

# **Universities of Kent at Medway Travel Plan (Phase 2 Development)**

University of Kent at Medway

December 2006

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| Prepared by    | J M Hutchins  | J M Hutchins   |            |            |
| Signature      |   |                |            |            |
| Checked by     |   | J M Hutchins   |            |            |
| Signature      |   |                |            |            |
| Authorised by  |   | J M Hutchins   |            |            |
| Signature      |   |                |            |            |
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**WSP Development and  
Transportation  
Kent House  
Romney Place  
Maidstone  
Kent  
ME15 6JB**

**Tel: +44 (0)1622 760 800  
Fax: +44 (0)1622 760 801  
<http://www.wspgroup.com>**

**Reg. No: 2382309**

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# Contents

|          |                             |           |
|----------|-----------------------------|-----------|
| <b>1</b> | <b>Introduction</b>         | <b>1</b>  |
| <b>2</b> | <b>Background</b>           | <b>2</b>  |
| <b>3</b> | <b>Objectives</b>           | <b>3</b>  |
| <b>4</b> | <b>Initiatives</b>          | <b>4</b>  |
| <b>5</b> | <b>Monitoring And Rview</b> | <b>9</b>  |
| <b>6</b> | <b>The Next Stage</b>       | <b>11</b> |
| <b>7</b> | <b>Conclusion</b>           | <b>12</b> |

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# 1 Introduction

1.1.1 WSP Development & Transportation Ltd have been commissioned by the Universities of Kent and Greenwich to provide transport planning and traffic engineering advice and produce a Transport Assessment, accompanied by this Travel Plan, to discharge a planning condition within the planning consent for the Phase 2 of the development of the Medway Campus. The University of Kent has joined the University of Greenwich at its campus in Chatham Maritime, Kent, in the administrative area of Medway. This Plan is now submitted to discharge the condition.

1.1.2 This Travel Plan relates to the Phase 2 proposals, comprising the construction of 3,000m<sup>2</sup> of academic space. Many of the benefits of the plan may also be enjoyed by staff and students of the existing University of Greenwich.

1.1.3 This document sets out the objectives of the Travel Plan and provisions for management monitoring and review. It introduces a number of issues which will form the basis of the initiatives to encourage alternative methods of transport to car usage. It will be revised and extended to reflect the subsequent planning consents on the site. It addresses opportunities for future co-operation between the various institutions on the campus area.



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## 2 Background

2.1.1 The Development proposals are set out in detail in the planning application documents and associated correspondence. The Phase 2 scheme comprises the erection of a new building to provide academic and teaching space for the University of Kent.

2.1.2 This building represents the second phase of the development of the Medway Campus for the University of Kent. It complements the building on site D5 which was opened approximately a year ago. Students will also have the benefit of the Learning Resource Centre and facilities in the converted canteen. An outline planning application has been made for the development of the balance of land controlled by the University of Kent. That has a committee resolution to grant subject to conditions and Section 106 Agreement. The implementation of that scheme above a certain threshold will bring forward further transportation benefits. That proposal contains an obligation to create and maintain a travel plan for the whole University of Kent development. This Travel Plan therefore effectively provides an interim update from the Phase 1 Travel Plan of September 2005 until such time as the overall site travel plan is brought forward.

2.1.3 The Chatham Maritime area is being comprehensively redeveloped. A number of new developments have been completed; in addition further developments are planned. These developments will add pressure to the highway and transport networks. The local road network has limited capacity, due in part to the restrictions formed by junctions to the east and south. For this reason it is essential that new developments in the area limit the vehicular traffic generated and seek to promote alternative modes of transport.

2.1.4 The campus is well served by bus, there are a number of routes which serve Dock Road and are therefore easily accessible. The Urban Bus Challenge provided additional bus services which penetrated the University of Greenwich campus. Although the funding has ceased the service is currently run as a commercial operation pending further negotiations on funding. Buses can be used in order to reach Chatham and Gillingham mainline rail stations, which provides the opportunity to interchange with mainline rail services to London as well as coastbound destinations. A frequent bus shuttle runs between the Dockside Outlet Centre and Chatham rail station. This stops close to the University entrance. Pedestrian facilities are reasonably good in the vicinity of the campus. There are wide footways on Dock Road as well as a pelican crossing which gives access to the western side of the road and the northbound bus stop. Dock Road is a vehicle dominated area although 'on carriageway' cycleways exist. Access to the campus can be gained by pedestrians from the Gillingham Northern Relief Road on the north side of the campus via a footbridge. A new link route for pedestrians and cyclists has been created, under a separate consent to Johnson Avenue. This allows convenient access towards Gillingham and other residential areas.

