St Mary's University College Travel Plan

St Mary's University College

Waldegrave Road TW1 4SX

Version 6 - Updated February 2011

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Statement of commitment

St Mary's University College is fully committed to this Travel Plan and to the over-arching objective which is *'To encourage students and staff to use more sustainable ways of travelling to campus, through improvements in the quality of provision, the more effective promotion of the alternatives and by engaging more with students to develop potential Improvements to travel opportunities both on and off campus.'*

We are already committed to improving the options available for staff travel and to addressing environmental issues on the campus. As an education provider this Travel Plan extends our commitment to our students beyond simply the delivery of teaching. It enables us to take a more positive role in encouraging them to be more active, healthier and as a result, more receptive to learning.

We are confident that in pursuing our Travel Plan objectives, we will ensure that the University College remains an attractive and pleasant place to study, for our current students and those who want to study with us in the future.

We look forward to the challenges ahead and to working with our students to bring the measures included within this plan to fruition.

1.   Introduction

1.1   Introduction of Travel Plan

1.1.1   A Travel Plan is a long term strategy for managing transport to our sites (including staff journeys, student travel to and from campus, business travel, visitors and deliveries) in a more sustainable way. The Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.

1.1.2   This Travel Plan will provide an overview of the current situation and transport arrangements at our site. It will set out measures which we will introduce in order to meet our Travel Plan objectives.

1.1.3   This document will be reviewed on an annual basis, reflecting that travel planning is a continuous process for improvement, requiring monitoring and revision to ensure it remains relevant to our organisation and those using the site.

1.1.4   Our main reasons for implementing a Travel Plan are:

- Encouraging students and staff to use more sustainable ways of travelling, particularly walking and cycling;

- Increasing site accessibility and transport options for both students and staff;

- Managing student and staff car travel to the University College;

- Encouraging the reduction in single occupancy car trips to the University College;

- Fulfilling the Corporate Social Responsibility of our organisation;

- Wishing to be a 'good neighbour';

- Improving staff and students health through the promotion of walking and cycling.

1.2   Policy

1.2.1   The Government has established the need to reduce car dependency and increase travel choices through key guidance in the Transport White Paper, Road Traffic Reduction Act and the Planning Policy Guidance 13 (Transport). For further information please see the following website;-

http://www.communities.gov.uk/publications/planningandbuilding/ppg13

1.2.2   At the regional level Travel Plans form an important component within the travel demand management strand of Transport for London's strategy for securing sustainable and continued economic growth for the Capital. This Travel Plan was prepared in accordance with 'Guidance for workplace Travel Planning for Development'. Further information can be found at:

http://www.tfl.gov.uk/assets/downloads/corporate/Guidance-workplace-travel-planning-2008.pdf

1.3 Partners

1.3.1 St Mary's University College has been working together with SWELTRAC and Smarter Travel Richmond upon Thames to develop this Travel Plan.

1.3.2 SWELTRAC is a proactive transport partnership covering South & West London. SWELTRAC works closely with Transport for London and local authorities to implement measures to promote the use of public transport and improve the accessibility and passenger experience of using trains, buses and other forms of more sustainable transport. SWELTRAC Travel Plan Co-ordinators assist businesses and other organisations in developing Travel Plans across five boroughs in South and West London including London Borough of Richmond upon Thames. More information regarding SWELTRAC can be found at the following website;-

http://travelplans.sweltrac.org.uk

1.3.3 Smarter Travel Richmond upon Thames is a partnership between Transport for London (TfL) and the London Borough of Richmond upon Thames. Richmond currently ranks 23rd out of the 33 boroughs for transport-related carbon dioxide emissions in the Capital, and 88 per cent of residents find traffic to be a problem in the borough. The Council is aiming to become the greenest borough in London by 2012. All of this should help save 23 tonnes of CO_2 in the borough every day, as well as reducing congestion and improving local air quality. For more information about Smarter Travel Richmond please see; -

http://www.smartertravelrichmond.org/Home.aspx

1.3.4 St Mary's is also a member of the Teddington Travel To Work Network which consists of 12 organisations that work together to provide their organisations with better facilities and initiatives to help staff travel to Teddington more sustainably. Further information is available at:

http://teddington.sweltrac.org.uk

1.3.5 We are grateful to representatives from Strawberry Hill Residents Association for reviewing this plan and for monitoring its delivery.

2. Existing travel situation

2.1 Staff, Student and Visitor Numbers

2.1.1 The table below shows the breakdown of staff (March 2009 survey figures), number of students and visitors to the site. The total excludes casual staff and visiting lecturers.

2.1.2 The survey of student travel patterns was conducted during the September 2009 enrolment. This focused on undergraduates and Teacher Training students which together represent the vast majority of the student body. The total of these was 3,150 (consisting of undergraduates and Ppost graduates as sourced from Registry) which represents the maximum population for this survey. The University College is seeking to expand both the population surveyed and the response rate by future utilisation of electronic data capture.

Number of full-time staff	301
Number of part-time staff	184
Number of shift workers (Included in full-time numbers above)	14
Number of staff employed on site in total	**485**
Number of full-time students	**3150**
Number of visitors weekly (Approximately 200 visiting lecturers)	200

2.1.3 St Mary's University College has one main campus at Strawberry Hill, sports grounds at Broom Road Teddington and a 70 bed accommodation unit in central Twickenham. The table below shows the operational hours for the main campus only.

Hours of operation	The site is residential so it is accessed 24 hours a day 7 days a week with catering provided
'Core' hours	Core office hours are between 07:00 and 19:00, although some lectures and other use of sports facilities outside these times.
Security and domestic hours	Shifts are of 12 hours with an average of 3 people average on a shift.

2.2 Site location

2.2.1   The University College can be accessed from Waldegrave Road via two entrance/exits. There is gated access to Clive Road which is used on a minimal number of occasions per year.

2.2.2   At the main campus site there are 660 students in residential accommodation

Figure 1: St Mary's University College location

Source: Microsoft MapPoint 2009

2.3   On site facilities

2.3.1   The following facilities are available on site (subject to variation depending upon maintenance works).

Car parking – The demand for car parking exceeds capacity, as a result overspill parking is observed in surrounding roads. Priority is given to staff applying for an annual permit who meet the criteria of the Green Travel Plan.	
No. of all parking spaces	214
No. of staff parking spaces	151
No. of student spaces	10 – Student with disabilities (permit holder) bays
No. of visitor spaces	35
No. of disabled spaces	7
No. of car share spaces	No current dedicated spaces –although priority is given during allotment of annual permits
No. of pool car spaces	2
No. of fleet vehicle spaces	6 (to include contractors)
No. of other spaces	3 (Medical support staff)

Car sharing – St Mary's is a member of the Teddington Car Share Scheme (http://teddington.liftshare.com).	
No. of staff who car share	10
No. of members of car share scheme	12

Car clubs	
No. of spaces	2 Streetcar parking bays as at February 2011

Fleet vehicles – The organisation has an environmental purchase policy for the vehicle fleet.	
No. of all fleet vehicles	4
No. of electric fleet vehicles	2

Cycle storage – In areas of central access or near the accommodation blocks and at the main entrance. Some are overlooked by CCTV, lit and/or covered.	
No. of cycle stands (total)	152 (plus 20 due for installation once planning permission granted)
No. of Sheffield stands	121

Pool Bikes – Available to staff. Maintained the Facilities Department..	
No. of pool bikes	4 Planning to purchase further staff pool bikes once the new cycle stands have been installed as at 18 February 2011

Incentives for cyclists	
Mileage allowance	20p
Salary Sacrifice Scheme	Yes – Cyclescheme (40 currently), details are available on the Staff Portal
Cycle training	Yes – in 2008, 2009 and 2010. Training needs reviewed on an ongoing basis

