



Statement of Support, Keith Mander, Deputy Vice Chancellor

I am pleased to support the University of Kent Travel Plan for Canterbury Campus 2011 to 2015. The University plan 2009- 2012 and *Estates Strategy 2009* acknowledges the importance of environmental sustainability to the University, our immediate neighbours and the world at large.

In March 2009, the University was one of only 70 organisations within the UK (8 of which were universities) to have achieved accreditation to the Carbon Trust Standard at level 1. This means that the University has measured its carbon footprint, met an absolute reduction in its CO2 emissions, and provided evidence that we are managing carbon in an appropriate manner through effective governance, accurate carbon accounting and carbon management programmes. The University will endeavour to reduce its carbon footprint further by setting environmental objectives and targets for improvement in a number of areas including the use of energy and water, emissions and discharges, waste, and car travel for commuting and business use. (University Plan 2009-12)

The Travel Plan 2011 – 2015 will continue to support our existing infrastructure and assist the University to continue to move forward with reducing our dependency on the private car. Implementing this plan will provide further benefits to those who work, learn and visit our University, as well as the local community and the environment at large.

Executive summary

University of Kent launched its first Travel Plan in December 2006. The primary objective was to reduce the number of car journeys, particularly of single occupancy vehicles, that are created by people travelling to and from the University, whilst ensuring that the University continued to operate effectively as an academic institution.

By October 2011, significant improvements in travel behaviour could be seen. This is clearly illustrated within the 34% reduction on the number of permits to park being issued, as well as the increase in the number of people travelling by bus. This has far exceeded the expectations of the University's first Travel Plan, providing confidence that improvements can continue with the inception of the 2011/15 Travel Plan.

Analysis of the 2010 travel survey revealed that 25% of full time and 20% of part time staff consider 'reliability' to be an important factor when accounting for why they use the car as their main mode of travel to work. Another important factor was due to 'domestic commitments'.

To reverse this, and further reduce the number of staff driving to work alone, where possible, the University has developed the objective to provide real and affordable travel choices for staff and students whilst continuing to operate effectively as an academic institution.

The University continues to support measures which were implemented in the 2006 Travel Plan and introduce new ones to assist everyone with good quality, affordable options, when choosing how to travel to and from the University.

Successful implementation should see a further reduction in private car use, enhancement of alternative travel options and a reduction in the environmental impact of the University's travel demands.

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1.0 Introduction

Kent Highway Services states ‘the combination of increasing population, the relatively stronger economy in the south-east region, and Kent’s position as the United Kingdom’s principal gateway to Europe, has resulted in the volume of traffic on Kent roads almost doubling since 1980. This is a third greater than in the country as a whole and a further doubling is expected by 2035.’

In 2006 the University of Kent developed a Travel Plan. This was in response to national and local transport policy, which aims to reduce single car occupancy to assist with the volume of traffic on the local roads, which in turn supports a range of environmental and health benefits to the University, the local community and the environment.

The main motivation for developing the plan was

- To build on our existing transport policies and develop a clear strategy for managing our future transport provision.
- In response to the Planning Policy Guidance note 13.

The University has achieved many of the measures which were set out in the 2006 plan (see appendix a) and has seen the number of staff travelling to work by car fall from 81% to 60.53% as well as an increase in the number of students using the local bus network.

The Travel Plan has been successful in improving travel options for staff and students, for example the provision of an increased investment to the local bus company, which has resulted in improved accessibility to bus travel, including new bus routes and improvements to the frequency of service attending campus.

This update to the Travel Plan intends to identify the stage which the University has reached now and set out a strategy for the next four years, to build on the significant work already achieved.

2.0 Accessibility to and from the campus

Canterbury Campus is located 1.5km north of Canterbury City centre and is loosely bordered by Canterbury Hill and St Stephens Hill to the east and Whitstable Road to the west. The main route into the campus is from Whitstable Road onto University Road, which is an arterial route into Canterbury City centre and the Whitstable area. St Stephens Hill provides a secondary access from the east. The campus is divided by a public highway, known as Giles Lane.

Table 1 below identifies the number of full-time (FT) and part-time (PT) staff/students associated with the Canterbury campus in the 2010/2011 academic year.

2010/2011					
Staff FT	Staff PT	Total Staff	Student FT	Student PT	Total Student
1,561	518	2,079	13,310	2,580	15,890

Table 1.

2.1 Walking Accessibility

The Canterbury Campus is surrounded and permeated by public footpaths and roads flanked by footways. From Whitstable Road, both University Road (which is the principal route into the campus) and Giles Lane have a footway along at least one side for the length between Whitstable Road and the core of the campus. Both routes are lit.

Whitstable Road itself has uncontrolled crossing points, with central refuge islands both north and south of the University Road junction. As the University Road footway is on the northern side, pedestrians travelling on the eastern footway on Whitstable Road must cross University Road at the junctions to enter the campus.

The Giles Lane route is comparably narrow and therefore less attractive. There is however a controlled (Toucan) crossing slightly to the north of the junction on Whitstable Road for both pedestrians and cyclists.

