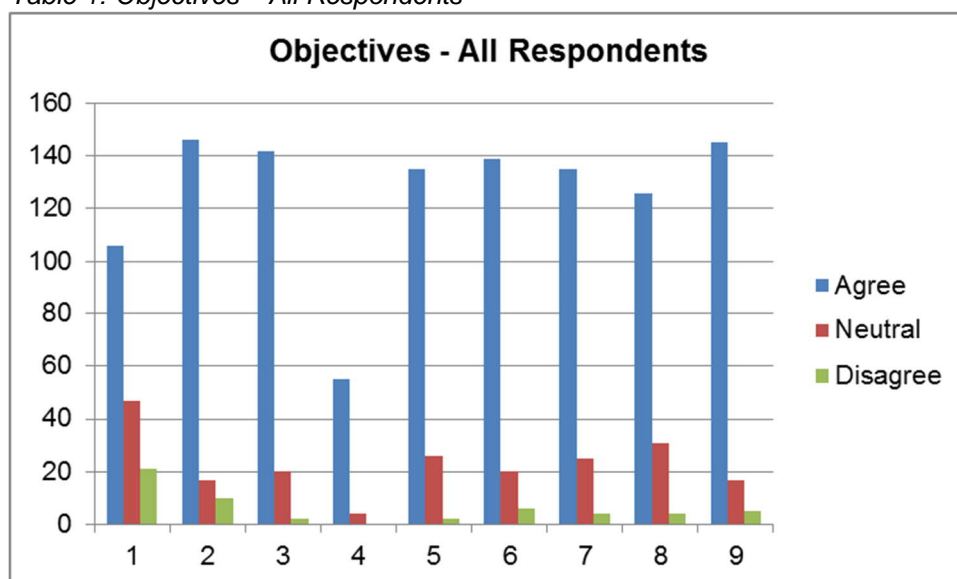


Table 1 shows that respondents were generally favourable to all objectives presented. Objective 4 received the lowest number of responses. There was a level of disagreement with Objective 1, to reduce the number of cars driving to and from BU's campuses, although this was significantly less than those who supported the objective.

### Parking Principles:

Achieving balance between the supply and demand for parking at both campus sites is a key challenge for the upcoming TP period to 2025 and will therefore need to represent a focus of the plan. A series of "parking principles" have been developed which will be used to inform future developments in parking policy. Respondents were asked to identify the degree to which they support each principle.

1. The cost of providing and maintaining parking at the university will be cost neutral. Income from parking charges will as a minimum cover the cost of providing parking at BU. Any surplus income will be re-invested into improving parking facilities and alternative sustainable travel options.
2. With the exception of visitors to recruitment events and essential operational contractor provision, parking spaces at BU will be paid for.
3. Parking at BU will support the operational requirements of the university.
4. The university has no obligation to provide parking for students, staff or visitors.
5. Where possible, the university will seek to prioritise parking spaces for people who need them most.
6. To enable strategic campus development to be delivered in a sustainable and inclusive manner.
7. The university will seek to reduce the demand on parking by providing alternative travel options which are aligned with and contribute to the university's broader sustainable travel agenda.
8. The university will seek to operate an efficient car parking management system, where there is equilibrium between the supply of and demand for spaces.

Table 2 summarises the responses to this question.

