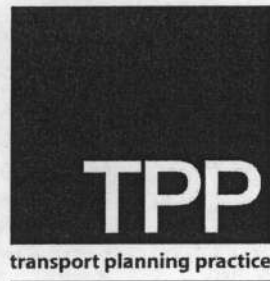


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St Mary's University College, Twickenham

Travel Plan

November 2008



Transport Planning Practice

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70 Cowcross Street

London

EC1M 6EL

Tel: 020 7608 0008

Email: email@tppweb.co.uk

Web: www.tppweb.co.uk

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1. INTRODUCTION

Background

- 1.1 Transport Planning Practice (TPP) was appointed by St Mary's University College, Twickenham, in March 2007 to produce a Travel Plan for the University site at Waldegrave Road, Twickenham.
- 1.2 St Mary's University College (SMUC), recognises the need to reduce the reliance on car travel to the university and the benefits of more sustainable travel modes for the university and the surrounding community. This Travel Plan document is not linked to the development of the teaching and sports block at the south western corner of the campus, and was implemented in September 2007.

Site location

- 1.3 The St Mary's University College site is located in South West London approximately 1.5km south of Twickenham town centre. The University currently has approximately 3,630 students, and 700 staff, teaching a wide range of subjects at degree level; particularly sports related disciplines. The Waldegrave Road site is the main teaching campus, with 16 acres of sports facilities available on a specialist campus at Teddington Lock located 10 minutes walk away. There is accommodation on the site in several different halls of residence for approximately 780 students. Figure 1 shows the site location in relation to the local area.

The Travel Plan

- 1.4 SMUC will endeavour to encourage environmentally sustainable travel choices for staff, students and visitors to the university. Its aim is to bring together policies with a co-ordinated approach for the benefit of the environment within the site and the future of the local area. This will seek to encourage the use of alternative modes to the private car or make more efficient use of existing modes and to introduce the health benefits of more sustainable travel. The success of the Travel Plan will be based on partnership, both internally and externally, including with SMUC, the London Borough of Richmond (LBR), Transport for London (TfL) and other transport

operators. This document has therefore been developed following consultation with LBR. The partnership accepts that the Travel Plan is a living document which will evolve over time.

Periodic review and Travel Plan targets

- 1.5 SMUC will review the Travel Plan document and associated targets on an annual basis, usually during October. However, this was not undertaken in 2008 and following discussions with LBR it has been agreed to undertake the survey at the beginning of the second semester i.e. January/February 2009. The evaluation will be carried out within one month of each Periodic Review, and a monitoring report submitted to the Travel Plan officer at LBR. The Travel Plan targets set within this document are for the period up to the second review (October 2010) and will be evaluated and reviewed following the first review in February 2009. This will allow the travel patterns to be monitored and if necessary, provide the opportunity to develop or adapt the Travel Plan.

- 1.6 SMUC will pay for all the monitoring surveys set out within this document and will be responsible for the submission of each periodic review monitoring report.

2. TRAVEL PLAN VISION AND OBJECTIVES

Travel Plan vision

2.1 The Travel Plan vision for the future is as follows:

- To have a staff and student community which favours walking, cycling and the use of public transport over the private car.
- To have an environmentally responsible attitude and approach to transport and travel issues and to minimise the impact of student and staff parking on the surrounding residential roads.

Objectives

2.2 The objectives of the Travel Plan are as follows:

- To influence travel patterns via the new SMUC on site car parking strategy;
- To ensure that on site car parking is managed to keep the parking provision at a constrained level of 217 spaces;
- To ensure that non-car travel modes are improved, more accessible and easier to use than at present;
- Raise employee and student awareness regarding travel to work and its impact upon the environment;
- 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;
- Continue to monitor the travel patterns to and from the University and develop the Travel Plan accordingly.

3. STAKEHOLDERS

3.1 The Travel Plan document recognises the partnership between SMUC, LBR and TfL. To ensure the delivery and management of the Travel Plan for SMUC, the university appointed a Travel Plan Co-ordinator (TPC) in October 2008.