Pedestrian access can also be taken from St. Stephens Hill (to the east) via Giles Lane. Pedestrian refuges are provided on each arm of the junction.

2.2 Cycle Accessibility

National Cycle Route 1 runs north-south through the campus. The route runs from the city centre, north-west through residential areas, entering the campus from the south via St Michaels Road and Lyndhurst Close.

The cycle routes within Canterbury connect the campus directly and conveniently to both Canterbury West and Canterbury East rail stations, the city centre, and residential areas throughout the city.

2.3 Bus Accessibility

The Campus has an excellent bus service, and bus infrastructure, including bus stops across the campus and a bus interchange and turning area. The most important services through the campus are the UniBus between the campus and the city centre and Route 4/6 'The Triangle' between Canterbury, Whitstable and Herne Bay. These services are run by Stagecoach and are summarised briefly below in Table 2.

	Frequency ^a		
	Weekday	Saturday	Sunday
Service: UniBus (Out Bound) Route: City Centre Bus Station – Campus (Keynes College, Darwin College, Park Wood)	8	8	2
Service: UniBus (Return Journey) Route: Campus (Keynes College, Darwin College, Park Wood) – City Centre Bus Station	8	8	2
Service: 4/6 (Out Bound) Route: City Centre Bus Station – Campus (Keynes College) – Whitstable – Herne Bay	2	2	4
Service: 4/6 (Return Journey) Route: Herne Bay – Whitstable – Campus (Keynes College) City Centre Bus Station	2	2	4

Table 2 Note: (a) Typical frequency (services per hour) in the direction specified

On a weekday, there are on average 10 services per hour in each direction through the University Campus between the campus and the city centre. This is on average 1 service every 6 minutes, or an average wait time of 3 minutes, which is excellent. The bus route between the campus and the city centre also connects to both Canterbury West and Canterbury East rail stations.

2.4 Rail Accessibility

Canterbury is served by two railway lines, and two city centre stations, one on each line. The closest rail station is Canterbury West, located on the north-western edge of the city. South Eastern operates at both stations and lines. Canterbury is easily accessible from Medway, Thanet, Dover, and London by rail, and the campus is easily accessible from the stations by bus, foot or cycle. South Eastern rail have introduced a High Speed rail service to and from London, which operates at Canterbury West station.

	Frequency ^a		
	Weekday	Saturday	Sunday
Station: Canterbury East (Out Bound) Route: London – Medway – Canterbury – Dover	2	2	2
Station: Canterbury East (Return Journey) Route: Dover – Canterbury – Medway – London	2	2	2
Station: Canterbury West (Out Bound) Route: London – Ashford – Canterbury – Dover	1	1	1
Station: Canterbury West (Return Journey) Route: Dover – Canterbury – Ashford – London	1	1	1
Station: Canterbury West (Out Bound) Route: London – Ashford – Canterbury – Ramsgate	2	2	2
Station: Canterbury West (Return Journey) Route: Ramsgate – Canterbury – Ashford – London	2	2	2

Table 3 Notes: (a) Typical frequency (services per hour) in the direction specified

3.0 Travel Plan progress

Many of the objectives and actions set out in the 2006 Travel Plan have been reached. A summary is provided below of the majority of measures that have been implemented and are in operation at the Canterbury campus. Also refer to Appendix A.

3.1 Marketing and Awareness

- In each Reception area of a college, bus timetables and posters about prices are available, as well as other sustainable transport leaflets such as cycle maps and carshare leaflets.
- A transport information map has been produced to include parking, cycle parking and bus stop locations on the Canterbury Campus.
- TV screens are located throughout the University which assist in promotion of events such as national liftshare day.
- The University is continually upgrading Wi-Fi service in key locations and improving the availability of computers. This allows people to log on to the intranet which in turn provides access for staff and students to transport information from the transport website. This includes quick links to live/real information for road, bus and rail operators.
- Information leaflets have been produced to promote the transport information website to staff and students, as well as giving contact information for the Travel Plan Coordinator
- The University of Kent established a website dedicated to transport information for staff and students. This can be found at www.kent.ac.uk/estates/transport. This is regularly updated and reviewed by the Travel Plan Coordinator.

3.2 Smart Learning and Working

- Every taught module at the University of Kent has an associated 'Moodle' module available for use by staff to help them deliver online teaching resources to students.
- The University has provided Teleconferencing and Video Conferencing facilities to assist with reduction of staff travel to meetings
- The University has introduced 'Office Communicator' software. Staff can use Office Communicator to:
 - participate in Instant Messaging conversations with each other
 - have group conversations by inviting other users to join your chat session
 - see if colleagues are online and therefore make informed choices about when and how to contact them
 - transfer files to colleagues
 - have voice or video conferences with multiple users
 - decide the best way to reply to an email as Communicator integrates with ConnectMail via Microsoft Outlook.