Showers – Available to staff and students at the Main Campus, excluding those in residential accommodation units.	
No. female showers	7
No. of male showers	8
No. of shared showers	1

Lockers and drying facilities – Available to staff and students.	
No. of staff/student storage lockers	40
No. of drying facilities	Provided via the Campus Laundrette

Motorcycle use – Available to staff and students.	
No. of parking spaces	15
Mileage allowance	24p

Pedestrian facilities	
Paths and Roads	Footpaths on the site are managed by the Facilities and Estates teams. They are generally lit, in a good state of repair, overlooked by CCTV, have safe road crossing points with dropped kerbs and some tactile pavements. There is an ongoing programme for upgrading the pedestrian pathways and roadways, together with a programme for upgrading the lighting across the campus

Public Transport Incentives	
Season ticket loan available to staff	Yes
Park & Ride	No
Shuttle services	No

2.4   Transport access and information

2.4.1   The St Mary's website provides links and information on the availability of public transport, cycle and pedestrian routes. Detailed information about public transport routes and timetables can be viewed on the St Mary's website: http://www.smuc.ac.uk/contact/directions.htm

Buses	
Route 33: **24hr Bus** (Hammersmith Bus Station – Fulwell via Barnes, Richmond, Twickenham York Street, Teddington High Street) **Nearest bus stop:** St Mary's College stop, which is just outside of main reception **Route R68:** (Kew Retail Park – Hampton Court Rail Station via Richmond Station, Teddington High Street) **Nearest bus stop**: Michelham Gardens, which is on Strawberry Vale.	**Spider map from Strawberry Hill:** http://www.tfl.gov.uk/tfl/gettingaround/maps/buses/pdf/strawberryhill-13409.pdf **South West London Bus Map:** http://www.tfl.gov.uk/assets/downloads/south-west-london-bus-map.pdf **Journey Planner:** http://journeyplanner.tfl.gov.uk/ **Bus timetables are available on the TfL website:** http://www.tfl.gov.uk/gettingaround/default.aspx **For the 33 bus route:** http://www.londonbusroutes.net/times/033.htm **For the R68 bus route:** http://www.londonbusroutes.net/times/R68.htm

Trains and Underground	
The nearest rail station is at Strawberry Hill. St Mary's is a five minute walk from Strawberry Hill station. After leaving the station, walk past the Post Office on your left and take the second road on your right, which is Waldegrave Gardens. At the end of Waldegrave Gardens, turn right onto Waldegrave Road and St Mary's Main Reception is on your left.	www.nationalrail.co.uk
The nearest Tube station is Richmond served by District Line.	http://journeyplanner.tfl.gov.uk/ http://www.tfl.gov.uk/assets/downloads/standard-tube-map.pdf

Cycling	
There are various cycle routes running through Teddington. An official cycle route runs along Strawberry Vale and Manor Road. There are also attractive routes for cyclists running through Bushy Park and along the towpath. It is also proposed to expand the network of routes on quieter side roads. A significant weakness with current provision and the future proposals is the lack of a formal route through the centre of Teddington, linking the station and businesses to the existing routes through Bushy Park, the Strawberry Vale/Manor Road route, and providing better access to the towpath	TfL map 9 shows local cycle routes. Copies can be requested online or via phone (020 8312 7950) **TfL cycle route planner:** https://www.tfl.gov.uk/tfl/roadusers/cycling/cycleroutes/default.asp

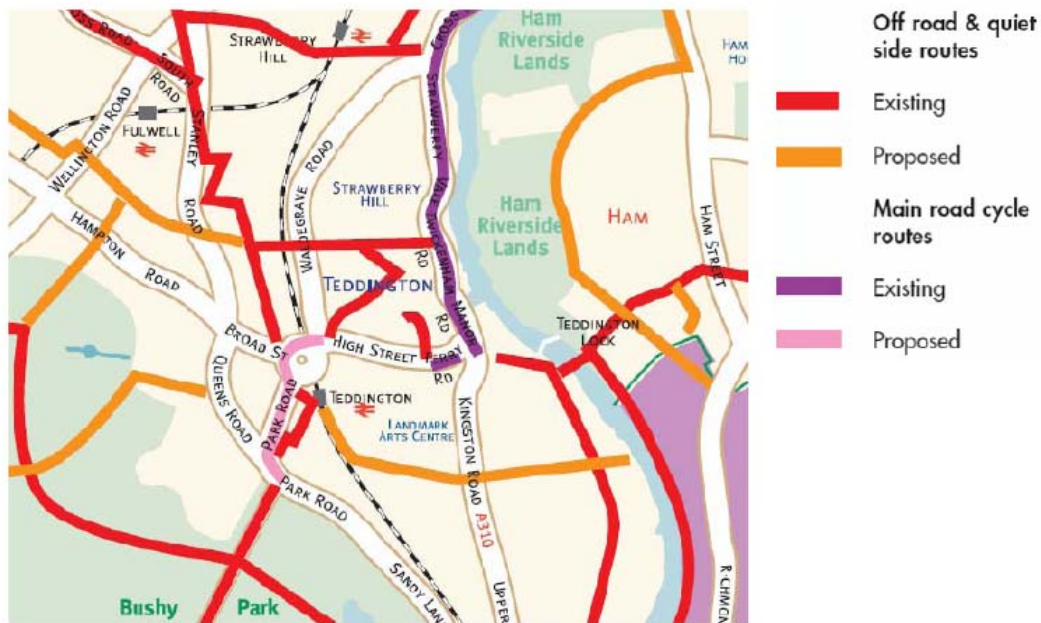| Pedestrian facilities	
Walking routes	http://www.walklondon.org.uk/walk_finder.asp
Walking journey planner	www.walkit.com

Figure 2: Cycling routes in Teddington

Source: Map 8, LB Richmond upon Thames Local Implementation Plan (September 2006)

2.5   Maps, directions and car park rules are available via the staff portal. In addition to the travel information on the portal a "Travel to St Mary's University College" leaflet is sent to all new students and staff prior to their arrival on campus. Travel leaflets are also made available to all visitors to St Mary's and can be found at strategic locations across the campus. Sustainability is also covered as part of new staff member induction (approximately 40 each year).

2.6   Key findings from the survey

2.6.1   Baseline staff and student travel surveys were undertaken in 2009. Staff completed the iTRACE full questionnaire online in March 2009, while most students completed their student travel questionnaire in September 2009 as a mandatory part of their enrolment process.

2.6.2   Staff and student surveys will be repeated on an annual basis in order to monitor the effectiveness of the Travel Plan.

2.6.3   Out of 485 staff members, 266 completed the staff travel questionnaire giving a response rate of 54.85%

2.6.4   Out of 3,150 students, 2,210 completed the student travel questionnaire giving a response rate of 70.16%.

2.6.5   Staff and students were asked to record each 'leg' of their usual journey to the site. This has given us a good insight into the proportions of staff/students that travel by car and by sustainable means respectively for part of or their entire journey to work.