Table 2: Parking Principles – All Respondents

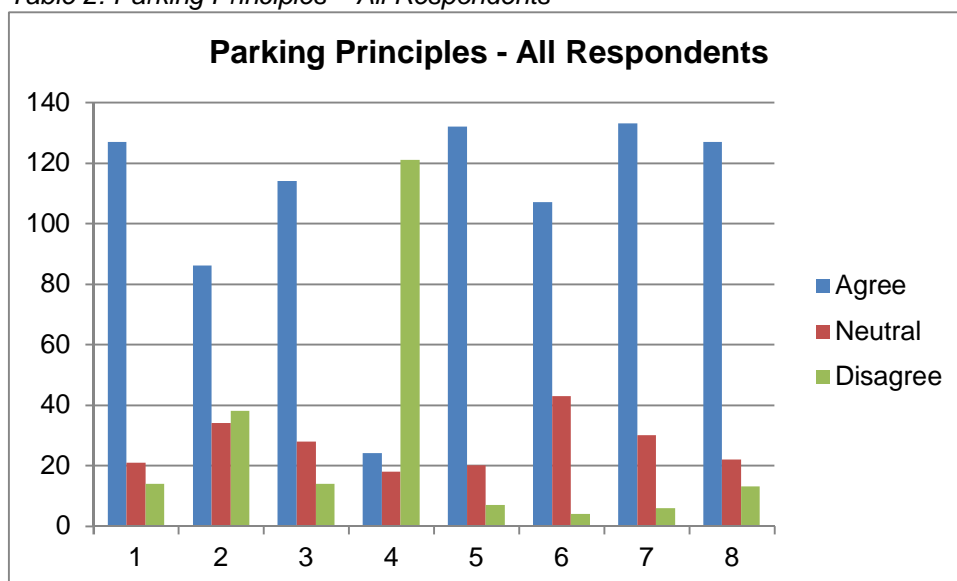


Table 2 shows that the majority of parking principles were supported by respondents, with 1 – “cost neutral parking”, 5 – “prioritising parking for those who need it”, 7 – “sustainable travel alternatives”, and 8 – “parking management to achieve equilibrium between supply and demand” achieving the greatest level of support.

4 – “BU has no obligation to provide parking” was the most unsupported principle, with a high proportion of respondents disagreeing with the statement. There was a material level of disagreement, albeit less than half of the level of support, with 2 – “With the exception of visitors to recruitment events and essential operational contractor provision, parking spaces at BU will be paid for.”

### Parking Solutions:

The existing issue between the supply of parking at both campuses and the prevailing demand was presented at the consultation event, together with an indication of the likely future situation, i.e. demand exceeding supply, following planned staff and student growth.

In response to this, three potential strategic approaches to addressing this issue through parking management were presented. These fall on a spectrum between increasing supply and restricting demand. The approaches were set out as follows:

1. New parking management policies.
2. Better management / enforcement of existing policies.
3. Provide additional new parking.

Respondents were asked to identify which option they prefer, and which campus they are based at. This is particularly useful given the different operational and locational characteristics and challenges between the Talbot and Lansdowne Campuses.

Tables 3 and 4 summarise the responses to this question.

*Table 3: Parking Solutions – Talbot Campus*

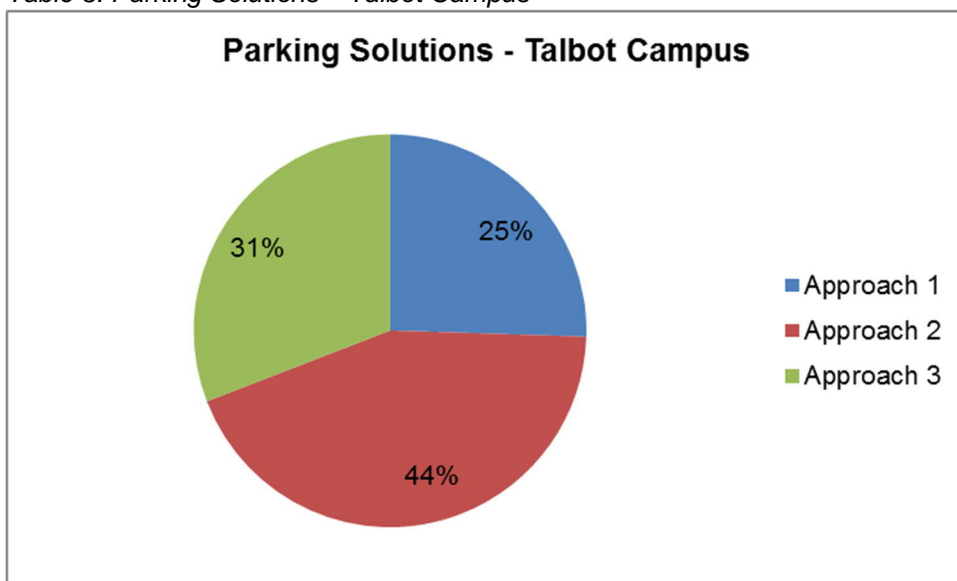


Table 3 shows that, for staff based at the Talbot Campus, 44% supported the better management / enforcement of existing policies. In fact, when comparing a policy-based (Approach 1 and 2) to a supply-based approach (Approach 3), there is a clear majority of support for policy-based approaches.