3.3 Public Transport

- All travel information is available on the transport webpage – which includes quick links to live information available on external bus, rail and road network websites.
- A bus interchange / turning area has been provided on University Road for buses and coaches.
- The University continues to support the bus routes through the campus. It has provided 2 new bus stops on Giles Lane to support the bus network
- A bus stop on Parkwood Road has been improved from a soft surface to hard standing, which has been designed to be DDA compliant including a raised kerb
- Student studies have been used and given to Stagecoach, which demonstrated the need for more buses within Hales Place. From this study Stagecoach recognised there would be a benefit to increasing the frequency of buses in this area and has since put on additional buses.
- In 2007 the University introduced a Late Night Bus service from the Library. The purpose of this service was to support students wanting to study late at night. However, it was recognised that there was not a requirement for such a service throughout the year. Therefore, this service now continues to run from midnight to 3am for 6 weeks during the summer exam period.
- In addition to this provision, the University also listened to the students and recognised the need to provide resident students with a direct link to local affordable grocery shops from the campus. The University funded a Saturday service to local amenities where the route passes several grocery shops. Stagecoach have recognised the route's potential and agreed that they would continue this service as an established 'service' route (26a). This provides a wider passenger transport benefit
- University of Kent continues to invest each year to subsidise the UniBus service and bus season tickets for students and staff. If purchased within the first two weeks of the autumn term, students can obtain an annual season ticket 'UniRider' for approximately £150 that provides unlimited travel for the whole of the East Kent area. Student annual 'UniRider' ticket sales have grown from 1,200 tickets in 2006 to 4,119 in 2009/10. Staff annual tickets have increased from 13 in 2006 to 34 in 2008/09.
- The demand for the UniBus service has led to Stagecoach increasing the service frequency. It now operates approximately every 7 minutes (day) to 30 minutes (eve) during term time, from 08:10 to 22:55hrs from Canterbury bus station. It continues to operate outside of term time on a 15 to 30 minute service.
- University of Kent has the facility to offer Transport for London's 'Oyster Card' to students. The Oyster Card generally provides a cheaper fare to make single journeys within the Capital.
- The University promotes the available discounts on the national rail network. However, at this time there is no University discount available for using SouthEastern. The University approached SouthEastern to arrange a meeting to discuss discount availability, but were informed that they do not offer discounts. This is recognised by Canterbury City Council as they have also been unable to negotiate any discounts
- Eurostar are offering University of Kent staff discounts for leisure and business travel.

3.4 Car Sharing

- In 2009 the University of Kent moved away from the Kent Car Share scheme to establish a partnership with Canterbury Christ Church University, Mid Kent College, University for Creative Arts (UCA) and the University of Greenwich to establish a car share database and web page with liftshare.com. This can be found at www.5hare.co.uk.
- Emergency trips home are available to staff if their car share 'BuDi' has had to leave work early for an emergency.
- The University has discounted rates for the cost of car share parking permits for full time staff. The scheme is supported by the University's Traffic Regulations and has developed guidelines.
- Students who wish to carshare can have the option of purchasing one permit and share the permit and its cost between the vehicles and owners.

3.5 Cycling

- In 2007 new secure Cycle Shelters were installed outside Keynes College and near Eliot College
- As a result of a cycle audit and working with KUBUG (Kent University Bicycle User Group) a transport map was developed and is available online or from the Estates Department. This gives locations of cycle paths and cycle parking within the University. The website also states the locations of the current shower facilities provided.
- Cycle signage across the campus has been improved to support 'National Cycle Route 1'
- KUBUG has been set up by an independent group with the purpose of working alongside the various University departments to make life better for those who choose to cycle to the campus. The University supports and helps promote KUBUG at various events.
- Since 2008 'SPOKES' an active campaign group set up to encourage cycling and publicise its benefits, based in the East Kent area, has been invited to attend Fresher's Fayre. They assist the University in promoting cycling and provide information to us about cycle queries.
- The University has been working with 'CyclingAge' on a variety of cycling projects.
- In 2009 Kent Union started a 'hire bike' scheme. They purchased 4 bikes that are charged at £5 for the whole day or Sunday is free if the bike is hired on a Saturday.
- In addition to this the University has set up a 'Re-cycle Bike Scheme'. Every year there are bikes which are abandoned on the campus. In the past these bikes were collected during the Summer Vacation and kept until December before passing on to charities or auction. Since 2008 the University has paid 'CyclingAge' (CTC approved) to recycle the abandoned bikes. The bikes are then sold with a bell and a lock (at cost price of £50) to students.
- The University receives discounts from a number of local cycle shops, for staff and students.

3.6 Walking

- In 2009 the University upgraded the parking information map to incorporate transport information. This included cycle parking and locations of bus stops. This map is available from the Estates Department and located on the transport web pages.
- The transport web pages include a page dedicated to giving personal safety information. The 'quick links' within the front page also provide web links to maps, including recommended routes for wheelchair users.
- To support concerns for those walking around campus and who feel insecure, Campus Watch Security offer a 'Walking Escort Service'. This service is provided to those who go to the Campus Watch reception or ring the contact number.
- To assist with personal safety information, Campus Watch Security works closely with the local PCSOs and attends a variety of events, such as arrivals weekends; where they hand out information and free personal alarms.
- Showering and changing facilities continue to be available for people who walk.
- In 2010 new footpaths were created to help alleviate pedestrian traffic from Keynes area of the campus to the central campus area.

