5. TRAVEL PLAN TARGETS

5.1 The following targets have been set based on the best available data and will be reviewed following the February 2009 surveys. The mode shift has been set for a three year period as follows but could be subject to refinement following the 2009 survey:

Table 5.1: Student mode shift targets (based on 3630 students)

Date	Car*	Car share	M/C	Bus	Train	Cycle	Walk
Sept 2007 baseline %	33%	Un known	0%	12%	20%	4%	31%
Number of students	1198		0	436	726	145	1125
Oct 2010 target	11%	5%	1%	17%	22%	9%	35%
Number of students	399	182	36	617	799	327	1271
% change	-22%	-	+1%	+5%	+2%	+5%	+4%

* Single occupant car drivers.

5.2 Due to the non-representative survey data available for the staff population from 2007, the previous data for 2006 has been used as the baseline for staff mode shift targets.

Table 5.2: Staff mode shift targets (based on 700 staff)

Date	Car*	Car share	M/C	Bus	Train	Cycle	Walk
Sept 2006 baseline	53%	2%	1%	11%	12%	11%	10%
Number of staff	371	14	7	77	84	77	70
Oct 2010 target	38%	8%	1%	12%	13%	14%	14%
Number of staff	266	56	7	84	91	98	98
% change	-15%	+6%	-	+1%	+1%	+3%	+4%

* Single occupant car drivers

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5.3   The measures to meet and monitor these targets are set out in Section 6 and
       Section 9 respectively.

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6.   STRATEGY FOR TRAVEL BY NON-CAR MODES

6.1   A number of measures will be implemented to influence student and staff travel and to endeavour to meet the travel plan targets. These will include improvements to transport infrastructure and services, information and marketing measures as well as initiatives aimed at reducing the reliance on the private car.

Walking

6.2   The health and environmental benefits will be promoted by the TPC along with the following:

- ***Car park permit exclusion zone***: As noted later in the travel plan, the car parking strategy will not allow permits to be issued to anyone living within 2 miles of the site.

- ***Safe walking routes:*** The safest routes to the site will be identified by the TPC and contained within the travel pack discussed in Section 7.

- **The provision of panic alarms:** The University will provide alarms for staff and students.

- ***Improvements to pedestrian links:*** In conjunction with LBR, the TPC will seek to improve pedestrian links and site permeability for students.

- **Sustainable travel to work week**: As part of the sustainable travel campaign the TPC will organise an event to encourage staff and students to travel by non car modes. Incentives will be provided to encourage people to try new travel modes.

Cycling

6.3   As explained in Section 4, the facilities for cyclists need to be improved to make this a more realistic and convenient travel mode. The following will be introduced to encourage cycle use and reviewed by the TPC on an annual basis. Their effectiveness will be measured by any recorded mode shift from the annual travel surveys and from feedback from users:

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- ***New cycle parking:*** New secure and covered cycle stands have been introduced within the piazza area to replace the existing uncovered cycle parking stands. Further secure and covered spaces were introduced on the campus in the summer of 2008. If demand for the cycle parking reaches 80% capacity or greater, the university will increase cycle parking provision on site to meet the demand. CCTV coverage has also been enhanced around the cycle parking areas to further reduce bike theft.

- ***New lockers, changing and showering facilities:*** These have been provided for the benefit of walkers and cyclists.

- ***Cycle route maps:*** These will be available to all students and staff.

- ***Tax exemptions:*** SMUC will comply with the National Cycling Strategy Green Transport Policy, offering tax exemption from the purchase of a bicycle. This will allow staff to lease a bike from SMUC, exempt of Income Tax, National Insurance and VAT.

- ***Cycle to work day:*** The TPC will organise a cycle to work day as part of a sustainable travel week to encourage more cycle use. The feasibility of providing a free bikers' breakfast will also be explored with the SMUC refectory or cafe.

- ***Improved cycle routes:*** The University will work with TfL to seek to improve the cycle routes to and from the site. In particular the TPC will seek to improve links to the site access points. A network of additional cycle paths will be constructed around the campus.