*Table 4: Parking Solutions – Lansdowne Campus*

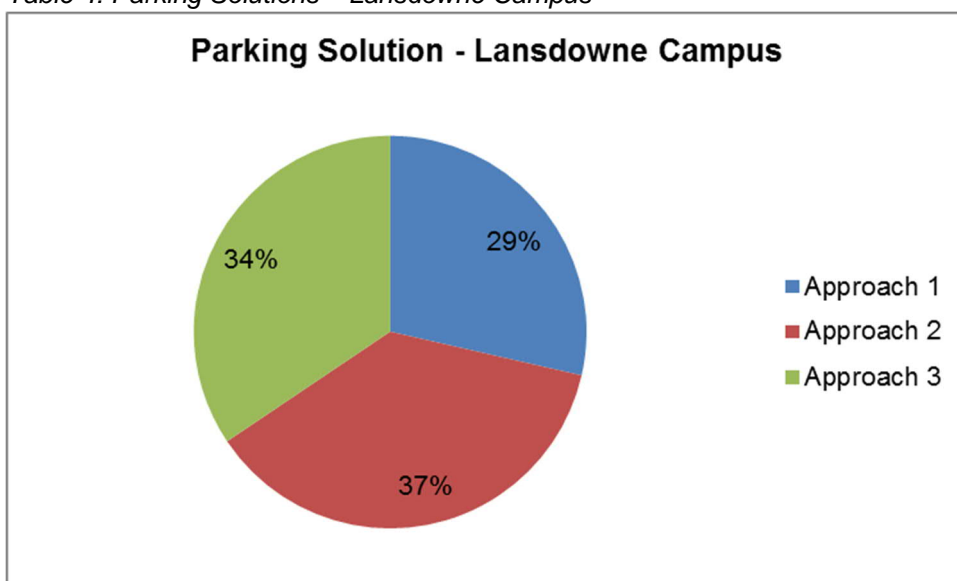


Table 4 shows that, similarly to staff based at Talbot Campus, staff based at Lansdowne preferred an approach towards better management / enforcement of existing policies. However, the majority was less clear – with support for new additional parking. When the responses are grouped according to policy and supply-based approaches to parking, there is a 66% to 34% majority.

### **Specific Measures:**

In order to provide respondents with the opportunity to shape the measures that will be included in the TP, headline measures were presented – some of which BU already provides, and others that are being

considered – and respondents were asked to identify whether they: a) would not use it; b) currently travel by car and would use this instead, or; c) do not travel by car and would use it.

The following headline measures were presented:

1. Use of parking at Talbot Campus as “Park and Ride” for Lansdowne, including free bus travel.
2. Park and Ride scheme which costs no more than either a bus fare or parking permit.
3. Occasional use parking permits to provide parking flexibility rather than paying for full time parking.
4. Incentives to full parking permit holders who use their cars less frequently.
5. Preferential parking spaces for car share teams.
6. Cheaper parking permits for car sharers.
7. Assistance in finding a car share team.
8. Bournemouth-wide bike hire scheme.
9. Cycle safety training.
10. Cheaper Unibus travel.
11. Travel “apps” providing real time information on travel options.
12. Personal travel advice.
13. Trial usage of an electric bicycle.

Those who currently drive to campus were most supportive of incentives to encourage full time permit holders to use their permit less frequently. This includes occasional use permits to provide parking flexibility. For those using other modes to travel to campus, measures relating to sustainable travel were supported. The most popular measure among this group was to make travel by Unibus services cheaper.

## **Summary and Key Themes:**

This Technical Note has provided a summary of the results from the Stage One internal consultation event held on the Talbot and Lansdowne Campuses in October 2018. The consultation exercise also included an online survey which was distributed to staff and students in the week following the campus event.

The purpose of the Stage One internal consultation was to provide staff and students with the opportunity to shape the TP, with their thoughts and opinions captured through interactive exercises covering the key topics relating to the plan.

In relation to objectives of the TP, respondents were supportive of all objectives presented for consultation.

The existing parking situation at BU, combined with the projected increase in parking demand following future planned increases to staff and student numbers, means that achieving a balance between parking demand and supply will need to be a clear focus of the plan. Respondents agree with the majority of principles set out to shape parking policy going forwards, but think that policy should also be based on an obligation for BU to provide parking for students, staff and visitors.

Respondents across both campuses favour a policy-based approach to addressing potential shortfalls in parking, rather than increasing parking supply. This could manifest in a phased approach to changes in parking policy, beginning with better management / enforcement of existing policies, with new parking management policies implemented if necessary.

There is appetite for measures to be implemented that encourage full time permit holders to use their permit less frequently. This could include the increased use of “occasional use” permits. Respondents who travel by alternative modes to the private car expressed support for a range of measures that would make travel by these modes easier or more attractive, with cheaper Unibus travel gaining the most support.