3.7 New Staff

- All new staff are given a leaflet which publicises the website and provides contact information for the Travel Plan Co-ordinator. The Travel Plan Coordinator also attends staff induction days to give further information and answer any queries.

3.8 Other Initiatives and Improvements

- In September 2008 a wider exclusion zone for students was introduced, which encompassed the City Centre.
- Speed Bumps were removed and replaced with speed cushions to improve the routes for cyclists, buses, and emergency vehicles.
- Improved road signage was introduced on University Road, Parkwood Road and Darwin Road.
- The University is 1 of 20 Higher Education institutions to begin the 'Green Impact' initiative.
- Rolling programmes are in place to repair road surfaces and reduce pot holes, resurface pavements, improve lining and signage as well as ensure that there is tactile paving.
- Bikes have been made available for Maintenance staff and Campus Watch security to use around campus.
- The University has supported Stagecoach with their launch of the new Triangle Buses and UniBuses.
- As part of any new developments on campus, cycle and walking facilities have been included.
- Healthy Walks are advertised and provided by the Sports Centre. In addition to this, as part of the Creative Campus initiative, the Nature Trail has been reintroduced.
- The Travel Plan Co-ordinator attends regular transport meetings at Canterbury City Council.
- Transport Information is given at a variety of events, such as Open Days and information and the website is published within the 'Getting Started' information book.
- The University publicises the discount cards and supports National Express using the Keynes Bus interchange.
- In 2010 resurfacing of Giles Lane car park and introduction of improved lighting in the form of LED was completed.
- In 2009 the Traffic Regulations for Staff, Students and Visitors was updated to ensure that all information was in one location and easy to read.

- In 2010 the University resurfaced University Road, and introduced new footways to assist with the pedestrian traffic from Keynes bus stop.

4.0 Travel to the University

Understanding the habits and identifying key issues in relation to travel of the University staff and students is essential in order to develop an effective Travel Plan. The University undertook a travel survey in October 2010. The Travel Plan survey was undertaken using web-based a self-completion questionnaire which was prepared by WSP transport consultants and distributed by the University and Kent Union via an email. Due to the very small response rate from students these were removed to ensure that they did not lead to inaccurate conclusions. Therefore, this plan considers other factors which demonstrate student travel.

4.1 Travel trends

The surveyed main mode of travel (defined as those modes which are used 'sometimes' or 'usually') for the longest part of the employee's journey to the Canterbury campus is shown on graph 1, which breaks down the journeys made by Full Time (FT) and Part Time (PT) workers.

Graph 1 Main mode of travel for the longest part of the journey for Canterbury employees to the Canterbury Campus

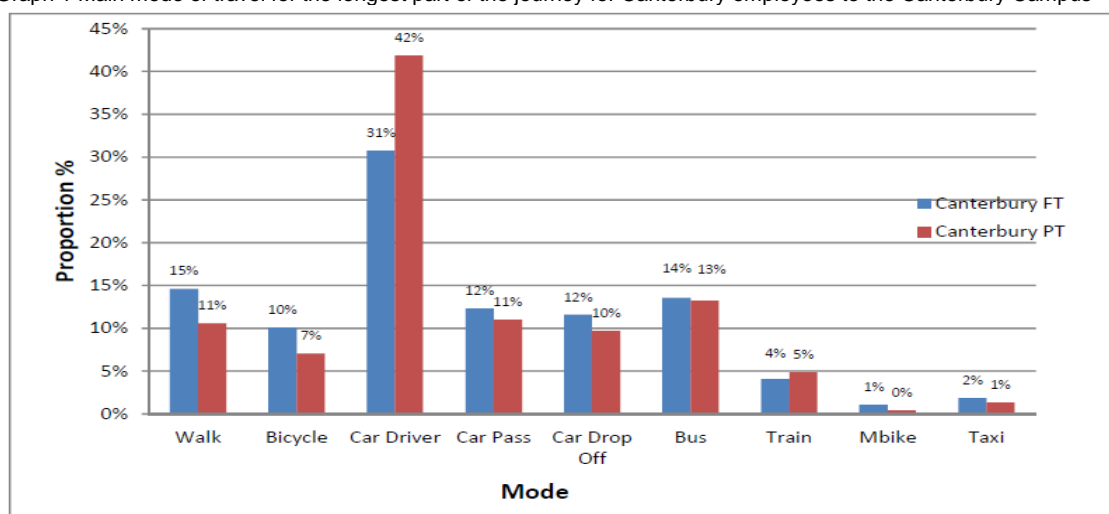


Table 4 compares 2010 results with 2004. It is evident from this that there has been a significant staff modal shift to sustainable transport.