Public transport

6.4   The following initiatives will be introduced to encourage public transport use and reviewed by the TPC on an annual basis:

- ***New or diverted bus routes:*** A key outcome of the 2006/2007 staff and student surveys was the need for a bus link between Twickenham / Teddington station and the site. To reach the site currently by bus from Twickenham station, users have to use the 281 or 267 bus service and change at King Street to the 33 service. From Teddington, bus route 33

runs along Broad Street but not Park Road or Station road resulting in a walk of approximately 250m. The TPC will therefore lobby public transport providers for better transport services to the university.

- **_Interest free season ticket loans:_** This is offered to all SMUC staff to reduce the financial burden of travelling by public transport. The TPC will also seek to secure discounts on season tickets for public transport by negotiating with operators. Students already receive public transport discounts via the young person's railcard and Oyster card. Oyster cards readers will soon be installed at Strawberry Hill station which will encourage their use.

- **_Bus and rail route maps:_** These will be provided within all university literature as travel packs to highlight the number of services available.

- **_Bus and rail timetables:_** These will be displayed on notice boards within the university as well as within the above travel packs.

Car sharing

6.5 The car parking strategy was introduced in September 2007 and has so far demonstrated that there are opportunities for car sharing, with a number of applicants indicating that they car share or are amenable to car sharing. The following measures will therefore be explored:

- **_Car sharing database:_** The TPC will investigate obtaining all staff postcodes and setting up a database to identify staff living close to or en route to the university. The TPC could then contact staff to seek to setup a car sharing arrangement. The College is actively involved with Richmond Sustainable Transport network and Teddington Travel Network to explore this option on a wider scale.

- **_Reduce car parking charges:_** The University will consider reduced car parking charges and allocated bays for car sharers.

Car club

6.6 Car clubs provide an easily accessible vehicle to their members for short term hire as and when needed. They offer a lower fixed cost alternative to

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car ownership, as membership fees are typically lower than the annual cost of road tax, and once this fee is paid, car usage is on a low cost pay as you drive basis. They also allow access to a range of efficient, reliable cars without the hassle of private ownership.

6.7   The University is currently operating a pilot scheme in collaboration with Streetcar with two vehicles located within the site accessible by students, staff and members of the public.

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7. CAR PARKING STRATEGY

Introduction

7.1 The management of car parking on site is a high priority for the University. A car parking strategy has been devised for the site which was implemented in September 2007. The strategy aims to encourage staff to use more sustainable means of transport when travelling to and from the University College.

7.2 The following paragraphs set out the key aspects of the strategy.

Parking space designation

7.3 There are currently 217 marked parking spaces on the Strawberry Hill campus with spaces designated as follows:

Table 7.1: Car parking space allocation

Space type	Total for car parks 1 to 5
Annual permit holders*	155
Day / visitor	31
Disability	9
Security/College vehicles	9
Motorcycle	13
Total car parking	**217**

* includes up to 20 student permit holders

7.4 An annual permit holder will be able to park in any other bay unless marked accordingly i.e. disabled or security.

Parking restrictions

7.5 The parking strategy is operational between 9.00am to 4.00pm Monday to Friday, 1st September – 30th June inclusive. These restrictions do not apply during periods of college closure (notably Christmas and Easter).

Parking permit eligibility

7.6 Permits are allocated on a points system based on the distance travelled to work and the number of public transport changes required to reach the site. Those obtaining the highest number of points will gain a permit. All staff and students that do not have a disability and live within 2 miles of the site will

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not normally qualify for a parking permit. Circumstances such as medical conditions and childcare responsibilities will also be considered. The TPC will manage the allocation and screening of applications. A maximum of 175 permits will be issued. The points system is summarised in Table 7.2.

Table 7.2: Permit points system

Criteria for assessment		Number of points
Single journey		
	25.1 + miles	10
	15.1 – 25 miles	8
	10.1 - 15miles	5
	5.1 – 10 miles	2
	2.1 - 5 miles	1
	0 - 2 miles	0
Public transport alternatives		
	5 or more changes	10
	More than one change	5
	One change	2
	No changes	0
Time taken		
	90+	10
	61-90	8
	31-60	5
	15-30	2
	0-15	0
Dependent care		
	Childcare	10
	Bro/Parent/Grandchildren	5
	Other	2
Total points		

Notes:

1. The points from each section will be added together and those with the highest number of points will be offered permits, subject to availability.