3.2 The TPC's contact details are:

Ms. Bruna Box
email: boxb@smuc.ac.uk

3.3 The key periodic responsibilities of the TPC are summarised below.

- To endeavour to meet the Travel Plan objectives and targets;
- To promote and communicate the benefits of green travel to all site users;
- To lead the SMUC transport steering group;
- To ensure a robust monitoring and review programme is undertaken in accordance with TfL and LBR guidance. In particular the methodology will be iTRACE compliant to allow the data to be incorporated into the London wide TRAVL database;
- To submit each monitoring report on time to LBR.

4. EXISTING TRAVEL PATTERNS AND TRANSPORT CONDITIONS

Existing travel patterns

- 4.1 There have been a number of different surveys undertaken to identify the existing travel patterns of staff and students to and from the site, with varying outcomes. These surveys are summarised below in Table 4.1 with the results determined displayed in Table 4.2.

Table 4.1: Recent survey details

Survey	Date of survey	Group surveyed	Response rates of students
St Mary's College Geography department survey	September 2006	Students	1861 responses (54.7%)
St Mary's College travel plan progress report 2006	November 2006	Staff	218 responses (30%)
Redwood Partnership report	December 2005	Students	388 responses (13%)
St Mary's College 2001	2001	Students	165 responses (6.6%)
		Staff	151 responses (39%)

Table 4.2: Previous survey travel patterns

Survey	Date of survey	Group surveyed	Mode share						Total
			Walk	Car	Train	Bus	Cycle	Motor cycle	
St Mary's College Geography department survey	September 2006	Students	41%	27%	17%	11%	4%	0%	100%
St Mary's College travel plan progress report 2006	November 2006	Staff	10%	53%	12%	11%	11%	1%	100%
Redwood Partnership report	December 2005	Students	42%	29%	16%	8%	5%	1%	100%
St Mary's College 2001	2001	Students	19%	26%	4%	7%	5%	1%	62%
		Staff	13%	43%	5%	6%	6%	1%	74%

- 4.2 The 2001 St Mary's College survey shows total mode share percentages of only 62% and 74%. This was due to the fact that over a quarter of students

and nearly half of the staff responded that they had no regular mode of transport.

- 4.3 The results obtained from the other surveys are also subject to some limitations. This is due to a number of reasons, such as poor response rates resulting in samples that are not representative of the entire staff or student population, or surveys being worded in a way that was not easily comprehensible; leading to confused responses.
- 4.4 The Redwood Partnership report of 2005 and the St Mary's College surveys of 2001 and 2006 all had low response rates. The Geography department survey of 2006 obtained a better response rate, with just over half of the students responding. This was mainly due to the questionnaire being given out as the students registered for the academic year, many of whom were first year students. Given that the majority of first year students live on campus in the halls of residence, the number of students walking to college could have been exaggerated.
- 4.5 Notwithstanding the above limitations, there are a number of key correlations particularly between the Geography department and Redwood surveys. The mode share percentages are very consistent in both surveys, with the differences between the percentages of students walking and cycling, for example, being only 1%. The difference between those travelling by train and car are also within 2%. Given that the Geography department survey obtained the greatest response rate, this was initially considered the best available data that reflected the existing travel patterns. Therefore, this was initially used as the baseline mode split for the Travel Plan. After discussions with LBR it was agreed that a new baseline survey would be undertaken in September 2007 during course registration week.

September 2007 Baseline Survey

- 4.6 A new baseline survey was conducted by the Geography department of St Mary's University College in September 2007. A total of 1,445 students (38% of the student population) completed a questionnaire investigating their main methods of travel to and from the college.

- 4.7 The questionnaire survey was distributed to all students registering at the college during the week beginning Monday September 24th 2007. This covered all students, for all academic years, including both full and part-time students. In total, 3400 questionnaires were distributed and 1445 were completed (Note: 17 forms were discarded due to incomplete or inaccurate information). The results are summarised in Table 4.3 below.