Table 4	2004 FT & PT	2010 FT (PT)
Pedestrian	7%	15% (11%)
Bicycle	4%	10% (7%)
Bus	6%	14% (13%)
Rail	1%	4% (5%)
Taxi	0%	2% (1%)
Motorcycle	1%	1% (0%)
Car (Driver)	-	31% (42%)
Car (Passenger)	-	12% (11%)
Car (Dropped Off)	-	12% (10%)
Car (Total)	81%	55% (63%)

4.11 The survey demonstrated that the most popular reason as to why employees choose to drive to work is **'domestic commitments'** followed by **'only available option'** and **'reliability'**.

A significantly higher proportion of part time employees (when compared to full time) consider **'domestic commitments'** to be a more important factor when accounting for why they use the car as their main mode of travel to work. This could explain why this group of individuals have a greater car mode share. Full time employees (when compared to PT staff), consider **'reliability'** to be a more important factor when accounting for why they use the car as their main mode of travel to work.

4.12 Postcode data was collated to give an understanding of the distance travelled and where employees were travelling from, as demonstrated in table 5. (See appendix b for plot maps)

Table 5 – Average journey distance travelled by staff for each transport mode (km)

Mode	Average Journey Distance (km)	Average Distance Travelled per Day (km)
Car Driver	18.4	36.7
Car Passenger	14.4	28.9
Car Drop Off	10.3	20.5
Motorbike	3.0	6.0
Taxi	8.0	16.1
Bus	9.8	19.7
Train	30.3	60.7
Cycle	6.6	13.2
Walk	4.6	9.2

4.2 Cycle Schemes

There are a number of cycle initiatives, which can be seen in table 6. These are currently expanding but no current data is available.

Table 6 Cycle schemes	2006/07	2007/08	2008/09	2009/10
Available Cycle Parking Spaces	670	670	861	861
Number of bikes recycled and sold	N/A	N/A	7	25
'Cycle to Work' uptake	1	18	17	23

4.3 Parking Permit and Bus Season Ticket Sales

Table 7 Bus Ticket Sales	2006/07	2007/08	2008/09	2009/10
Students UniRider Annual	1,200	2,238	3,288	3,459
Student Summer Ticket	26	49	260	200
Staff Gold or Mega Rider	13	18	27	29

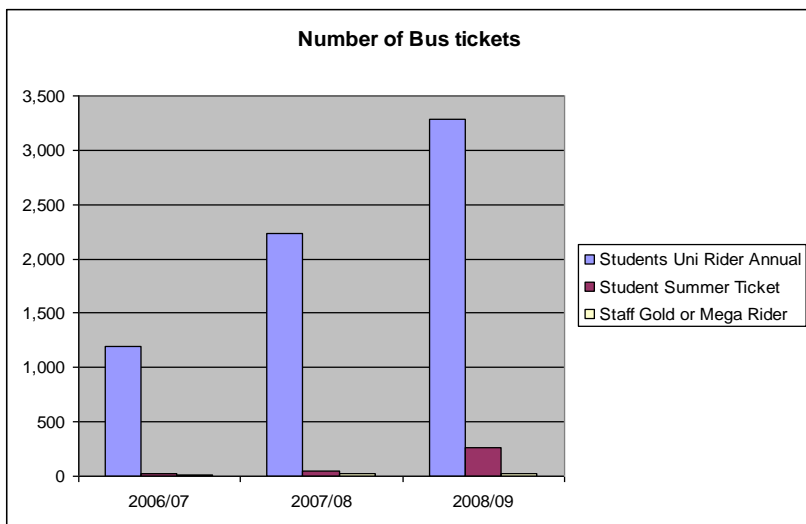


Chart 2 comparisons of bus season ticket sales

The number of annual parking permits issued can be considered as a method of demonstrating trends of commuting by car.

Table 8 Annual parking permit sales	2006/07	2007/08	2008/09	2009/10
Students	2,090	2,091	1,624	1,309
Staff	2,058	2,095	1,956	1,477

The above data is considered below in chart 3 in more detail to identify trends, including proportion of population with parking permits and proportion of population with Bus Season Tickets.

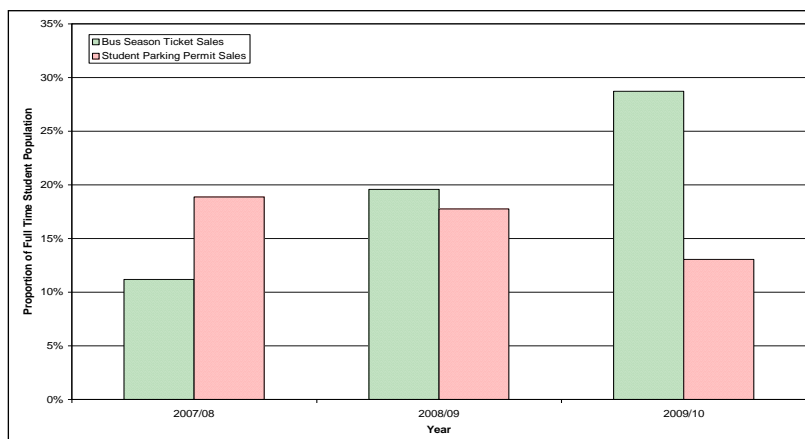


Chart 3

The chart 3 demonstrates that there has been a clear increase in bus season ticket uptake which suggests an increase in bus patronage, and also shows a trend of a reduction in the number of parking permits sold to students, which suggests a reduction in student car travel to the campus.