2. Special circumstances will not be assessed through the points system but factored into the allocation process.

3. Applicants will be asked to sign application forms confirming that the details provided are correct. Individual permit applications may be checked and permits withdrawn if found to be incompliant with the Car Parking Policy.

4. Full time and part time staff will be able to apply for permits.

5. Special provision will be made for out of hours workers who are unable to remove their vehicle from the campus before 9.00am.

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7.7 The 2008 permit allocation process has been undertaken and 154 annual permits have been issued. All additional permits will be day permits. The allocation process includes the points system as above and consideration of special circumstances. This can be summarised as follows.

Table 7.3: 2008 Permit allocation

Permit allocation	Number of points	Number of permits
	0-10	8
	11-20	60
	21-30	49
	31-40	10
	Disabled	10
SMUC partners	English Institute of Sport	12
	UK Athletics	3
Total		**154**

7.8 Special circumstances are considered as medical reasons, transporting goods, unsociable hours, offsite visits, carrying bags, car sharing and other commitments.

Waiting lists for permits

7.9 If all applicants cannot be issued with a permit, a waiting list will be established. Individuals with the highest number of points will be offered a permit as they become available.

Day permits

7.10 Day permits are available to those staff that do not have a parking permit but need to use their car on an occasional basis for work related purposes. There will be no charge for this. Day permits can also be applied for parking on an occasional basis for non work related purposes, for which a daily charge will apply.

Car sharing permits

7.11 Applicants must indicate if they are car sharers. Correct use of car sharing permits will be monitored on an on-going basis. Car sharers are given additional points credit in the allocation system. Approximately 8% of the

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permits allocated for 2008/09 were to those who car share or are amenable to car sharing.

Parking permit charges

7.12 The level of charges will be reviewed before the start of each academic year. From September 2008 the charge for an annual permit will be £105. This would provide an estimated £25,000 to part fund the Travel Plan measures.

Parking enforcement

7.13 Vehicles may be clamped if parked on university college owned land without displaying an authorised parking permit or are not parked in accordance with the conditions relating to the use of the land. A vehicle owner displaying a permit, parked in a hazardous position will still be subject to clamping. The clamp will be released following payment of a fine.

Note: ownership of a permit is not a guarantee of a parking space.

Coach parking

7.14 Coaches can be accommodated on site albeit that coaches very rarely visit the University College. On the rare occasions they do, they can access the site via the white gates (i.e. southern access) and park adjacent to the track.

School sports days

7.15 The track is sometimes used by schools for sports days. On these occasions, students are transported to the site by minibuses that park adjacent to the track.

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8. MANAGEMENT, MARKETING AND COMMUNICATION

Travel Plan promotion

8.1 The Travel Plan will be promoted to all staff and students via the Travel Plan forum and the TPC. The following initiatives will be undertaken and reviewed annually by the Travel Forum:

- ***Travel packs***: Produce a travel pack that is delivered to all students and staff prior to starting at SMUC, in order to establish sustainable travel patterns from the outset. The lack of capacity for car parking in the surrounding streets will also be included to discourage car travel to the site. This will be also be handed out during induction week, during open days and contained within the university prospectus. The content will be reviewed annually by the TPC.

- ***Intranet***: - The Travel Plan initiatives and schedule of activities will be published on the SMUC Intranet. For those without access to a computer, notice boards will display the same information.

- ***Personalised Travel Plans:*** A personalised Travel Planning service will be available and provided by the TPC for those staff and students unsure of the best transport option for them. This will be promoted during induction week and during open days.

- ***Promotional events:*** The TPC and travel forum will organise promotional events for the Travel Plan which can help highlight the Travel Plan objectives and allow staff and students to try alternative modes of travel to work. The TPC will register SMUC with the TfL 'Good Going' travel awareness campaign. This is a week organised by the London Boroughs where individuals and organisations formally sign the 'Good Going' pledge (to walk, cycle, use public transport, when possible, and to car share or use low emission vehicles when this is an option).