2.6.6   The main types of transport used by staff to reach our site have been calculated from our latest survey results and are shown in Figure 3.
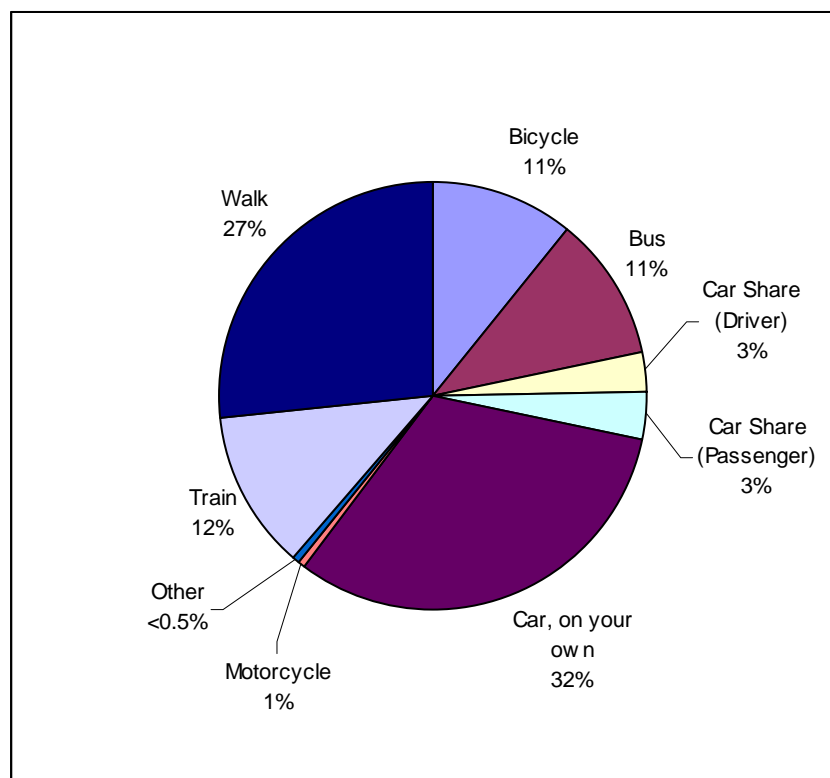
Figure 3: Main mode of travel of staff 2009

2.6.7   The survey results indicated that 85 people (32% of all respondents) travel to work by car regularly. Walking was the second most popular form of transport with 71 respondents (27%) regularly walking to the University College. This was followed by train (32 respondents) then bus and bicycle (29 respondents each).

2.6.8   When compared with the previous survey carried out in autumn of 2006, there was a 14% reduction of staff driving to St Mary's University College. It is important to note that the 2006 staff survey asked respondents to state their main mode of transport on a selected day (i.e. 23rd October 2006), unlike in the iTRACE survey where the main mode of transport was calculated more accurately according to the regular journey to work. For this reason any comparison of these two surveys may not be reliable.

Table 1: Main mode of staff travel to work in 2006 and 2009

	2006	2009 (iTRACE)
Number of respondents	**238**	**266**
Car (Driver - Alone)	46%	32%
Car (as Driver)	3%	3%
Car share (as Passenger)	4%	3%
Bus	11%	11%
Train	13%	12%
Bicycle	11%	11%
Walk	11%	27%
Motorcycle	1%	1%
Other	1%	<0.5%

2.6.9   Students were also asked to record each 'leg' of their journey to the University College site to which they most often travel. This has given us a good insight into the proportion of students that travel by car, public transport and active modes for different parts or the whole of their journey.

2.6.10   The survey showed that approximately 23.3% of students travel by car and that approximately 17.6% do so in a car alone. Walking was the most popular mode of transport for students (1,045 responses). The survey indicated there were only 91 respondents who cycle to the University College although bicycle racks are consistently full during term time.

2.6.11   The main types of transport used by students to reach their primary place of study have been calculated and are shown in Figure 4. Clearly the large proportion of students walk to St Mary's, this is probably due in the most part to the proximity of their accommodation to the campus. Although single occupancy car use is quite high at 17%, it is still significantly lower than amongst staff.
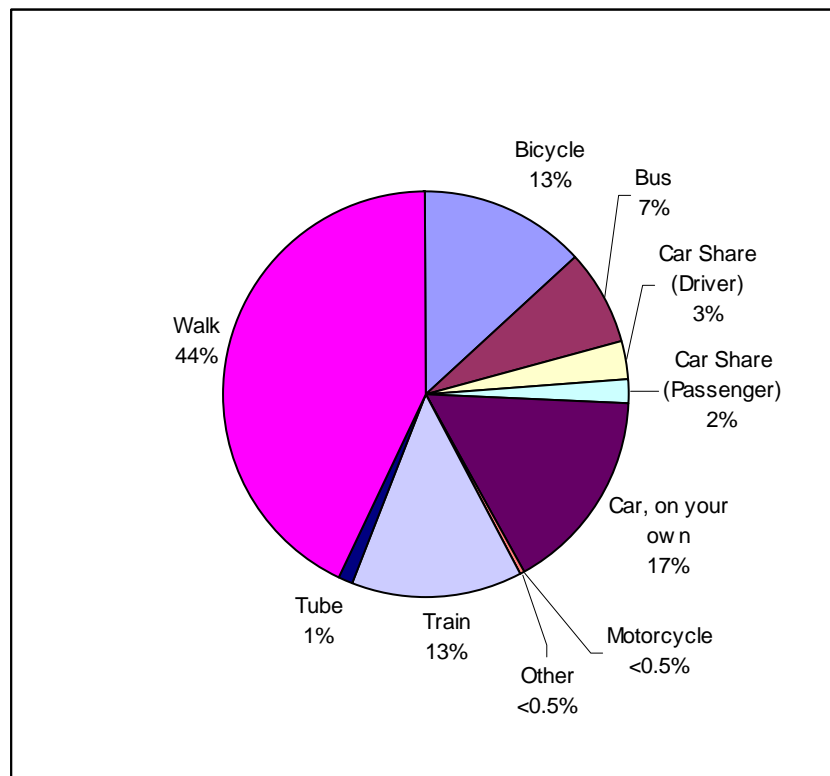
Figure 4: Main mode of travel for students 2009

2.6.12   The main types of transport used by students has been analysed further to differentiate between students who live in University College accommodation during term time and those that do not.

2.6.13   It can be seen that while the vast majority of students that live in St Mary's accommodation walk to lectures etc (Figure 5), those who do not live on-site either walk, drive alone, catch a train or travel by bus (Figure 6). There were 560 respondents that live in St Mary's accommodation, which accounts for 25.5% of all students that responded to the survey.
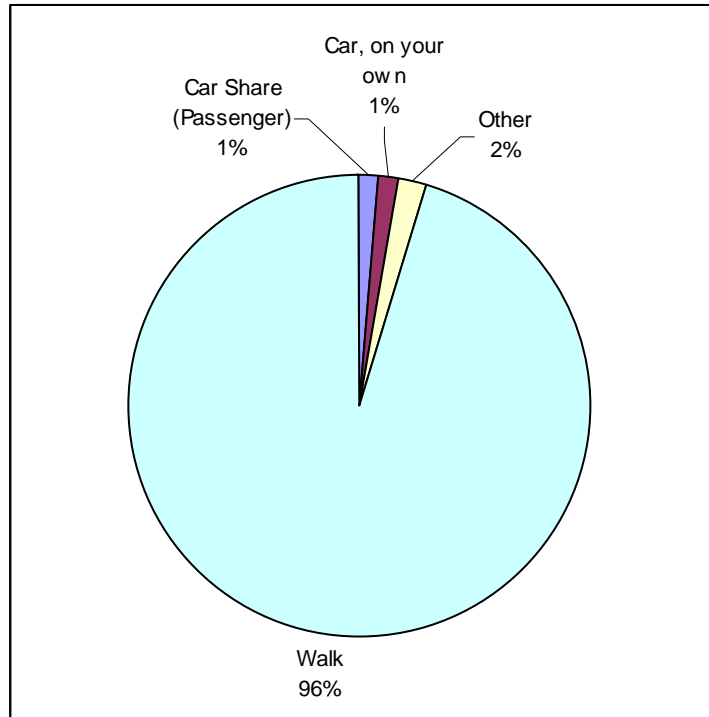
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Figure 5: Main mode of travel of students living in St Mary's accomodation 2009
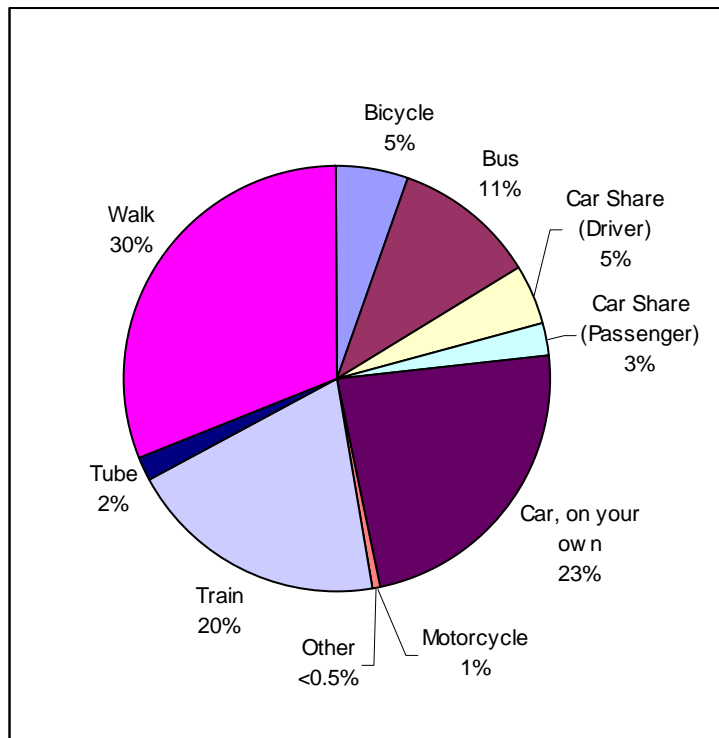