## **Appendix F:**

### **Stage 2 Internal Consultation Summary**

Travel Plan Refresh feedback – consultation 2:

Bournemouth University internal feedback received

Topic	Query	Response
Long distance travel	<p>I have reviewed the document and it is not clear as to your intentions for those of that live a significant distance. We are based at the Yeovil campus and try to only travel when essential to Bournemouth, car sharing when possible.</p> <p>The UPLA team are responsible for practice placements and so come and go at all times of the day. What are the intentions for this type of employee?</p>	<p>The Travel Plan will continue to offer a wide range of realistic and viable alternatives to private car usage, where appropriate. The Travel Plan recognises that for many staff the only viable travel option is their car, due to the nature of the surrounding rural catchment (distance and lack of public transport alternatives). The Travel Plan will ensure that these members of staff are provided with access to a parking permit. Enhancements are also planned to further promote and incentivise Lift sharing, in order to make lift sharing a more attractive option for car users to BU.</p> <p>The proposed parking strategy outlined in the draft Travel Plan aims to provide more robust enforcement of BU parking spaces to ensure that those who have no other option but to drive, will be able to locate a parking space upon arrival at BU.</p> <p>The second phase of the proposed parking policy will aim to reduce the number of days that a permit holder drives to campus. An appeals process will be established to enable those that have no viable alternatives to car travel, to apply for an unrestricted permit, which allows parking on campus 5 days per week (Monday to Friday).</p>
Public transport	<p>While I agree with the principles of the travel plan, for me personal there is an issue regarding the use of public transport.</p> <p>With reference to the journey time by public transport, and the timetable I can see today, the travel from Burton to Christchurch is difficult as the first bus leaves at 09:02, then 10:11, 11:13, 12:41 and 14:41 so to get here in time for start of the working day (8:30</p>	<p>The Travel Plan provides the University with a tool to communicate with local Transport Providers regarding the travel requirements of students and staff, in order to investigate opportunities for enhancements to the local public transport network. Where is not possible for a public transport provider to run a commercially viable service, it is important that the Travel Plan supports students and staff in terms of appropriate travel options.</p> <p>The second phase and third phase of the of the proposed staff parking policy takes into account staff that live outside of a 45 minute door to door public transport journey during peak arrival and departure times. An appeals process</p>

	with availability till 19:00) and the return as they leave Christchurch 09:37, 11:20, 12:27 and 14:20 is impossible.	will be established to enable those that have no viable alternatives to car travel, to apply for an unrestricted permit, which allows parking on campus 5 days per week (Monday to Friday).
Public transport	Concerns about public transport access from Ferndown and a reduced Yellow Buses service	<p>The Bournemouth University Travel and Transport Manager has regular meetings with Yellow Buses to discuss opportunities for enhancements to the Yellow Buses network that would support students, staff and visitors accessing BU campus sites by public transport. Yellow Buses is a commercial bus operation and therefore keen to investigate new opportunities which will add value to their strategic bus network. A good example of this is the extension to the 6 route which from April 2019 will be extended to Wimborne via Merley. BU has previously flagged with Yellow Buses and more bus, that the Merley/Broadstone/Corfe Mullen locations were poorly serviced by public transport to/from Bournemouth University sites. Bournemouth University will continue this proactive engagement with Yellow Buses throughout the new Travel Plan 2019-2025.</p> <p>It is likely that the South East Dorset area will receive a significant funding boost from central government in the summer of 2019, through the Transforming Cities Fund (TCF). A proportion of any funding received is to be targeted at delivering express public transport services from satellite locations such as Wimborne, Wareham and Ferndown. The refreshed Travel Plan recognises that it is important for the university to collaborate with and lobby the local authority to ensure the public transport needs of BU students, staff and visitors are considered in the delivery of any investment projects.</p>
Public Transport	I would like to request that the U2 bus service which runs in term time be extended to run during University vacation periods. I live in the BH14 area which makes it a 3.8 mile journey to Talbot Campus. I do not have access to a car. I walk into work most days and walk home between 2 and 3 times a week. In fine conditions I might use the U2 bus 2-3 times a week but in poor weather I	<p>The U2 was established as a route with the core priority of transporting students based in the Corfe House halls of residence to/from Talbot Campus in time for lectures and seminars.</p> <p>Through the UNIBUS contract, the U2 service has seen the term time frequency increase from hourly to every 30 minutes after an initial pilot was conducted in the spring of 2015. This made the service not only more attractive to students, but also staff members and members of the public.</p>