4.4 Traffic Counts

Traffic counts commissioned by WSP transport consultants have been undertaken to compare them to the 2004 traffic surveys. The two sets of traffic data have been compared to determine the % change in traffic associated with the key access roads into/out of the University.

Table 9 – 2-way traffic AM peak hour

Table 9	2004	2010	% change
Whitstable Rd/University Rd	1166	488	-58%
Whitstable Rd/Giles Lane	1395	665	-52%
St Stephens Hill/Giles Lane	1633	811	-50%
Average			-54%

Table 10 – 2-way traffic PM peak hour

Table 10	2004	2010	% change
Whitstable Rd/University Rd	970	450	-54%
Whitstable Rd/Giles Lane	1024	509	-50%
St Stephens Hill/Giles Lane	1396	713	-49%
Average			-51%

The above results demonstrate that two way traffic flows entering/leaving the University key access roads have decreased by around half in the peak hours. It should be noted that although the above data does not determine the proportion of cars which are solely associated with the University, it is considered that a reduction in University traffic generation is responsible for a large proportion of the overall reduction. This further demonstrates the success the University has achieved through implementing its Travel Plan.

5.0 Travel Plan objectives and targets 2011-2015

5.1 Key objectives:

- To enable the University to operate effectively as an academic institution.
- To provide real and affordable travel choices for staff and students travelling to the University.

In order to assess whether we are successful in achieving these objectives, targets have been set.

5.2 Targets

The base line data for modal split contained in this report was produced from the travel survey undertaken in October 2010. As there was a poor response the University will undertake a travel survey in October 2011 for students only, to assess the effect of measures to date.

Reduce full time employee single car occupancy journeys to the site from 31% in 2010 to 29% in 2015.

Maintain part time employee single car occupancy journeys at 42% until 2015

As an interim target until modal split data is collated from students the University will assist in the increase of student academic year bus ticket sales from 22% in 2009/10 to 25% in 2015.

Outcome objective	Targets	Timescale		
		October baseline 2010	2013	2015
Reduce drive alone commuting and increase sustainable transport	Staff FT Single occupancy	31%	30%	29%
	Staff PT Single occupancy	42%	42%	42%
	Student mode	TBC	TBC	TBC
	Student bus tickets	22%	24%	25%

6.0 Travel Plan measures and actions

The University will continue to ensure that a wide range of options provides staff and students with alternatives to the private car for their journey to and from the University. Comments given by staff and students identified areas which require action to ensure that options of travel modes are improved or introduced. The actions will be monitored by the Travel Plan Coordinator with the support of the Director of Estates and the University.

6.1 Car Sharing

Only a very small proportion of employees and students at the Canterbury campus utilise the car sharing scheme which includes reduced charges for a permit to park. In 2009 we launched the University car share database '5HARE', which is part of Liftshare.com. This assists people to find others attending the University who would like to car share. We currently have 142 members using this site.

The University will implement the following initiatives to further encourage staff and students to car share:

- Further promote the existing University car share scheme through regular awareness raising events.
- Continue to provide a guaranteed ride home service, if unforeseen circumstance means the car sharer is unable to get home to their term time address.
- Continue to provide lower parking charges for regular car sharers
- Ensure staff who participate in the car share scheme are aware of how they can park on days when they are unable to share.

6.2 Walking & Cycling

Walking and cycling combined represent 20.68% of employee journeys to and from the University and we understand that there are many students who walk and cycle to and from the campus, using St Stephens Hill and Eliot footpath as the main walking route into campus.

The University will look at the following measures to assist with related walking and cycling initiatives:

- Provision of more secure covered cycle parking, responding to any excess demand at existing sites.
- Promotion of cycling, including Dr Bike days.
- Provision of safe, direct cycle routes around the University
- Promotion of discounted cycle schemes agreed with many local retailers, offering discounts between 10% and 15%
- Promotion of existing shower and changing facilities through better signage
- Giving support to the University of Kent Bicycle User Group (KUBUG)
- Continue to provide a salary sacrifice cycle purchase scheme (Cycle to Work)
- Continue to provide staff cycle business mileage rate at 20p per mile
- Provide a cycle hire scheme available to students
- Improve the promotion of the health benefits of walking to work
- Improve pedestrian route signs on campus
- Continue to ensure that lighting is well maintained and improve lighting where necessary (consider Parkwood footpath and Eliot footpath)
- Introduce an annual audit of cycles on campus
- More publicity of available showers for cyclists on campus
- Investigate improvements to Eliot footpath and cycle path
- Investigate better cycle path links around the campus and provide support for improved cycle links to and from the campus.