Figure 6: Main mode of travel of students living elsewhere 2009

2.6.14   A separate survey of vehicle usage by those resident on the main campus is under consideration

Car Parking

2.6.15   Of the staff that drives most have a permit to park their vehicle in the on-site car park. Students are not eligible for on-site permits so the majority park on-street in the surrounding area. Figures 7 and 8 show the proportion of parking locations based on only those respondents who need to park their vehicles. All respondents who were dropped off were not counted. The survey results do not differentiate between the legs of the journey and as such the parking data will include instances where vehicles are parked for the final leg of the journey to the University College and those where a vehicle has been used and by definition not parked in the vicinity of the University College (e.g. at a railway station).
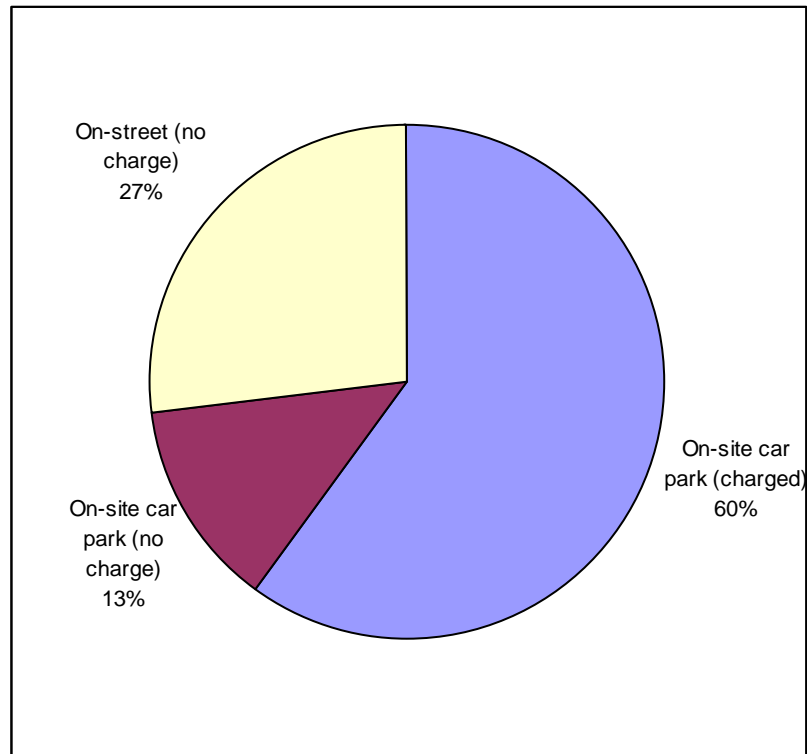
Figure 7: Staff car parking 2009
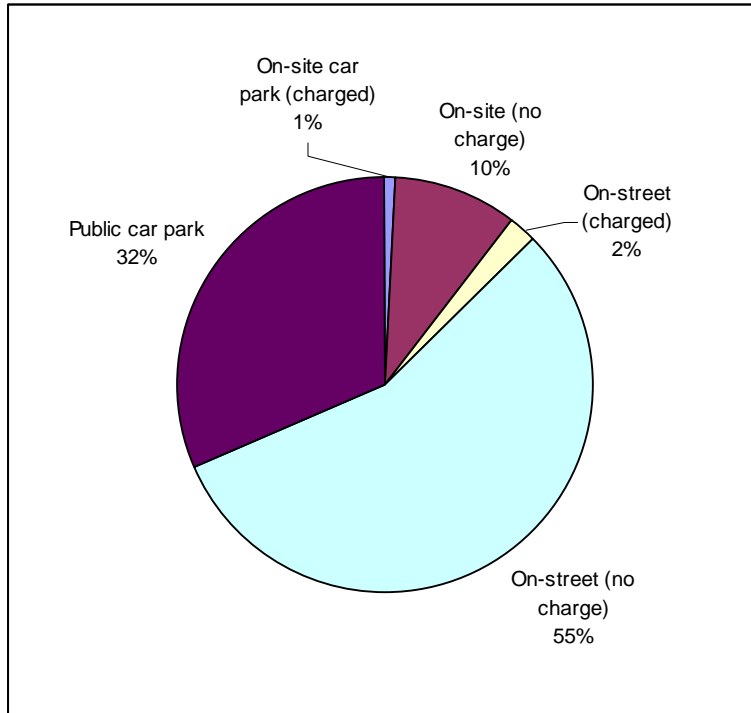
Figure 8: Student car parking 2009

Where staff live

2.6.16   The home postcodes of all permanent members of staff and students were
           analysed using Microsoft MapPoint software. Figure 9 shows the home
           postcode locations of staff and similarly Figure 10 is a plot of student locations.
           Postcodes are plotted by main mode of transport to give an idea of the travel
           patterns of each mode.

**Figure 9: Staff home postcodes by main mode 2009 (double click on image
to open full PDF)**

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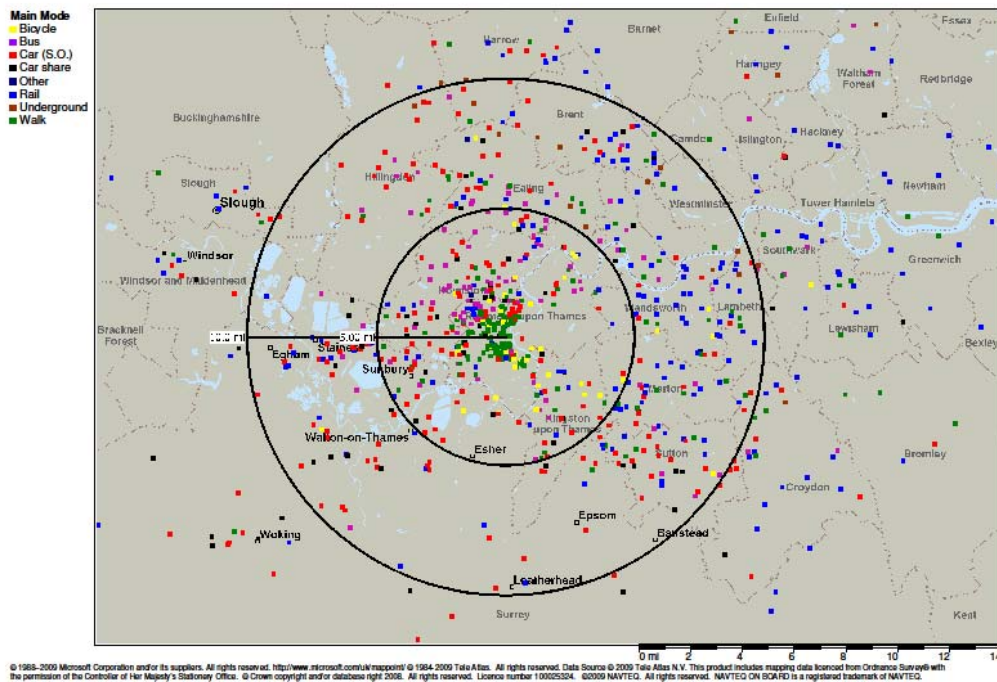
Figure 10: Student home postcodes by main mode 2009 (double click on image to open full PDF)