	<p>might have to use it every day which makes getting to and from work during the vacations problematic.</p> <p>I would like to propose a reduced service during vacations between 8 and 10am and 4-6pm. I look forward to your response</p>	<p>A core principle of the UNIBUS strategy is that the bus service must operate on a cost neutral basis for the university, and this has been achieved in the first two years of the 10 year bus UNIBUS contract, which commenced in August 2016.</p> <p>The UNIBUS service review panel would need to consider the cost Implications of providing a U2 vacation service against the potential passenger demand, and how this would contribute to meeting the objectives of the Travel Plan. The UNIBUS service has a tried and tested method for piloting new/enhanced services. The U3 vacation service is a good example of this.</p> <p>In 2015 the UNIBUS service introduced a similar vacation pilot scheme for the U3 bus service. Analysis of passenger demand during the pilot found that a skeleton service could be justified, consisting of one peak am Talbot inbound only service and one peak pm Talbot outbound service. The U3 vacation service has run since December 2015. The cost of providing this service in 2018/19 is circa £15,000. In April 2019 more bus will commence a pilot to run a full U3 service over the vacation period, funded by more bus. This shows that BU pilot schemes can lead to enhanced pubic transport provision for not only students, staff and visitors, but for the benefit of the local community.</p> <p>It is worth noting that current UNIBUS key card holders can access all more bus zone A network services through their UNIBUS annual key card or benefit from the £1 per trip, pay as you go fare. The 15 service runs through BH14 direct to Talbot Campus, with arrivals at 08:19 and 09:43 during school holiday times. The 17 also connects Poole to Talbot Campus every 30 minutes during this period. Please see <a href="#">more bus timetable information</a> for more detail.</p>
The cost of rail travel	<p>I would fully support any efforts by BU to gain an employee discount on rail travel to campus. This relates to the following point 6.5.12 in the proposed plan</p> <p>“BU will engage with the Business Travel Network with the aim of delivering an ‘Easit’ style network for large employers in the</p>	<p>Thank you for your support. This is an important aspiration of the refreshed Travel Plan.</p>

	conurbation. Easit networks established elsewhere provide employers with a 15% discount on South Western rail fares.”	
Parking Operations	What happens if barriers are not being operated in BU car parks	<p>This is an operational issue, rather than a Travel Plan refresh issue. The first phase of the car parking strategy is due to be implemented in May 2019. This phase will provide a more robust parking enforcement service, discouraging non-permit holders and therefore making it easier for permit holders to find a space. As part of the new contract, automatic number plate recognition (ANPR) technology will be used to validate vehicles authorised to park in university car parks. At Talbot Campus the existing car park barriers in permit holder car parks will not be in operation during core car park hours from 7 May 2019. Instead, the ANPR system will be used to validate authorised car park users. The use of the ANPR technology allows for barriers to be raised. This provides benefits to car park users in terms of better traffic flow during peak times.</p>
Displaced parking impacts	Has the impact of displaced parking been considered in the new Travel Plan?	<p>Throughout the BU Travel Plan 2013-18 period, the university worked closely with local resident groups and local authority councillors and offices to consider the impact of any unplanned parking displacement associated with BU campus sites. In 2016 the BU Travel Plan funded Traffic Regulation Order changes for the Talbot Village Residential area. This resulted in the provision of double yellow lines and roadside signage, aimed at preventing inappropriate parking in the area. The university will continue to collaborate with local residents and the local authority on any future parking issues that may arise from the implementation of the new Travel Plan.</p> <p>BU is fully committed to providing and promoting sustainable travel alternatives to car use with the aim of reducing the numbers and proportions of people driving to Campus. These opportunities are delivered through the Travel Plan (TP).</p> <p>The updated TP is specifically designed to address increases in staff and student numbers on both Talbot and Lansdowne Campuses as a result of planned growth up to 2025, including PGB2. We have ambitious but realistic targets of accommodating increases in staff and student numbers on both</p>

		Campuses whilst balancing demand and supply of parking, as well as a robust action plan of how this will be achieved. We continue to offer a wide range of realistic and viable alternatives to private car usage.
Parking permit criteria	<p>I currently have a parking permit and live just over 2 miles from work.</p> <p>I travel overseas extensively and carry from work to home quantities of equipment from banners, brochures etc. This is not a weight I would manage if travelling by public transport as I have a walk of half a mile from the bus stop to my house.</p> <p>What provision would be made for the transportation of equipment when it is part of my role.</p>	<p>In phase 1 and 2 of the proposed parking strategy there is no change to the current distance eligibility criteria of 2 miles. This means during phase 1 and phase 2, staff will still be eligible for a parking permit if they live more than 2 miles from their main place of work, although in phase 2, the number of days that staff can park on campus in average week will be reduced by 1 day, unless the staff member meets one of the exemption criteria listed.</p> <p>If the phase 2 parking strategy does not deliver the necessary modal shift as evidenced by the proposed Travel Plan monitoring mechanism, a phase 3 of the parking strategy will be implemented. During phase 3, the parking eligibility criteria for staff will be changed from a 2 mile road distance to a 45 minute door to door public transport journey time. Staff that did not qualify for a permit under the new criteria will be able to apply for an exemption as described, or submit an appeal on the grounds of an exception to the criteria. At present the staff parking appeals process does consider the carrying of heavy/bulky items as a possible exception to the parking criteria, providing appropriate evidence can be submitted. This process will remain in place. Please see the <a href="#">parking permit appeals process</a> .</p>
Equality Analysis	<p>Your equality analysis is missing from the plan that has been made available.</p> <p>I would like to comment on the plan, but require the full equality analysis to do so.</p>	<p>This was to be included in the final plan as an appendix. The current version has been shared with the BU Dignity and Equality Group for approval (please see attached document).</p>
	<p>My initial impression is that the EA requires some refinement and enhancement.</p>	<p>The Equality Assessment has been updated to address these points.</p>