Table 4.3: The main method of travel to and from college each day

Mode	Frequency	%age
Car	468	32.8
Bus	170	11.9
Train	283	19.8
Cycle	53	3.7
Motorbike	5	0.3
Walk	449	31.5
Total	1428	100.0

Source: St Mary's Student Travel Survey September 2007

- 4.8 In addition, students were asked to provide the postcode of their place of residence during their studies at St Mary's and whether they would be residing in a college hall of residence or not. Approximately 50% of halls of residence beds are taken by first year students, with the remaining 50% split between other years including postgraduate students.
- 4.9 To simplify this information, responses were coded according to four post-code areas – those living in the immediate vicinity of college and including campus residents (TW1 4SX), those residing within other TW post-code areas, including St Mary's Hall in Twickenham, those living elsewhere within Greater London and those living outside Greater London. In distance terms, the first category includes students living within approximately 3kms of college. The second category (other TW postcodes) extends from Staines to Barnes, a distance of approximately 15kms.
- 4.10 As Table 4.4 shows, nearly two thirds of respondents resided, whilst at college, within 15kms and, of these, nearly a fifth lived within the TW1 4SX post-code area. Whilst this should not necessarily be taken to indicate a resident student on campus, in virtually all cases it does so (see below). If

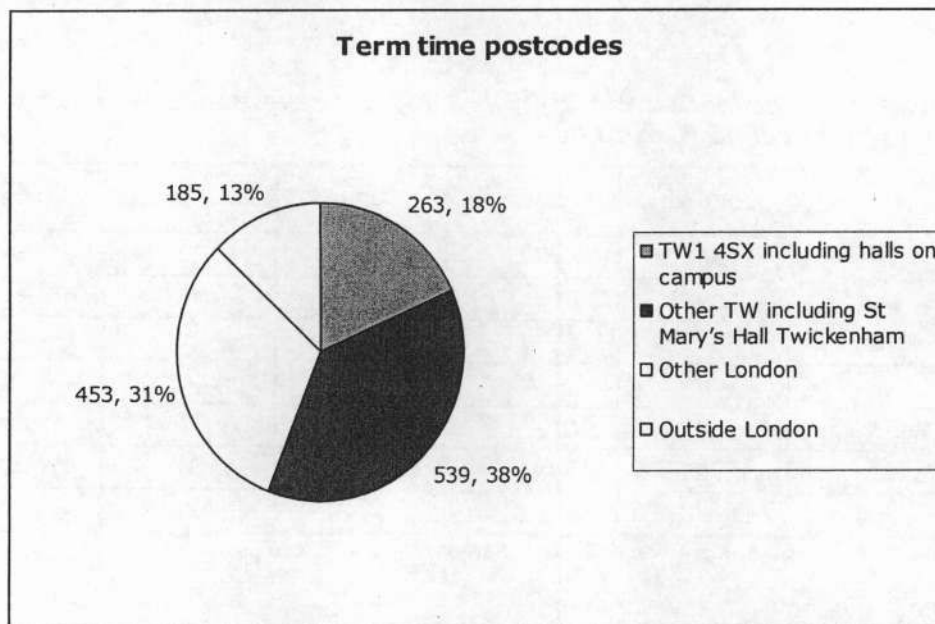
the 'other London' students are included, nearly all students have daily journeys that, at most, are less than 30kms.

Table 4.4: Term time Postcodes

Postcode Location	Frequency	%age
TW1 4SX including halls on campus	263	18.3
Other TW including St Mary's Hall Twickenham	539	37.4
Other London	453	31.5
Outside London	185	12.8
Total	1440	100.0

Source: St Mary's Student Travel Survey September 2007

Chart 4.1: Term time Postcodes



4.11 Students were also asked to state whether they were living in a college hall of residence. As Table 4.5 below shows, 261 students (18.1%) gave a college hall as their residence. The college provides accommodation for approximately 780 of its 3630 full and part time students (21%) and the results are thus in line with expectations and demonstrate that the survey was a fair sample.