2.1.5 Parking on site associated with the Development will be constrained and controlled in line with local and national policy. It will be necessary for the majority of users of the Development to use alternative modes of transport to the car, therefore the Travel Plan will be integral to the operation of the campus.



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## 3 Objectives

3.1.1 The Travel Plan is based upon the following objectives:

- To promote alternatives modes of transport to the car (public transport, cycling and walking);
- To encourage mode shift by changing travel behaviour of staff, students and visitors;
- To provide a foundation for continued transfer to, and promotion of, alternative modes which will result in the Development not contributing materially to existing peak hour traffic congestion in the Chatham Maritime area;
- To ensure that the activities of University of Kent at Medway can operate effectively.



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## 4 Initiatives


4.1.1 This chapter sets out the initiatives which the Universities will implement, related to the Development, in order to achieve the changes in travel behaviour required, and address the objectives set out in the previous chapter. It sets out how the initiatives in the Phase 1 plan have been implemented to date and those which remain to be taken up.

### **TRAVEL PLAN CO-ORDINATOR**

4.1.2 The Universities have appointed Jeff Brown as the initial Travel Plan Co-ordinator for the Medway campus. Jeff Brown is the Director of Operations for the University of Kent at Medway. He brings the high level commitment that is required and has adequate administrative resources readily available to assist him where necessary. The role will be transferred to another appropriate member of staff in the future. The Travel Plan Co-ordinator is central to the success of the Travel Plan, and will be its main driving force, with resources to manage the Travel Plan effectively. Some duties may be delegated where appropriate to complement current operations, for example parking permits are likely to be issued centrally from Canterbury as they already perform this task, duplication at Medway is unnecessary. The role will involve the following key responsibilities either directly or by delegation:

- Liaise with Bus Operators and negotiate season ticket discounts;
- Oversee the development and implementation of the Travel Plan;
- Obtain and maintain the commitment and support of the Universities, staff and students;
- Ensure adequate awareness exists of the benefits to be gained from the Plan;
- Procure the collection of data and information regarding season ticket requirements and analysis of take-up by staff and students;
- Arrange and identify the main point of contact for all staff and students requiring information regarding the Travel Plan;
- Arrange for the creation of intranet areas, information packs to students/staff and notices to publicise the Plan;
- Liaise with the different departments within the Universities and those external organisations who are central to the travel requirements of the staff and students, such as bus and rail operating companies etc;
- Ensure up to date train/bus timetable data is readily available to staff, students and visitors to the Development and other parts of the campus;
- Manage the setting up and running of a car sharing scheme / database for users of the Development and issuing the names and contact details of all those wishing to share;
- Co-ordinate and implement the monitoring programme for the Travel Plan, including review and revision; and
- Manage the allocation of car parking permits of spaces to be provided as part of the Development.
- Manage the central email enquiry service.

4.1.3 The Travel Plan Co-ordinator has been nominated by the Universities and made aware of his responsibilities. The Phase 1 Plan has operated for approximately one year. Travel patterns are now stabilising to the point where surveys are appropriate.



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After an initial settling down period in the current academic year the University will undertake a travel survey in order to establish the baseline situation.

### **PUBLIC TRANSPORT IMPROVEMENTS**

4.1.4 The Urban Bus Challenge provided public transport links from the University of Greenwich, adjacent to the Development, to local centres and rail stations. This initiative was Government funded. The Urban Bus Challenge has a life of three years (beginning September 2003). Funding has now expired. The operator, Chalkwell, is continuing to run services while discussions take place regarding a long term contract with University of Greenwich.

4.1.5 The existing bus stops on the University of Greenwich campus are basic without shelters. Improved waiting facilities will be considered as well as timetable information in order to make bus use more attractive when the future of the services is determined. The proposals for later phases of campus development will include a staged increase in bus service provision, and improved waiting facilities off site, which will be implemented as student numbers increase.

### **PUBLIC TRANSPORT SEASON TICKETS**

4.1.6 Interest free public transport season ticket loans can be beneficial in encouraging staff to travel to work by either rail or bus. The provision of loans for staff will be investigated by the Travel Plan Co-ordinator. Where loans are made, employees would be required to enter into a formal loan agreement with the University under which the loan will be repaid from salary by monthly installments

4.1.7 The major local bus operating company (Arriva) has recently introduced a student discount for tickets bought online, these discounts are available to the Universities at Medway only. The discounts represent up to a 50% reduction on regular fares. The following tickets are available for purchase with an NUS Extra card:


- 10 Journey (£12.50)
- One week (£14.40)
- Four weeks (£45)
- Full term (Autumn £144, Spring and Summer £117)

4.1.8 Sale of tickets on site would only be provided if it were to offer benefits over and above the existing Arriva internet based system described above.