SMUC Travel Plan forum

8.2 A Travel Plan forum will be set-up and its role will be to identify and implement improvements to travel to and from the site. The forum will, where appropriate, seek professional advice to aid this process.

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8.3 The forum will include senior staff and student representatives and will be chaired by the TPC. The outcomes and actions arising from the meeting will be minuted and will be made available on the intranet for all students and staff to view. The student representatives will be able to take forward suggestions and problems arising from the student body for discussion within the forum.

8.4 The forum will meet at least quarterly to discuss the transport issues of the site and possible improvements to be implemented. The actions arising from the meeting will be co-ordinated by the TPC, and progress reported at the next meeting.

8.5 The forum will review travel patterns through the annual surveys detailed above. Following the results of each survey, any problems will be identified and, if required, measures will be implemented to solve these problems.

Travel Plan management

8.6 As already stated, to ensure the delivery and management of the Travel Plan for the site SMUC has appointed a Travel Plan Co-ordinator. A key part of their role will be to promote and become an active member of the Travel Forum. The TPC's responsibilities will include the following:

- To actively encourage travel by non-car modes and provide appropriate up to date public transport travel information for students, staff and visitors. This will be communicated via the SMUC internal and external websites and through the prospectus;

- Ensure the SMUC website is up to date with travel information;

- To ensure that the car parking strategy is enforced by supporting the SMUC site and senior management;

- Ongoing monitoring of travel demand and review the Travel Plan measures and targets accordingly;

- Attending and chairing the Travel Plan forum;

- Liaising with LBR and TfL to develop the Travel Plan and make adjustments to service provisions, if appropriate;

- Facilitate and provide all with travel information to ensure a consistent travel message.

SMUC website

8.7 The SMUC internal and external websites will be a key communication portal for staff, students and visitors to the site. With this in mind, the presentation and quality of information provided is of paramount importance to SMUC. Each website will contain a travel Section containing the following:

- Dedicated travel Section giving complete directions to the site by all travel modes. This would include downloadable maps, guides for all transport services and highway routes.

- Links to other websites, including those of transport providers and TfL's Journey Planner;

- The possibility of providing advanced car parking booking for day passes or car sharing permits on-line will be investigated;

- Travel awareness campaigns and other promotional initiatives (e.g. Good Going campaign or sustainable travel week);

- Disabled access information with site access and plans.

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9. MONITORING AND REVIEW

9.1 One of the underpinning objectives of the Travel Plan is to ensure that non-car travel modes are improved, are more accessible and easy to use than at present. To achieve this objective, regular monitoring and data collection will be undertaken.

9.2 The Travel Plan is a living document, which will evolve as measures are introduced and patterns become established. Travel demand may also change on an annual basis with the turnover of students. In this regard, the initial Travel Plan targets within this document are likely to change when new survey data become available and travel patterns change.

Monitoring

9.3 Ongoing monitoring will be a key responsibility of the TPC. The monitoring targets within this document will ensure that trip patterns and demand profiles will be obtained. This will provide annual data for the each Periodic Review. The first baseline survey was undertaken in September 2007 and the first periodic review will be in February 2009. The results of each scheduled survey will be submitted to LBR after each survey so they are aware of the travel patterns between, and up to, each periodic review.

9.4 To assist the monitoring process, the Travel Plan will be registered with iTRACE (http://www.ibasesystems.co.uk/itrace.php), a TfL funded initiative to ensure consistency of Travel Plan monitoring and review for workplaces and educational establishments within the London Boroughs. The necessary data required for the travel mode split targets will be submitted for entry into LBR's version of the iTRACE database.

Review

9.5 The review and rewrite dates have been agreed with LBR as follows:

First periodic review	February 2009		
Review	October 2010	Review	October 2013
Review	October 2011	Review	October 2014
Rewrite	October 2012	Review	October 2015

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9.6   The review will be carried out within one month of each Periodic Review, and a monitoring report submitted to the LBR.

9.7   The monitoring report will review the surveys undertaken and compare the results against the targets and measures set within the Travel Plan. SMUC, and LBR will examine the results and, if necessary, reassess the Travel Plan.

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