Table 4.5: Percentage of students living in college halls

Halls Resident	Frequency	%age
Yes	261	18.1
No	1,181	81.9
Total	1,442	100.0

Source: St Mary's Student Travel Survey September 2007

- 4.12 When compared with the survey conducted in September 2006, as shown in Table 4.6 below, one can see that the percentage who walk to college would appear to have fallen with resultant increases in those travelling by car, train and bus. However, as detailed in paragraph 4.4, it was noted that the 2006 survey may well have been biased towards first year students. Therefore, the 2007 results would tend to confirm this concern in respect of the 2006 data.

Table 4.6: Comparison of 2006 & 2007 Surveys: main mode of travel to and from college each day

Mode	2006 No.	2006 %age	2007 No.	2007 %age	Difference
Car	502	27	477	33	+6
Bus	205	11	174	12	+1
Train	316	17	289	20	+3
Cycle	74	4	58	4	0
Motorbike	0	0	0	0	0
Walk	763	41	448	31	-10
Total	1861	100	1445	100.0	

Source: St Mary's Student Travel Surveys September 2006 & 2007

- 4.13 The main findings of the 2007 survey suggest that there is no single most popular method of travel to St Mary's. Approximately a third of students travel to college by car, a further third walk and a third travel by bus or train. Few students cycle to college. Sustainable travel currently accounts for approximately two out of three journeys to college.
- 4.14 A second smaller survey was carried out during the week beginning Monday 26th November 2007. This involved interviewing 35 members of staff about their methods of travel to St Mary's. Whilst sample numbers were small, they do suggest that a large proportion of non-academic staff are car users

(50.0%) compared with academic staff (33.3%). In other words, 66.7% of academic staff are using sustainable travel modes compared with 50% for non-academic staff.

- 4.15 It has been agreed with LBR that surveys will be undertaken at the start of the second semester, i.e. January/February 2009. These will include both staff and students and will form the new baseline.
- 4.16 Methods to secure higher response rates for all future surveys will be investigated. These could include ensuring that completion of the survey form is a compulsory part of the enrolment process for new and returning students. It could also be incorporated into the SMUC Intranet, so that staff and student have to complete it in order to access the system. All future surveys will be targeted at the entire student and staff populations. Future survey forms will be approved by LBR to ensure they are iTRACE compliant and that all the relevant information will be obtained.
- 4.17 Since the surveys were conducted, St Mary's have actively promoted more sustainable measures to reduce car use in favour of more sustainable forms of transport. These are set out below:
- Bike-loan scheme introduced; Four bikes have been acquired by the University College, stored on campus and are available for short-term use, free of charge. Locks, helmets and other equipment are also provided. Guidelines and a Code of Practice must be agreed to prior to use. This can be seen at Appendix A.
 - Amended University College website in spring 2008 to: promote the accessibility by public transport and detail the range of public transport options; reducing the information on routes by car and highlighting 'extremely limited parking on campus and nearby roads'. Students are advised not to bring their own cars as there is no parking provided on campus for students except blue badge holders;
 - Amended University College prospectus for 2009 entry (as above); the prospectus is printed annually. The promotion of public transport was included in the first available print run; the prospectus produced in Spring 2008 for September 2009 entry.