### **TRAVEL INFORMATION/INFORMATION TECHNOLOGY**

4.1.9 The Travel Plan Co-ordinator will ensure that up to date service information for all rail and bus routes is provided at convenient locations on campus, such as the dining areas, Students Union and other communal areas. Access to the internet and web sites run by the local transport operators will be made available through University computers, enabling staff and students to gain regular updates on timetables and or changes to services from web sites operated by the train and bus operating companies. In future phases real time information system terminals will also be provided by the University as the bus services are suitably equipped. This would make travel by bus even more attractive as passengers could adjust travel times in the light of delays and changes to services. The provision of real time information relies on the availability of infrastructure provided by the bus operators and passenger transport authority.





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4.1.10 A travel page has been added to the University intranet site for both staff and students which will cover walking, cycling, public transport as well as car share and external links to Arriva (and other applicable bus operators), National Rail Enquires, Cycle routes etc.

4.1.11 Although distance learning is not practical at this location at the current time, internet access to learning resources will be available as well as to submit assignments etc which will reduce the need for students to travel to the site.

4.1.12 Arriva have made available a site specific timetable which is distributed to users.

### **CAR SHARING**

4.1.13 Car sharing offers a significant opportunity for a reduction in car based trips to the campus. The University has issued staff and students with advice on self selecting car/transport sharing schemes. The University is conscious that the selection of travel partners is affected by personal safety/security issues. The Universities will introduce car sharing databases and software as considered necessary in order to 'connect' possible car sharers as well as offering incentives, including preferential parking allocations.

4.1.14 Car sharing schemes normally allow for a limited number of emergency trips by taxi or other means when the individual arrangements break down. This use of car share will be monitored to ensure that it does provide an appropriate safety net for users of the Development.

### **CAR PARKING PERMITS**

4.1.15 Car parking on the University of Greenwich campus is controlled by a permit system. This control has continued since the University of Kent joined the University of Greenwich on the adjacent campus.

4.1.16 The number of car parking spaces associated with the Development and Phase 1 is heavily constrained in line with local and national policy and a method of controlling who can park on campus is essential. A car parking permit scheme is being introduced for these areas. The installation of a barrier on Central Avenue ensures that all parking associated with the Development is accessed separately from the existing parking for University of Greenwich.

### **CAR PARK MANAGEMENT**

4.1.17 Car parking permits for spaces associated with the Development are issued according to criteria set out by the Universities, priority being given to the mobility impaired, car sharers and other agreed priority users. A swipe card barrier system will, by October 2006, control access to the parking areas.

### **CYCLING**

4.1.18 At present cycling forms a low percentage of trips to the University of Greenwich campus which is located adjacent to the Development. This may be in part due to inadequate storage facilities on site and the nature of the surrounding built up areas. Some cyclists chain their bicycles to the railings along Central Avenue. A range of initiatives is being introduced to enhance the attractiveness of cycling as a mode of travel for staff and students, as set out below.



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## **INFORMATION**

4.1.19 Information on cycle routes and facilities is issued regularly to staff and students.

### **CYCLE PURCHASE LOANS AND PURCHASE DISCOUNTS**

4.1.20 For those who wish to cycle to the site but do not currently own a bicycle, the Universities will introduce a scheme where staff can apply for an interest free loan to purchase a bike and associated wet weather or safety equipment which is deemed necessary. The repayment terms associated with the bicycle loan will be similar to those for the public transport season ticket loan.

4.1.21 The Travel Plan Co-ordinator will endeavour to negotiate discounts for staff and students at local cycle shops. Medway Council have a similar scheme, therefore these cycle outlets will be contacted with the aim of agreeing a similar arrangement.

4.1.22 A Bicycle User Group will be set up by the Travel Plan Co-ordinator once a cycling population is established.

4.1.23 The University pays business mileage allowance for staff cycle use in an effort to encourage the cycling amongst its staff. Usage is currently very low.

### **CYCLE RACKS**

4.1.24 A large number of covered and uncovered cycle racks have been provided on The Parade Ground to serve staff and students. This is a secure, convenient location. Take up is currently low.