	<p>I could find no reference to Carer responsibilities other than child care</p> <p>I would like to see a clearer commitment within the EA to commit to and provide a methodology for reviewing the number of accessibility bays provided within BU car parks.</p>	
	<p>In terms of gender, the reduction of car park permits/spaces could have an adverse effect on female staff – one example of this is - because more women work part time and therefore may be travelling to the campus outside of normal core time and therefore, more difficulty in parking.</p>	<p>The Equality Assessment has been updated to flag this issue for consideration.</p>
Lift share	<p>The new plan mentions some plans for a reduced lift share permit cost. Will this be available to BU permit holders who currently lift share but not with another BU lift share member?</p>	<p>Thank you for raising this query/need. The new Travel Plan will continue to promote and incentivise lift sharing as a sustainable travel option mode. It is recognised that the previous Travel Plan was unsuccessful in changing staff travel behaviour from single occupancy car travel to lift sharing. The refreshed Travel Plan provides an opportunity for the university to consider alternative 'platforms' to facilitate lift sharing. A consideration of any future lift share platform will be technology and how it can be used to evidence that BU staff are lift sharing on their journeys to/from campus sites with other BU lift share members or non-BU lift share members. Technology in this area is progressing at pace and the BU Travel and Transport team will continue to review and consider any options available to facilitate this need. Any measure introduced will only succeed if it works for the end user, so we will look to implement a lift share workshop early on in the delivery of the refreshed Travel Plan to look at innovative ways to support, promote and incentivise lift sharing for staff and student parking permit holders. An aspiration of this workshop would be to involve current and potential BU staff and student lift sharers.</p>
	<p>I would like to see a review of lift share eligibility criteria for staff that live within 2 miles to be able to lift share to campus. A potential pilot offering a capped number of</p>	<p>The Travel Plan Refresh group will ask the Travel Plan Implementation Group to consider an appropriate pilot scheme as requested.</p>



	these permits (limited by the number of lift share bays) for lift share groups of 3+.	
Parking Principles	Concerns regarding parking principle 2, specifically where it may have an effect on engagement with those external to BU in the evenings, which included paid for events and conferencing as well as recruitment events.	<p>Parking Principle 2 updated to address concerns:</p> <p>Parking spaces at BU will be paid for by the user as a default, with exceptions reviewed and approved annually by the Travel Plan Group. Examples of exceptions would include, but are not limited to: visitors to Tier 1 and Tier 2 events, as defined by the <a href="#">BU Space prioritisation policy</a>; essential operational contractor provision.</p>
	Concerns regarding parking principle 4, needs to cover accessibility and statutory requirements.	<p>Parking Principle 4 updated to address concerns:</p> <p>The University has no obligation to provide parking for students, staff or visitors, with the exception of accessibility needs and other statutory requirements.</p>

## **Appendix G:**

### **Stage 1 and 2 External Consultation Summary**

Project:	<b>Bournemouth University Travel Plan 2019 – 2025</b>	Job No:	<b>60577993</b>
Subject:	<b>Stage 1 and 2 External Consultation</b>		
Prepared by:	<b>Chris Carter (Associate Director)</b>	Date:	<b>03/06/2019</b>
Checked by:	<b>Matthew Squires (Senior Consultant)</b>	Date:	<b>03/06/2019</b>
Approved by:	<b>Chris Carter (Associate Director)</b>	Date:	<b>03/06/2019</b>

## Overview

Local Authority engagement has informed the development of the Refreshed Travel Plan. The engagement has been carried out in two stages. Stage One involved meeting with key officers to inform them of the project, discuss key issues and opportunities, hear Officers' views, and identify potential synergies with their plans and programmes. Stage One happened at an early stage in the project, allowing views to be taken on board and used to shape the refreshed Travel Plan. Stage Two involved the presentation of a comprehensive draft Travel Plan for comment and discussion.

## Stage One

BU Estates, and AECOM as their travel advisors, met with Bournemouth Borough Council (BBC) and Borough of Poole Council (BoPC) on 10<sup>th</sup> August 2018 to carry out the Stage One meetings. The meetings started with BU providing an overview of BU2025 and campus development aspirations, historical context to the Travel Plan and achievements to date and setting out the proposed project programme. Discussions on objectives and measures then followed. The following sections summarise the key points from those meetings that are relevant to the Travel Plan refresh.