- Installation of additional showers (in response to consultation for walkers and cyclists); Additional shower facilities have been incorporated into the new WC facility located by the Refectory in the centre of the campus near the main bike shelters. This will be completed and opened in early December 2008.
- Improved and additional bike shelters (at a cost of £30,000); Additional bike racks have been purchased and installed. In addition, bike shelters and racks for a further 32 bikes were installed on the piazza in summer 2008. CCTV coverage has been improved to allay cyclists concerns on security.
- Additional moped / motorbike parking bays; Dedicated parking for approximately 12 mopeds/motorbikes was created in summer 2008 to encourage this form of travel.
- Healthy Workplace initiative including focus on alternative, healthier means of travel; The Centre for Workplace Health provides training and consultancy for workplaces to improve productivity and reduce absenteeism. It incorporates green travel as part of a range of interventions such as bike maintenance workshops. The project is in its second year at St Mary's.
- Supported the application for Oyster card accreditation for local newsagent outlet in order to provide cost-effective public transport for students and staff (accreditation achieved spring 2008); discounted Oyster travel sold through Student Union.
- Active engagement with the Richmond Sustainable Transport network (i.e. May 2008 meetings); The University College is actively engaged with SWELTRAC and Teddington Travel Network. Proposals include car-sharing websites and bus-route improvements.
- A focus in the 2008-12 Corporate Plan on CSR, including sustainable development principles and to develop and adopt realistic environmentally responsible policies and practices (such as those in relation to travel and transport). The Sustainability Group, reporting to the Governors' Estates Committee was created in the summer of 2008 to oversee the Strategic Aim of Building a Sustainable Future. The Green Travel Plan is overseen by this Group and its development and

implementation is an explicit target in the University College 2008/09 Annual Operating Plan.

- Pilot site for Streetcar scheme, a pool hire-car scheme providing access to 2 vehicles parked on the St Mary's site accessible by students, staff and members of the public. The Streetcar Scheme was implemented in summer 2008, initially on a 6-month trial.

4.18 As can be seen, the university takes their responsibilities to promote more sustainable transport options very seriously. They are beginning to develop a strong ethos amongst students and staff alike regarding non-car dependency and with a transient student population, changing every three years or so, they have the wherewithal to change travel habits over time.

Public transport

4.19 The University has access to both bus and train services running in relatively close proximity to the site. The services are detailed as set out in the following paragraphs. Figure 2 shows the site relative to public transport provision.

Bus

4.20 There are two bus routes running past the site, the 33 and the R68 services. These two routes run parallel to the site along Waldegrave Road and Strawberry Vale respectively. The bus stops on Waldegrave Road are located directly outside the main entrance to the site and are served by the number 33 bus route. This runs between Hammersmith and Teddington via Twickenham, with a peak hour frequency of eight buses an hour each way. Between 10am and 11am this increases to approximately 10 buses per hour in a southbound direction before reverting to approximately eight buses per hour for the rest of the day. The northbound service remains at a constant frequency throughout the day.

4.21 The bus stops on Strawberry Vale are approximately 280m from the southern boundary of the site via Clive road. These are served by the R68 bus route which runs from Richmond to Hampton Court, via Teddington, with a peak hour frequency of four buses per hour each way.

4.22 These bus services have been criticised by students and staff in previous surveys for not serving a wider catchment or being frequent enough. Student's comments also included complaints that the buses frequently took longer to arrive at the college than was shown on the timetable. Others commented that to come by bus instead of a car would require more than one bus service. A frequent suggestion was that a direct bus link is needed to both Twickenham and Teddington stations. Future surveys will seek to obtain more specific information regarding bus routes and possible improvements that could be achieved in collaboration with bus operators. Figure 3 shows bus services running close to the site. Figure 4 shows the PTAL map of Twickenham and Figure 5 shows the 60 minute public transport journey time isochrone to the University.

Train

- 4.23 Strawberry Hill station is approximately 400m northwest of the site, with the most direct pedestrian route being via Waldegrave Gardens and Tower Road. The station is located on a South West Trains branch line which forms part of the Kingston loop via stations including Twickenham and Richmond to the north and Kingston and Wimbledon to the south. Trains terminate at London Waterloo travelling in both directions from Strawberry Hill. There are three services per hour between Strawberry Hill station and Waterloo during both the morning and evening commuter peak periods and two per hour between these peaks.
- 4.24 The low service frequency has been highlighted by students in the previous surveys, with similar comments as those regarding the bus services.
- 4.25 More frequent trains services are provided at Twickenham Station, located approximately 1.5km to the north, which is one stop north of Strawberry Hill and on the main line between London and Reading. The station can be reached via the 33 bus (changing to the 281 or 267 bus services) or is within approximately 20 minutes on foot.