### **SHOWERS, CHANGING ROOMS AND PARKING FACILITIES**

4.1.25 The availability of showering and changing facilities on campus for staff and students can greatly increase willingness to use a bike for journeys to work. Users will be able to use existing shower facilities together with those in the Learning Resource Centre and D5 building. More showers and changing facilities will be available in May 2007. Lockers will also be available for the storage of additional clothing and safety wear such as reflective jackets or helmets.

### **WALKING**

4.1.26 Showering and changing facilities are available for cyclists and walkers who wish to use them.

4.1.27 Students and staff walking to and from the University who feel at risk will be able to email the Travel Plan Co-ordinator in order to gain advice on appropriate routes and alternatives such as bus services. Awareness of safe routes will be promoted through University literature, websites etc.

### **MOTOR CYCLING**

4.1.28 Segregated parking facilities will be provided to facilitate greater use of motorcycles, mopeds and scooters. Storage facilities will be provided for associated safety clothing and equipment within the University buildings. Parking permits are unlikely to be restricted for two wheeled vehicles, but this will be kept under review.



## **NEW STAFF**

4.1.29 New staff employed in the Development will be provided with a transport information pack before they begin work. This will give information on local transport services. New staff will be provided with contact details for other staff that live in a similar area subject to data protection rules, encouraging them to take part in the car share scheme. This will not suit all staff and those who feel that they cannot enter a car share scheme, or use any alternative transport mode, will be required to apply for a parking permit.

4.1.30 In addition, new members of staff to be employed in the Development that are relocating to the area will be advised of the residential areas with the highest levels of public transport accessibility, they will also be directed to timetable and route information for the area within which they choose to reside.

## **STUDENTS**

4.1.31 Very few new students attending the University on this site will be eligible for a car parking permit. At most the ratio will be one in fifteen. This is in accordance with the aims of Planning Policy Guidance Note 13. The restrictions on car parking will be conveyed to new students. They will be advised of alternative transport opportunities.

4.1.32 New students will be provided with an information pack which will include relevant bus timetable information as well the location of cycle routes, storage and changing facilities. The literature will also include the central helpline email which will offer the student a direct channel of communication with the Travel Plan Co-ordinator and his team in order to gain advice on the best way to travel or to make him aware of a relevant issue that requires attention.

## **MARKETING**

4.1.33 The Travel Plan Co-ordinator has good links with other businesses and land users in Chatham Maritime and will use these contacts to ensure that whenever possible initiatives will be compatible and collaboration undertaken wherever possible.

4.1.34 The Travel Plan Co-ordinator will keep Medway Council up to date with any changes to the campus and its operations that may have an affect on the plan.

4.1.35 As more facilities are introduced to the campus it is hoped that the development of the plan will be introduced as part of relevant courses.

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## 5 Monitoring And Review

5.1.1 The overall responsibility for the monitoring of the Universities Travel Plan will fall upon the Travel Plan Co-ordinator. Through databases it will be possible to examine the take-up of the season ticket loans and any discounts that are to be provided, thereby identifying those who might be able to use public transport but are not doing so. Additionally, the Co-ordinator will be able to make an easy assessment of the number of single occupancy car journeys and car share trips to the site over a period of time. Regular monitoring of the following is possible:

- Purchase of discounted bus passes
- Take-up and use of parking passes

5.1.2 The Travel Plan Co-ordinator can monitor the level of cycle use in two ways, firstly by surveys, secondly on the basis of the number of free loans to staff (to purchase a bike or the necessary safety protection equipment) that have been applied for.

5.1.3 Cycle parking spaces associated with the Development will be provided and through random checks of level of use, the Co-ordinator can assess numbers of trips to the campus by bike on a daily basis. This facilitates the installation of more racks to meet demand.

5.1.4 The first occupations of the University took place in September 2005 with a further intake in September 2006. During the intervening year there has inevitably been a bedding down of new facilities and the establishment of new systems. The travel patterns of students have been establishing themselves relative to the new location. At the date of this report (September 2006) patterns should have become relatively stable. It is therefore proposed that a full journey mode survey should be undertaken to assess the performance of the Travel Plan. This will, in addition, provide a basis for future Travel Plan monitoring. The principal elements of the travel plan monitoring exercise would include a web based survey of staff and students to understand general and occasional travel modes, and patterns of attendance at the site. This would also focus on weekend travel patterns to and from the site. Records of usage of the car parks from barrier operation monitoring or beat patrols of the car parks will establish a base position for car park usage. Beat surveys of occupancy of bike racks etc would also be carried out. Surveys would be carried out of the numbers boarding and alighting from buses serving the site together with levels of spare capacity on those services. Records will also be obtained of the take-up of discounted season tickets from Arriva and any other travel initiative. The results of the survey would be compiled into a short report and reviewed by the University and Medway Council Officers.