### *Borough of Poole Council*

- BoPC is very positive about the success of the TP to date and BU's commitment to sustainable transport. Confident that the good work will continue.
- BoPC had questions on the effect on travel demand of such factors as:
  - Brexit and numbers of international students. BU stated that this was a relatively small proportion of BU students and BU is reasonably protected from international recruitment issues.
  - Would BU2025 alter student catchments. BU considers this unlikely as targeted growth in student numbers is relatively modest.
  - Would some faculties moving from Lansdowne to Talbot increase the need to travel? BU stated that an aim was to consolidate faculties onto a single campus, reducing the need to travel between campuses during a day.
  - Increase in number of purpose-built student beds in Lansdowne. This is likely to be positive in terms of students' access to high frequency bus routes, although the ability of public transport infrastructure to accommodate this will need to be carefully considered.
- BU stated that the Travel Plan and its review mechanisms will need to be sufficiently robust to adapt to external changes if and when they arise.
- BoPC asked why the "launch" of the Travel Plan was in May. BU stated that this was effectively a "soft launch" date to have all approvals in place, allowing preparations to be made to hit the ground running at the start of the next academic year.
- BoPC asked whether start times on campus could be staggered to spread travel demand, particularly on buses. BU stated that this was a consideration, but that there are wider operational issues.

- Equalities was discussed at length, particularly in relation to car parking and public transport. Measures in the TP need to be “fair”. BoPC considers that parking charges should reflect the full cost of providing parking and should not be subsidised. This effectively means that people who don’t drive are subsidising those that do. Driving and parking should not be seen as the cheaper option in comparison with public transport. General support for measures that make bus travel or car sharing more financially attractive than driving on their own.
- BoPC supports measures which would make people think about their travel choices on a daily basis and discourage people from driving on days when they do not have a need to.
- BoPC recognised the challenges in encouraging car sharing. It is clear that BU has invested heavily in car sharing, but results had not been as positive as expected, and BoPC asked whether it was cost effective to do so considering limited success thus far.
- BoPC has an ambition for a SMART travel card/app which integrates the full system of two bus operators and a train operator. BoPC requested that the Travel Plan could “support and assist the Local Authorities in developing a multi-modal travel card”.
- BU asked about the monitoring regime. BoPC stated that the current programme of staff and student surveys in alternate years was appropriate. BU mentioned that there were pedestrian and cycle counts undertaken at Talbot and asked if this data would be of use to BoPC. BoPC agreed that they could host that data and provided contact details.
- Draft TP objectives were broadly supported, particularly commitment to work with partners and to work on research and development.
- Potential for electric buses was considered. This is an aspiration, but infrastructure costs are high. It is not something which BU could achieve on its own. The Transforming Cities Bid could be a potential opportunity for electric buses.
- Meeting closed with BoPC re-iterating that the current travel plan is excellent and has achieved incredible results.

## *Bournemouth Borough Council*

- Generally positive on the travel plan results to date. BBC are interested in staff and student numbers and how that equates to the numbers of BU staff/students driving and taking the bus each day. There followed a discussion on numbers, albeit the complexity of how university courses work and how numbers are recorded means that the number of students enrolled on a course does not necessarily equate to the number of students attending campus on any given day.
- Progress in reducing car driver mode share has been good, although targets have not been hit as lift share has not been as effective as intended.
- BBC asked if BU has plans to increase parking at Lansdowne. BU outlined the permit system and stated that BU has circa 380 parking spaces at Lansdowne. BBC stated that they have done a parking strategy for the town centre and are under pressure to maintain parking levels.
- BU set out the project programme and Local Authority engagement points. BBC asked if a more regular meeting could be set up with closer engagement at an operational level.
- Synergies were discussed. BU has resources which would be useful to BBC in promoting the sustainable travel agenda. This includes marketing, filming and science and technology. For example, BBC needs to produce a Smart Cities marketing and promotion video. BU was keen for collaboration to occur and saw benefits to students on the relevant courses.
- Review mechanisms were discussed. BBC considers it important for the Travel Plan to include a comprehensive review mechanism. This would enable objectives to be reviewed as well as measures. There is significant potential for external factors to change travel patterns and opportunities and the Travel Plan needs to be agile to that. A mechanism to review the TP as and when required should be included.