Highway network

- 4.26 Strawberry Vale and Waldegrave Road form the western and eastern boundaries to the site respectively, providing links to Twickenham to the

north and Teddington to the south. There are three vehicular accesses to the site from Waldegrave Road, the staff car park entrance opposite Waldegrave Gardens, the main entrance adjacent to the 33 bus stop and the third just south of the pelican crossing. The University does have a minor access in the southernmost corner of the site adjacent to a residential property on Waldegrave Road, but this is permanently closed.

- 4.27 In the south eastern corner of the site, there is a gated access from Clive Road, which is a residential no through road. This provides a secondary access to the south east of the site from Strawberry Vale but is not used as a vehicular route and a locked gate restricts pedestrian access.
- 4.28 Waldegrave Road has double yellow lines on the western side with parking permitted on the eastern side. During various site visits it was noted that parking areas on Waldegrave Road were generally well used. Waldegrave Park to the south allows on street parking on both sides of the road and also experiences high levels of demand for on street car parking space.
- 4.29 Controlled parking zones are enforced on some roads around the site to prevent commuter parking, with restrictions on Waldegrave Gardens and Tower Road, from Monday to Friday between the hours of 08:30 and 10:30. Southfield Gardens also has restrictions directed at students between 1st September and 30th June, Monday to Friday between 10:30 and 14:30. Strawberry Hill Road and Strawberry Hill Close, along with Waldegrave Park, have no restrictions on parking. Figure 6 shows the local highway network.

On site car parking

- 4.30 The management of car parking on site is a high priority for the University. There are currently 217 marked spaces on the campus which are permit controlled. During various site visits it was noted that all the spaces on site are generally well used. Students and staff currently use these spaces on a first come first served basis as possession of a parking permit does not guarantee a parking space.

Walking and cycling

Walking

- 4.31 There is good pedestrian access to the west of the site with Waldegrave Road having footways that are approximately 2.0m wide. A signal controlled pelican crossing is located adjacent to the southernmost vehicular access. There are two official pedestrian access points from Waldegrave Road, the first via the main vehicle entrance and the second adjacent to the pelican crossing. The campus buildings are mainly located on the western side of the site so are easily accessible.
- 4.32 The halls of residence located on the eastern side of the site are not easily accessible from Strawberry Vale; however, if the gate onto Clive Road is opened, access could be improved.
- 4.33 Strawberry Hill and Twickenham to the north, Teddington station to the south and Fulwell to the west are all within 20 minutes walk of the University. Figure 7 shows a 20 minute walk time isochrone to the site.

Cycling

- 4.34 Strawberry Vale is part of the London Cycle network, which links to the wider network providing access to Strawberry Hill station via Tower Road and beyond. Figure 8 shows the local cycle network.
- 4.35 Using the cycle network and other routes around the site it is possible to cycle to a variety of locations such as Twickenham and Isleworth to the north, Teddington and Hampton to the south and south-west and Richmond to the east. Figure 9 shows a 20 minute cycle time isochrone to the site.
- 4.36 There are currently approximately 195 cycle parking spaces on site in two main locations. The piazza off the main entrance to the site has 32 uncovered 'toast rack' style Sheffield stands providing parking for 64 cycles. A further 32 covered stands were installed in the summer of 2008 in this location. The second main location is outside the halls of residence and comprises 49 'Sheffield type' stands providing parking for 98 cycles.

- 4.37 There are also approximately 18 additional cycle spaces to the west of the Students Union. It is also proposed to include a further 20 spaces as part of the R block development.
- 4.38 On earlier site visits it was noted that several cycles were parked unofficially under cover, in areas where there were uncovered official cycle parking spaces free nearby. This suggested that there was a demand on site for covered cycle parking. As stated in Section 4, improved and additional cycle shelters have been installed since those site visits.