2.6.17   Additional analysis was made into the time spent travelling to St Mary's. It can be seen that most students travel for less than 15 minutes. It can be assumed that most of these students 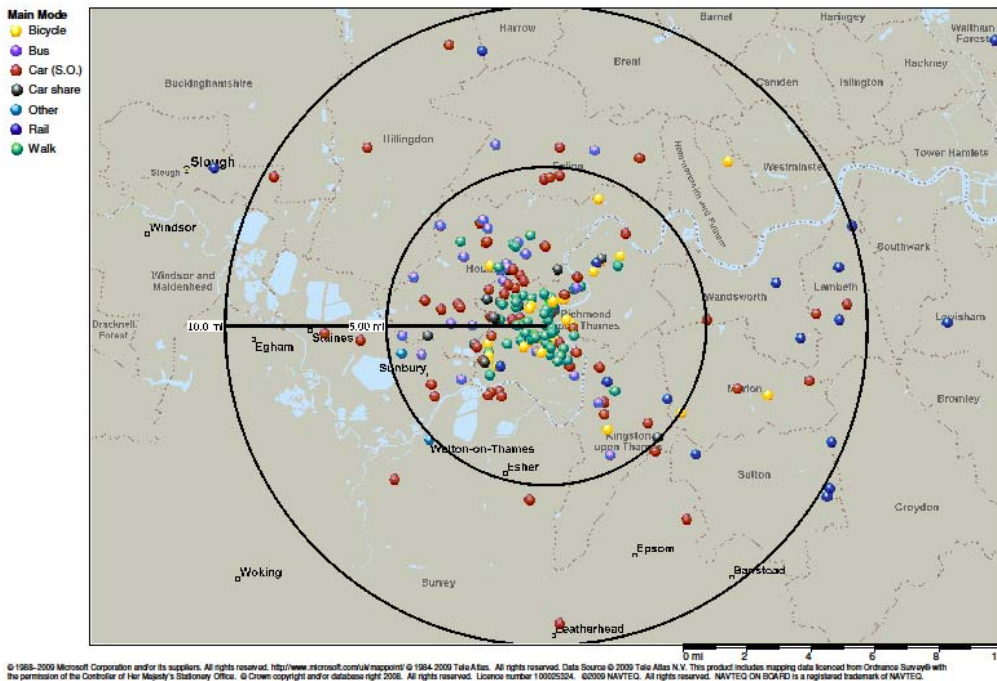live on site and therefore have very little impact on the traffic; however there are still 78 single-occupancy car drivers that drive for 15 minutes or less. Tables 2 and 3 show the results.

Table 2: Stated duration of student travel to the University College 2009

	Journey Duration	No of Students	%
All students	<15 Minutes	1029	49.4
	<30 minutes	459	22.1
	<45 Minutes	288	13.8
	<60 Minutes	55	2.6
	>60 Minutes	250	12.0
	Subtotal	2081	
Single-Occupancy Car	<15 Minutes	78	20.2
	<30 minutes	132	34.1
	<45 Minutes	90	23.3
	<60 Minutes	52	13.4
	>60 Minutes	35	9.0
	Subtotal	387	

Table 3: Stated duration of staff travel to work 2009

	Journey Duration	No of staff	%
All staff	<15 Minutes	73	27.5
	<30 minutes	90	34.0
	<45 Minutes	53	20.0
	<60 Minutes	20	7.5
	>60 Minutes	29	10.9
	Subtotal	265	
Single-Occupancy Car	<15 Minutes	15	17.6
	<30 minutes	25	29.4
	<45 Minutes	29	34.1
	<60 Minutes	7	8.2
	>60 Minutes	9	10.6
	Subtotal	85	

Factors to increase use of alternative modes

2.6.19   We asked staff what improvements they would ideally like to see at our site or in the surrounding area to facilitate increased use of alternative transport modes. Staff were asked to rank different types of improvement on a scale of 1 to 4, with 1 indicating what they would most like to see.

The key findings from these questions are:

2.6.20   The most popular incentives to encourage further use of public transport amongst staff and students were subsidised/cheaper fares, followed by more frequent / reliable services. We also received a number of comments from staff and students indicating that a direct transport link to St Mary's would be helpful.

2.6.21   The most popular incentive to encourage walking to St Mary's amongst staff was improved lighting and security en-route, followed by safer crossing facilities en-route. 72 members of staff stated that nothing would encourage them to walk to work or walking was considered unviable.

2.6.22   Similar to the staff responses, the most popular incentive to encourage walking to St Mary's amongst students was safer crossing facilities en-route followed by improved lighting and security en-route and more lockers and storage facilities. 207 students said nothing would encourage them to walk.

2.6.23   The most popular incentive amongst staff to encourage cycling to St Mary's was secure parking at work, followed by improved shower and changing facilities. 66 staff members who responded to this question said that nothing would encourage them to cycle.

2.6.24   The most popular measure for cyclists was secure parking, more lockers and storage facilities and discounts/loans for purchase of equipment. 193 students who responded to this question said nothing would encourage them to cycle.

2.6.25   The most popular initiative for motorcyclists amongst staff was secure parking at work followed by improved showers and changing facilities.

2.6.26   The most popular incentive for car-sharing amongst staff was preferential parking followed by finding car- share partners and incentives for car sharers. 105 respondents said that nothing would encourage them to car share.

Business travel

2.6.27   The staff survey also explored travel within the course of our organisation's business. Staff were asked how many days a month they travel for business. 152 staff reported that they never travel for business or generally do so less than once a month.

2.6.28   The locations that staff most frequently travel to in the course of work are as follows:

- Other sites in the organisation in London – 30 respondents.

- Other sites in the organisation in UK – 20 respondents.

- Other sites in the organisation outside UK– 11 respondents.

- Other sites outside the organisation – 80 respondents.