- BBC also stated that the monitoring process should provide the Local Authority with sufficient visibility that the TP was being reviewed.
- Draft TP objectives were broadly supported, particularly commitment to work with partners and to work on research and development.
- BU raised the matter of significant volumes of student applications being made in Lansdowne and elsewhere and stated the importance of securing sufficient sustainable transport infrastructure through planning. BU regularly reviews and makes operational changes to bus routes to accommodate growth in student accommodation. However suitable bus stop infrastructure needs to be secured and delivered through the planning process. BU made the clear distinction that student accommodation development is not undertaken by, nor commissioned by, BU, but by third party providers. Following discussion, it was agreed that BBC would consult with BU as part of the planning process to ensure that proper consideration of bus operations was undertaken. BBC is happy to engage with BU on how planning obligations can be secured from student accommodation applications.
- BU discussed the potential implementation of ANPR technology. This will have benefits in terms of data collection and administration of the permit system. It also provides opportunities in terms of flexibility in parking management policies available to BU. This was supported by BBC, including any measures that encouraged regular drivers from travelling sustainably on some days.
- BBC asked about whether there were sufficient cycle facilities, including parking, showers and lockers. It was also asked whether there is suppressed cycle demand due to lack of facilities. BU stated that the evidence suggests that there is spare capacity in the facilities but also that there is an intention to invest in cycling through the EDF.
- BBC asked about budgets for the Travel Plan. BU confirmed that the Travel Plan has adequate funding.

## *Key Messages*

- Keep up the good work!
- There is a lot of uncertainty in the world at large. Ensure that monitoring and review mechanisms allow the TP to adapt to, and capitalise on, external issues and opportunities.
- Do everything you can to re-balance the attractiveness, financial or otherwise, of bus travel and car sharing, in comparison with car driving. Parking management is a key policy lever to influence this.
- Encourage people to make travel decisions on a daily basis, and not drive every day as a default because they already have a permit.
- Collaborate closely with Local Authorities, including on wider opportunities such as Transforming Cities and Smart Travel Cards/Apps.
- Harness the skills of the academic faculties to work with Local Authorities to support developments in travel technologies.

## **Stage Two**

A draft Travel Plan and summary document was provided to Officers of BBC and BoPC prior to separate meetings with each council, which were held on 29<sup>th</sup> March 2019. The key points from each meeting were as follows.

### *Bournemouth Borough Council*

- BBC welcomed the comprehensive provision of information and requested that BU talk them through the key elements. It was particularly good that data on the history of the TP and progress against targets to date was stated up front.

- Targets: BBC stressed that they needed to be realistic and achievable. BU described the analysis on parking occupancy, permit eligibility and public transport accessibility which had taken place, and how that related to target setting. It was felt that the targets identified were both sufficiently ambitious and achievable.
- Cycling: BBC were keen that the TP includes information on cycling infrastructure. BU stated that a table setting out proposed active travel investment is a work in progress and will be included in the final document. It was welcomed that recent cycle occupancy surveys were included.
- Parking: The phased approach to parking was supported and viewed positively.
- Monitoring: Agile approach to monitoring and review was supported. This included support for the more in depth “travel diary” approach to travel surveys.
- Collaboration: BBC supports the principle of regular strategy level engagement between BBC and BU, as well as developing the Business Travel Network to be a more interactive forum. However, there are a number of uncertainties in resourcing due to the combined authority merger. BBC requested that BU waits 6-9 months before following this up.
- BBC stated that they consider BU's Travel Plan to be exemplary and they regularly use it as an example of Best Practice when talking to other organisations.

## *Borough of Poole Borough Council*

- General support for the work done by BU to date regarding sustainable travel.
- Agree with car driving reduction targets.
- Active Travel: BoPC consider that the aspirations regarding active travel could be more ambitious. The measures proposed are suitable, but the indicators proposed in chapter 4 for increases in sustainable modes are only moderate. This is particularly important regarding the health agenda and the benefits that active travel can have in this respect. There is a possibility that the quality of the bus service has been a victim of its own success in terms of limiting increases in active travel mode shares. It was agreed that the promotion of the health benefits of active travel would be strengthened and that qualitative language be included regarding the indicators that further increases in active travel mode share would be sought. The measures themselves do not require amending.
- Support for the phased approach to parking management. The data potential of ANPR was particularly interesting to BoPC.
- Support for the collaboration and engagement approach, although BBC's reservations regarding resourcing and uncertainty were reiterated.
- Positive about the travel plan as a whole, and that it represents a suitable continuation of BU's sustainable travel commitments.

## *Key messages*

- Overall support for the Travel Plan as presented. Recognition that BU's Travel Plan is exemplary, and the current iteration continues that approach.
- Both BBC and BoPC want the TP to be strong on Active Travel. There is a recognition that the measures proposed are appropriate, but that the ambition of the Travel Plan should be enhanced in terms of increases in walking and cycling. The benefits in terms of health and wellbeing should be promoted.
- The approach to target setting is welcomed as both ambitious and achievable.
- The approach to parking management is suitable.
- The highways authorities agree with the enhanced collaboration proposed in the TP. However current resourcing and organisational uncertainty are likely to delay this in practice.