6.3 Public Transport

Use of buses serving the University has increased significantly since the baseline surveys, with 14% of staff using them as their main option of travel to the campus and 23% of students purchasing academic UniRider bus tickets. The number of staff using the train has also increased.

The most significant difference in the way students travel now, compared to 2004, is an increase in bus use. This is demonstrated in the significant amount of annual bus passes sold in comparison to the number of parking permits sold.

The University will continue to support and encourage staff and students travelling by public transport through the following measures:

- Continuing to work with the local bus companies to assist with the provision of frequent accessible bus services and easily identifiable buses, which assist with recognition of the direct bus service to campus from the city
- Continue to monitor the demand for and review the routes and frequencies of services on an ongoing basis
- Continue to provide a bus subsidy for student discounted tickets
- Research if a late night bus service is available to the campus and pursue if possible
- Consider improving ticketing systems which will assist those who do not require an annual permit but still want to use the bus
- Ensure that the local bus company considers requirements for low emission and DDA compliant vehicles when purchasing new vehicles and consider making all bus stops across the university accessible to everyone
- To continue to provide a season ticket loan for annual bus passes to staff and consider the introduction of a season ticket loan for rail cards
- Promotion of discounts available etc.

6.4 Smart Learning and Working

The University recognises the benefits that can accrue in some circumstances if the need to travel at all can be removed. Video conferencing facilities and telecommunications have been provided across the campus which assists with reducing the need to travel. This also includes online learning facilities.

The Canterbury campus has a children's nursery on site which is can support employees who have children and wish to take them to nursery closer to work. Alongside this the University also has a flexible working policy to assist those who have dependents. In addition the site has all major conveniences such as shops, restaurants, sports centre, cash dispenser/ banks, and online/wi fi access across the campus.

- The University could consider researching further, the potential for flexible working and home working that reduces the need for staff to travel to the University every day of the week.

6.5 Business Travel

Higher Education Funding Council for England (HEFCE) is currently undertaking a study into Scope 3 emissions, which includes emissions caused by business travel. HE institutions are encouraged to measure their Scope 3 emissions but there is currently no requirement to report these. However, the University has started to collate this data as part of the Carbon Trust Standard Level 2 accreditation.

The total distance travelled by private car on University business in the period 1 Apr 2010 to 31 Mar 2011 was 555,292 km (345,117 miles). It is the University's intention to review this to assist reducing the number of emissions. To achieve this, the University intends to:

- promote the car share software '5HARE' to encourage employees to car share their journeys where possible, in particular to and from the Medway campus
- to research the viability of the Medway to Canterbury bus route.

6.6 Car Clubs and Pool cars

The provision of car clubs or pool cars can encourage staff to leave their own cars at home for the commute to work and use these if a car is required for a business meeting, particularly if the venue is inaccessible by public transport.

The University has been in discussions about car clubs in Canterbury with the city council. The University will investigate further the viability of a car club as a Canterbury wide scheme which assists local residents as well as employees and students, through the on-going development of the Travel Plan.

6.7 Car park, vehicle and emissions reduction

'The annual maintenance cost for surface car parking spaces is between £500 and £1,000 per space per year.' (New Ways 2 Work, Kent Highway Services). To assist towards some of this cost and enable car park management the University charges a small fee for a permit to park.

The University has a large number of car parking spaces available to staff, students and visitors to the campus. The parking is not centralised in large car parks or multi-storey car parks but distributed around the site.

Car parking on the campus is broken down into 32 areas, and parking in each area is restricted to holders of relevant permits. While there are exceptional circumstances which can affect car parking permit allocation, typically, permits are allocated on the following basis.

PARKING PERMIT ALLOCATION PARAMETERS

	Staff	Students
Pink	Allows the holder to park in pink and blue permit car parks. Parking is not permitted in visitor Pay & Display car parks. Charging for the permit is based on gross salary from £30 to £75, which on average (for FT) equates to 14p to 34p per day.	Students Registered as disabled and who hold a Blue Badge, are entitled to a pink permit free of charge.
Blue	All members of staff. Allows the holder to park in blue permit car parks. Parking is not permitted in visitor Pay & Display car parks. There is a charge of £20 per year for a blue permit, which on average (for FT) equates to 9p per day.	Students outside of the Exclusion Zone only. The exclusion zone includes CT1 1, CT1 2, CT1 3, CT2 7, CT2 8 and the campus (including Park Wood Courts). There is a charge of £20 per year for a blue permit.
Green	A Green permit allows a team of car sharers to park. There is a charge of £15 per person per year for a green permit.	

The University has an obligation to HEFCE to reduce carbon emissions. Within scope 3 the University is required to collate data and demonstrate a reduction in emissions in relation to commuting.

Much of the change in travel to date can be attributed to the extension of the student 'exclusion zone' and charging for permits to park, alongside the complementary measures to facilitate travel by other modes.