5.1.5 Following the monitoring exercise, the need or otherwise for further travel initiatives will be determined by the University and introduced as appropriate.

### **TARGETS**

5.1.6 Due to the constrained car parking available to the University it will not be possible for car use to increase above the level of parking permits issued for the spaces which are available. The objective of the plan will be to increase the number of staff, students, and visitors using public transport, car sharing, cycling and walking.

5.1.7 The parking standards that have been applied to the Development equate to a parking space for every two staff (50%) and 1 per 15 students (7%). An objective of the plan is to increase the number of car sharers using these spaces. The University of Greenwich, adjacent to the Development, currently has a cycle mode share of approximately 2%. An objective will be to achieve a cycle mode share of 5%.

5.1.8 A relatively small proportion of students are expected to walk to the Development due to the distance to the main residential areas of Gillingham. The remainder 70-80% of students are likely to use local bus services. It is likely that the majority of these will use the new Urban Bus Challenge services or the retail centre shuttle as they provide a direct link between Chatham and Gillingham town centres and the campus. The Arriva routes serving Dock Road will be used by staff and students with destinations specifically served by these routes.

5.1.9 The car mode share has been defined by the parking standards; the University will monitor the mode split amongst the other available modes in order to channel its resources and finances in the way that will maximise the benefits to staff, students and visitors to the campus.

5.1.10 Table 1 below shows indicative mode split targets, however, these will be fluid and change as student residence locations become clearer. If a significant proportion of students live in Gillingham this is likely to increase the walk and cycle share, however, if Chatham is the primary location it is likely that bus will become the main mode of transport to the campus.

**TABLE 1 –TARGET MODE SHARE FOR THE DEVELOPMENT**

| Mode       | Staff (Indicative) | Students (Indicative) |
|------------|--------------------|-----------------------|
| Walk       | 5%                 | 10%                   |
| Cycle      | 2%                 | 5%                    |
| Bus        | 18%                | 73%                   |
| Car Driver | 50%                | 7%                    |
| Car Share  | 25%                | 5%                    |

5.1.11 The car driver mode share is to be regarded as a maximum figure as it relates to parking. The non car mode shares are not prescriptive as they will vary from year to year depending on the catchment for staff and students and initiatives applied as part of the Travel Plan.

5.1.12 The targets will be reviewed as part of the monitoring exercise.

#### **ENFORCEMENT**

5.1.13 The Travel Plan will relate to the Development and will be largely self-enforcing on the area of the Development due to the constrained parking. The incentives will also apply to the wider campus in order to reduce the reliance on the private car as a mode of travel.

5.1.14 Parking at the Development will be limited by a parking barrier system, described above. This removes the need for manual checking of vehicles as only cars with the required smart card would be able to enter the parking areas.



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## 6 The Next Stage

6.1.1 This Travel Plan demonstrates the progress that has been made in implementing travel initiatives since the campus opened in September 2005. Work will continue on developing the initiatives already in place and introducing further initiatives as identified in the Plan. The proposals will be taken forward and implemented in discussions between the University and staff and student groups as well as external transport providers. The proposed monitoring exercise will establish the impact of the initiatives put in place to date and highlight areas where there must be a particular focus in coming years.

6.1.2 This Travel Plan effectively updates the Phase 1 Travel Plan to reflect the completion of the Phase 2 Development proposals. It is drafted to reflect the activities of the whole University of Kent Operation at Medway. When elements of any consent granted under the outline application are brought forward that will give rise to additional transport initiatives and further development of the Travel Plan.

6.1.3 The University of Kent now forms part of a wider campus area with the University of Greenwich, Canterbury Christ Church University and Mid Kent College. The Campus Management Board and Medway Campus Operation Committee will be a focus for developing joint sustainable travel initiatives which discharge individual obligations and create a wider benefit.



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## 7 Conclusion

7.1.1 The Travel Plan will be self enforcing as car parking spaces will only be provided for the equivalent of 50% of staff and 7% of students related to the Development. This will have the effect of ensuring that the majority of travel to the Development will be undertaken by sustainable modes.

7.1.2 Through the implementation of this Travel Plan, the University will continue to encourage the use of modes other than the car, not only for daily journeys to and from work and study, but for business related trips and for visitors to the site where this is feasible.

7.1.3 The level of car parking available to the University is very limited. There will be a great self interest in making the Travel Plan work effectively as, without it, the day to day activities of the institution will become increasingly difficult.



Appendices, Figures & Tables