2.6.29   Figure 11 shows the usual main mode of travel used by our staff to undertake journeys in the course of work. Train is the most popular mode of transport for business travel (59 responses) followed by walking (37 respondents) and single-occupancy car (31 respondents). A high number of respondents that stated walking as their main mode of travel for business indicated that many of these trips are local. This is consistent with the 2006 survey that showed that the most popular trips in the course of work were to Teddington Lock or Twickenham Town Centre.
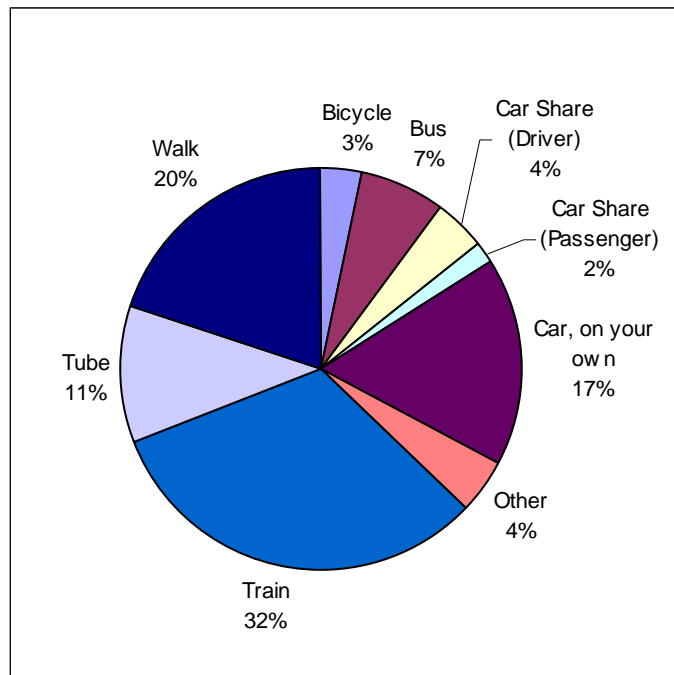

Figure 11: Main mode of transport for business travel 2009

2.6.30   Staff that currently drive on business journeys were asked to indicate what could
          be done to encourage travel by another, more sustainable, mode of transport.
          The results are shown in Figure 12.
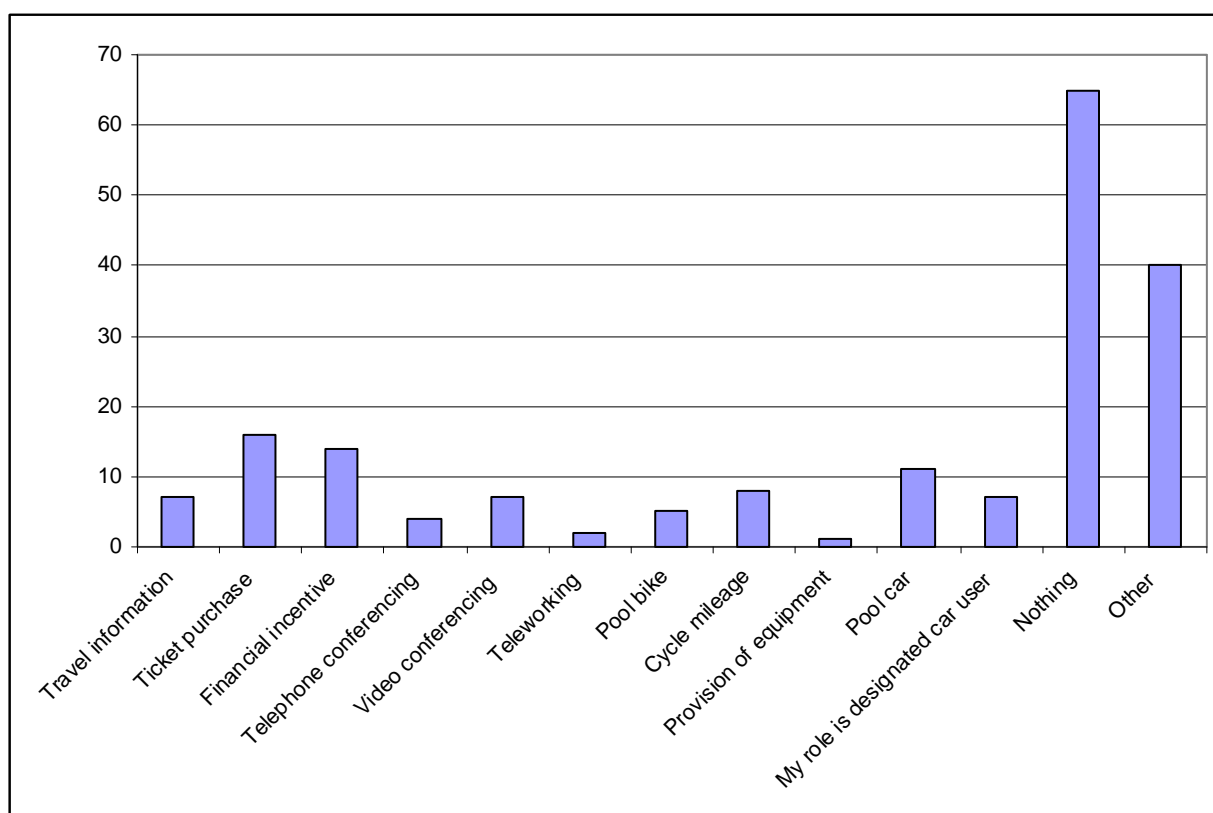
Figure 12: Incentives for sustainable business travel 2009

2.6.31   More specifically, staff were asked about whether they currently use certain
          'smarter' working practices to reduce the need to travel to work or during the
          course of business. Their responses are set out in Table 4 below.

Table 4: Smart working initiatives

	Practice or Measure									
	Telephone Conferencing		Video Conferencing		Flexi-working		Compressed Working Week		Home Working	
Staff	No.	%	No.	%	No.	%	No.	%	No.	%
Currently do so	19	7.1	2	0.8	44	16.5	11	4.1	56	21.1
Very Realistic	11	4.1	11	4.1	52	19.5	27	10.2	30	11.3
Possibly realistic	47	17.7	59	22.2	54	20.3	52	19.5	44	16.5
Not realistic	189	71.1	194	72.9	116	43.6	176	66.2	136	51.1

3. Objectives, Targets and Indicators

3.1 Introduction

3.1.1 The sections below articulate the overarching objectives for our Travel Plan, as well as targets which we will seek to meet over the short and medium term. It includes indicators through which we will measure progress towards meeting our targets.

3.1.2 Objectives are the high-level aims of our Travel Plan. They give it direction and provide a focus.

3.1.3 Targets are the measurable goals by which we will assess our progress. We have set targets which we will seek to reach within the period covered by the current Travel Plan. In addition, we have set interim targets.

3.1.4 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets.

3.1.5 Our objectives, targets and indicators are set out below.

3.2 Objectives

3.2.1 Our objectives are (as taken from the Green Travel Plan on website http://www.smuc.ac.uk/about/docs/Green-Travel-Plan-Aug09.pdf):

- Raise awareness amongst employees and students regarding travel to work and its impact upon the environment.
- Promote a staff and student community that favours walking, cycling and the use of public transport over the private car.
- Ensure continued economic vitality of the University College in a sustainable environment.
- Allow the University College to play its part in assisting with the achievement of sustainable travel goals and targets promoted by National and Local Policy.
- Improve student, staff, visitor and neighbour perceptions of travel to and from the University College by non-car modes.
- Support and actively promote Health in the workplace and as a place of study.
- Promote an environmentally responsible attitude and approach to transport and travel issues and minimise the impact of student and staff parking on the surrounding residential roads.

3.2.2 The University College is also looking to use this Travel Plan to address the loss of the redgra overspill car park which has been phased out as part of the proposal for new teaching and sports facilities.

3.2.3 It should be noted that a significant number of the Green Travel Plan initiatives were already implemented ahead of the 2009 Survey and as such the benefits are already reflected in the 2009 Baseline Values.

3.3 Targets

3.3.1   The Travel Plan will cover the period of five years from its adoption. The targets are set up using the baseline data collected in 2009 through student and staff surveys.