Measures that are already in place and will be ongoing are:

- No parking permits available to students who live on campus or within the exclusion zone.
- Motorcycle users to be provided with free parking permits
- The first consideration for any additions to vehicle fleet will be to assess the emissions in comparison to the vehicle required to carry out University business.
- In addition the University will consider revisions to the current parking permit charges that make it more equitable to staff who do not use their car every day.
- To become fully Approved Operators recognised by the British Parking Association.

6.8 Marketing and Awareness

- Introduce a sustainable transport award within the Universities Green Impact scheme.
- Continue to develop and maintain the transport web pages on the Estates Department's website.
- Continue to ensure all timetables and travel offers are widely publicised in all main reception areas.
- Improve awareness of the reduced rates on Stagecoach bus services which are available to staff.
- Design the Travel Plan to be easy to read and accessible to all.
- Launch the 2011 to 2015 Travel Plan with promotional activities
- Encourage staff and students to sign up to the Transport news pages to receive updated information
- New members of staff who are moving to the area will be offered advice on the residential areas with the highest levels of public transport accessibility etc.

6.9 New developments

With all new major developments on campus, at minimum, a Transport Statement is submitted to the Local Authority. Currently, we are in the process of two new developments:

- Keynes Extension
- Colyer Fergusson Music Building

With both submissions transport considerations have been carefully thought through, using WSP transport consultants.

The University will ensure that all new developments meet the University Travel Plan requirements. In addition new occupants can share existing facilities for transport within University regulations and guidelines, such as cycle shelters. Cycle provision is monitored and if found to be fully occupied the majority of the time, additional storage will be considered.

7.0 Management and monitoring

Responsibility for the Travel Plan will remain with the Travel Plan Coordinator, Estates Department, who has led the Travel Plan since April 2008. The Travel Plan will continue to support the Estates Strategy 2009 and the University Plan 2009 – 12.

Regular surveys will be undertaken to ensure that the development of the Travel Plan is progressing.

Surveys will be undertaken at the university every 2 years throughout the monitoring period. The format of any full travel plan survey will be agreed with KCC and CCC prior to being conducted and the results will be shared upon conclusion of the survey. If the results show that there has been an increase in trip rates and/or a reduction in cycle usage, the UoK will meet with KCC and CCC to agree on the necessary remedial measures that may be required.

Appendix A Table of 2006 Travel Plan progress – need to refer to previous action plan

Canterbury Travel Plan – March 2010		
Objective	RAG	Comments
Travel Plan Coordinator		
TP4.1.2	G	
Travel Information and Technology		
TP4.1.3	G	This will need to be continually updated
TP4.1.4	G	
TP4.1.5	A	Will continue to assess programmes which assist with distance learning
Public Transport Improvements		
TP4.1.6	A	Is available online – currently establishing if it can be located at Keynes bus stop
TP4.1.7	G	
TP4.1.8	G	It is recognised that the University will continue to support, where appropriate, measures to maintain a high frequency service
TP4.1.9	G	The current late night minibus service during exam time provides support for the busy study time. Investigations continue with Stagecoach about further late night services which will assist students with transport throughout the academic year.
TP4.1.10	G	We have evaluated this and concluded that this is not currently a viable option but will continue to investigate possibilities within this area as future developments are established
Public Transport Season Tickets		
TP4.1.11	G	
TP4.1.12	A	Using results of survey to try and arrange a meeting with South Eastern Rail in particular in light of high speed rail link
Car Sharing		
TP4.1.13	G	
TP4.1.14	G	
TP4.1.15	G	Have provided spaces but room for improvement
Car Parking Permits		
TP4.1.16	G	
TP4.1.17	A	Need to establish further P&D areas across the whole campus for visitors and investigate an online permit system
TP4.1.18	G	Prices are being reviewed
TP4.1.19	G	Exclusion Zone extended
TP4.1.20	G	No student resident on campus is entitled to a parking permit
TP4.1.21	G	As TP4.1.20
Car Parking Management		
TP4.1.22	A	Scratch cards to park for 1 day has been trialled and will now continue with further publicity.
Cycling		
TP4.1.23	A	Although there are facilities and provision of secure cycle shelters there is plenty of room for improvement
TP4.1.24	G	This is located on the transport web pages
TP4.1.25	A	Implementation of new showers, although these are not open until September 2011.
TP4.1.26	A	Although there is improved signage, signs needed at the top of Parkwood Rd/ Crab and Winkle
TP4.1.27	G	Independent bike user group has been established
TP4.1.28	G	Kent Union hires out bikes, the University recycles and sells bikes
Walking		
TP4.1.29	A	Map is completed for the campus but work needs to be completed on local amenities
TP4.1.30	G	Located on website and various departments offer advice
TP4.1.31	A	Although there are some showers available more could be done to improve facilities
Motorcycling		
TP4.1.32	A	Motorcycle Bays have been provided, although storage facilities are not necessarily available
New Staff		
TP4.1.33	G	Leaflet and attendance at the induction days
TP4.1.34	R	Need to ensure that accommodation information includes transport info.

Appendix B Employee postcode map