3.3.2   The five year targets are presented in Table 5.

Table 5: Five year targets

Target	Indicator	Baseline Value 2009	Target Value(s) 2015	% change[1]	Measured by
To reduce the percentage of **staff** that drive to work alone for all or any part of their journey from 32%, to a baseline of 27%. To be achieved within five years of the plan being fully adopted (Sept 2010)	Main mode used to travel to work by **staff**	32%	27%	-5% (Overall Reduction 15%)	Staff travel survey 2015
To reduce the percentage of the **students** who do not live on campus driving to the University College alone for all or any part of their journey from a baseline of 23% to 18%. To be achieved within the first five years of the plan being adopted (Sept 2010)[2]	Main mode used to travel to the university by **students** who live off campus	23%	18%	-5.%	Student travel survey 2015
To reduce the percentage of the **students** resident on campus that state they drive alone to reach the University College to zero by 2010 by clarifying that the main mode of travel to Lectures by those resident on Campus should be on foot	**Students** Resident on Campus whose stated main mode of journey to the University College is by car	1.4%	0%	100%	Student Survey 2010
To increase the percentage of **staff** that walk, cycle, use public transport or car share to work from a baseline of 68% to 73%. To be achieved within the first five years of the plan being adopted (Sept 2010)	Main mode used to travel to work by **staff**	68%	73%	+5% (approximately 27 people) (Overall Increase 7.5%)	Staff travel survey 2015
To increase the percentage of the **students** that do not live on the University College campus that walk, cycle, use public transport or car share to the University College from a baseline of 77% to 82%. To be achieved within the first five years of the plan being adopted (Sept 2010)	Main mode used to travel to the university by **students** off campus	77%	82%	+5.2%	Student travel survey 2015

The approximate estimated absolute number of staff and students was calculated using the baseline data from iTRACE surveys carried out in 2009.

[2] 1,650 students who responded to the survey stated that they live off campus.

3.3.3   The achievement of these targets will be monitored on an annual basis through regular staff and student surveys. The targets will be supported by the milestones shown in **Tables 6** and **7** below.

Table 6: Support targets for reduction of single occupancy car journeys to the University College 2010-2015

Population	Measures	Survey 2009 Baseline %	Survey 2010 %	Survey 2011 %	Survey 2012 %	Survey 2013 %	Survey 2014 %	Survey 2015 %
Staff	Single drivers	32		30		28		27
	Relative % reduction from 2009			6		12		15
Students	Single drivers	23.2		22		20		18
	Relative % reduction from 2009			5		14		22

Table 7: Support targets for increase of use of sustainable modes of transport (walk, cycle, public transport and car-share) for journeys to the University College 2010-2015 Travel Plan Strategy

Population	Measures	Survey 2009 Baseline %	Survey 2010 %	Survey 2011 %	Survey 2012 %	Survey 2013 %	Survey 2014 %	Survey 2015 %
Staff	Non single drivers	68		70		72		73
	Relative % increase from 2009			3		6		7.5
Students	Non single drivers	77		78		80		82
	Relative % increase from 2009			2		4.5		7

3.4 Introduction of strategy

3.4.1 A Travel Plan strategy that sets out clearly the stages by which the Travel Plan will be developed and implemented is very important. Elements of a Travel Plan strategy usually relate to:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan;
- Consulting and educating staff;
- Identifying and engaging with partners.

3.4.2 Our strategy is set out within the remainder of this chapter. It discusses how our plan will be managed and marketed, as well as who our key partners will be.

3.5 Managing the plan: roles and responsibilities

Senior management support

3.5.1 Our Travel Plan has the support of senior management; a Vice Principal has overall responsibility for the plan and will oversee and implement the various measures and initiatives contained within it.

The Travel Plan Co-Ordinator working within the Facilities team has specific responsibilities for the ongoing development and implementation of the Travel Plan.

The progress of the strategy is monitored by the Sustainability Group and overseen by the Estates Committee.

3.5.2 **Communication**

A Travel Plan should communicate with different groups at many levels. The groups that the Travel Plan Co-ordinator should engage with are presented in the Table below:

Groups	Methods
Senior Management	Meetings, emails
Student Union	Steering Group, meetings
Environmental groups	Sustainability Group, Estates Committee, Going Green Newsletter
Prospective and Incoming Students	SMUC Web Pages, Prospectus, Open days, Joining packs
All staff and students	Sustainability Group, Newsletter, Portal, Internet, Facebook, Posters/Flyers, Going Green Newsletter
Residents Associations	SHRA meetings, Community Website

4. Package of Measures for Staff and Students

4.1 Introduction

4.1.1   The main core of a Travel Plan is its package of measures, which can be comprised of a mixture of different kinds of actions, incentives and infrastructural improvements. Measures might be motivational, for raising awareness or for information provision. They could entail alterations to the way the organisation goes about its business (and to policies which dictate this). Finally, financial incentives or loans to remove barriers to sustainable travel might also feature.

4.1.2   This chapter will be followed by the Action Plan with set timescales and responsibilities.

4.1.3   The Package of Measures for Employees and Students has been created to support St Mary's in achieving its targets to reduce single occupancy car journeys to the site and increase alternative modes including walking, cycling, public transport use and car-sharing.

4.1.4   Although the full formal adoption of the Travel Plan will not commence until September 2010 when the new academic year starts, a number of measures will be put in place beforehand.

4.2 Walking

4.2.1   The 2009 baseline surveys showed that walking is the main mode of transport for 26.7% of staff and 47.6% of students. (the latter includes all students that completed the survey, some of whom may live on the campus.) Therefore, it is very important that pedestrian facilities are kept in a good condition both on-site and off-site. To maintain and potentially increase the number of people walking to St Mary's, a number of initiatives will be proposed:

- **Liaison with London Borough of Richmond upon Thames, SWELTRAC, Police and Safer Neighbourhood Team to promote safer pedestrian crossing facilities in the vicinity of the site.**
  This is in line with the baseline surveys that showed that the most popular incentives for walking according to both staff and students were safer crossing facilities and improved lighting and security en-route. If specific issues / improvement requirements are identified they should be reported to the Council or SWELTRAC to seek further consultation. A Council or SWELTRAC officer will be available to represent London Borough of Richmond upon Thames at one or more meetings of the Sustainability Group at the University College to discuss any issues around this area.

- **Develop walking promotions and provide staff and students with information about safer routes.**
  St Mary's will consider participation in future Walk to Work Week promotions. SWELTRAC will be providing a free walking toolkit to organisations interested in taking part. If the promotional activity has been successful, St Mary's will consider repeating similar campaigns in line with national campaigns and with support from SWELTRAC or the Council in the latter years.

- **Promote Walkit website to the University College staff, students and visitors.**
  Examples of routes from Strawberry Hill station to St Mary's can be generated by the Walkit.com website. The site address has been included in the Travel to St Mary's travel leaflet and will also be included in future updates on the staff and student portals.

4.3 Cycling

4.3.1 The baseline surveys showed that cycling is a main mode of transport for 10.9% of staff and 4.1% of students.

4.3.2 The student survey showed that secure parking, more lockers, storage/facilities and discounts/loans for purchase of equipment were important factors in encouraging further cycling. Staff indicated that secure bike parking at work and improved shower and changing facilities were considered the most important in encouraging cycling to St Mary's.

4.3.3 We will be encouraging, supporting and facilitating cycling to our site through the following measures:

- **Provision of more cycle parking at all sites.**
  SWELTRAC has provided 20 cycle stands free of charge that will be used to support creation of more cycle storage at the campus. The University College will investigate locations for new cycle parking. Additions to the sheltered and covered cycle storage will be investigated.
- **Identification of space for more cycle stands and secure cycle parking to accommodate future demand.**
  Regular cycle audits should help to monitor the use of cycle infrastructure.
- **Promotion of shower and storage facilities to the staff.**
  There are existing facilities. The surveys showed that not all staff and students are aware of them. More promotion will be done to facilitate this.
- **Investigation into a revision of the current system for locker allocation.**
- **Re-promotion of the Cycle Scheme (salary sacrifice scheme for purchasing bicycles and/or equipment) – staff only.**
- **Promotion of existing pool bike facility to students and staff.**
- **Increase supply of pool bikes for staff and students.**
- **Provision of cycle training to staff and possibly students.**
  The Travel Plan Coordinator will ascertain the level of interest in a cycle training course for staff and, if sufficient interest exists, will seek to agree a training course for staff with SWELTRAC.
- **Work with the Council to seek improvements to offsite cycle routes and lanes.**
  A Council or SWELTRAC officer will available to represent London Borough of Richmond upon Thames at one or more meetings of the Sustainability Group at the University College and discuss any issues around this area.
- **Negotiate and promote discounts on bicycles and accessories from local stores as an incentive to encourage students and staff to cycle more.**
- **Development of a bespoke cycle and public transport map to promote local routes to staff, students and visitors.**
  SWELTRAC provides a discounted service to develop such materials.
- **Promotion and support of specific cycling events will be promoted and supported including National Bike Week (19-27 June 2010) and European Mobility Week (16-22 September 2010). Promotion of these events will be on-going for the foreseeable future. The following internet sites provide further information:**
  http://www.bikeweek.org.uk/
  http://www.mobilityweek.eu/

4.4 Public transport access

4.4.1 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy and is particularly important in London where we have the greatest levels of provision in the country. The benefits of travelling by public transport can include:

- No need to park;
- Traffic free routes (with rail or bus priority existing);
- No need to pay the London Congestion charge;
- Being able to relax, read or work (particularly for business travel during the day).

4.4.2 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have a lower environmental impact and offer health benefits. Nevertheless public transport remains important, particularly for journeys to work of more than 5 miles (8km).

4.4.3 Policies and incentives will include:

- Promotion of our interest-free season ticket loan to staff. Students can gain discounts on public transport via other schemes.
- Provision of current, accurate information on bus and rail routes and timetables to promote public transport use.
- Development of a bespoke cycle and public transport map.
- Continuing to lobby public transport providers for better transport services to the University College.

4.5 Managing car use

4.5.1 It is important that car use and parking are managed in association with a Travel Plan. Sometimes this is necessary to alleviate problems of parking stress on or around a site, perhaps as the result of increased demand arising from a new development proposal. Better management can help to ensure more efficient and equitable use of spaces, particularly since parking is usually a subsidised resource (the provision and maintenance costs of which are often not borne or fully borne by staff). Our proposals for encouraging more efficient car use for commuting to our site are set out below.

Car Parking

4.5.2 A revised Car Park Management Strategy is being developed and will be available on the Portal from September 2010. Parking charges have been introduced which will part-fund the Green Travel Plan. At present over 170 car parking permits are issued to staff for 151 spaces. The proposal is that there will be a maximum of 205 permits in total, of which 170 will be annual permits for 151 spaces, 10 to be available for students with medical conditions.

Annual permits allocated:

- 170 (to include no more than 10 for students with special circumstances)
- Day Parking/Visitors 35
- Spaces for blue badge holders:-7
- Motorcycles 15
- Security: 1
- College Pool Car (for use by those on University College business only) :-1

Car Sharing

4.5.3   'Car Sharing' refers to a situation where two or more people travel by car together, for all or part of the car trip. The number of car users coupled with the shortage of on-site car parking availability indicates potential for car share promotion.

- St Mary's launched a Teddington-wide car-sharing scheme offering staff the opportunity to search for potential car share partners online. St Mary's will investigate rolling the scheme out to Students in 2011.
- We will consider reduced car park charges and allocated bays for car sharers.
- Staff and those who need to travel on University College business have access to a shared College car available for bookings through Reception.
- We will investigate greater time flexibility for staff who car share.
- We will promote the use of Car Club/Streetcar options.

Car Clubs

4.5.4   'Car Club' is the common term for arrangements which give access to a pool of cars or other light vehicles to members for flexible periods of time (as required by the user) and at short-term rates lower than conventional car hire. Members might pay an annual subscription to the car club's operator and then pay a charge each time they use a vehicle. Alternatively, costs may be charged entirely on a 'pay as you go' basis. The charge is typically based on the length of the booking and/or the mileage travelled.

4.5.5   A Corporate membership is available for staff. St Mary's will be promoting discounted rates for Corporate Streetcar users.

4.5.6   There are two car club vehicles (operated by Streetcar) located on the St Mary's site.

4.6   Reducing the need to travel

4.6.1   A good Travel Plan looks beyond opportunities for modal shift towards lower impact modes and incorporates a review of the overall operation of the organisation to identify means by which it is possible to improve efficiency and to reduce the need to travel overall, particularly by car.

5.   Action Plan

5.1   Introduction

5.1.1   This chapter draws together our proposals for Travel Plan implementation, monitoring and review. The actions that we will take are summarised in our action plan, which indicates how the various elements of the plan will be drawn together and how we will prioritise our actions.

5.2   Action Plan

5.2.1   Students and Staff

Area	Action	Responsible Person	Timescale
Travel Plan Strategy	Travel Plan Coordinator Appointed	Head of Facilities Management Services	January 2010 (Completed)
	Ensure that Travel Plan matters are regularly represented at the Sustainability Group meetings	Green Initiatives Officer (Part time)	May 2010 & (Ongoing)
	Engage with partners such as Richmond Council, SWELTRAC and Safer Neighbourhood Team	Green Initiatives Officer	2010 & (Ongoing)
	Engage with Student Union and other parties at the University	Green Initiatives Officer	2010 (Ongoing)
	Travel Plan finalised and approved	Green Initiatives Officer	July 2010
	Travel Plan fully adopted	Green Initiatives Officer	September 2010
Marketing	Launch of the Travel Plan	Green Initiatives Officer	September 2010
	Produce a calendar of travel awareness events and prioritise those that would benefit staff and students most (e.g. Bike Week, European Mobility Week, Work to Work Week)	Green Initiatives Officer and SWELTRAC	2010 (Ongoing)

Walking	Develop walking promotions and provide staff and students with information about safer routes	Travel Plan Coordinator	2010 (Ongoing)
Cycling	Provision of more cycle parking at our campus	Travel Plan Coordinator and SWELTRAC	2010 (Ongoing)
	Provision of lockers for staff		September 2010
	Promotion of shower and storage facilities as well as re-promotion of Cycle Scheme to staff	Travel Plan Coordinator	2010 (Ongoing)
	Promotion of pool bikes	Travel Plan Coordinator	2010 (Ongoing)
	Investigation of increased supply of pool bikes for staff travelling between Lensbury and the University College	Travel Plan Coordinator	September 2010 (Ongoing)
	Develop cycle and public transport tailored map to promote local routes to staff, students and visitors	Travel Plan Coordinator and SWELTRAC	April 2010 (Completed)
Car Share	St Mary's Car share group as part of the Teddington Travel to Work Car Share	Travel Plan Coordinator and SWELTRAC	September 2010 & Ongoing

6.   Monitoring and Review

6.1   Introduction

6.1.1   Our Travel Plan is a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to our organisation and those using this site. This document sets out our proposals for monitoring and review of the Travel Plan over the next 5 years.

6.1.2   In line with Transport for London's iTRACE monitoring procedures, we will undertake an annual survey of staff and students. In year five or perhaps sooner if the need arises, we will review our Travel Plan and targets and will set new objectives, targets and measures where appropriate.

6.1.3   The staff survey will take place online each November/December. We will endeavour to ensure that the response rates remain at least around 50% of all staff. 30% is the minimum response rate target for our future staff surveys.

6.1.4   The student survey will be mandatory and conducted as part of the enrolment process, to be repeated each August/September.

6.1.5   Ongoing car and bicycle counts will also help us to monitor the progress of our Travel Plan.