

UNIVERSITY OF KENT/CANTERBURY CAMPUS 2022 TRAVEL PLAN

April 2018





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SECTION 1/INTRODUCTION, BACKGROUND AND AIM

1.1 Context

The University acknowledges that its operations interact with the environment. The University is committed to reduce the impacts of transport and travel and encourage sustainable alternatives, which in turn will assist with its obligation to reduce carbon emissions, create a greater awareness and understanding of the benefits of physical fitness in relation to health and wellbeing as well as enhance the environment for everyone.

To control and enhance its environmental performance and resilience, identify environmental opportunities and manage risks, the University is committed to operating an Environmental Management System (EMS) to ISO 14001.

This Travel Plan will not only support ISO 14001 but will also deliver objectives relating to sustainable travel, related carbon emissions, relevant environmental factors and health and wellbeing targets.

All new buildings will automatically come under this plan and where movement may be affected a Transport Statement may be written for the users of the building, whilst supporting the aims and objectives of this plan.

This Travel Plan will continue to bring a range of benefits to staff and students at the University including provision of improved travel choice and safe and efficient access to, from and around the campus. The Travel Plan will also bring corporate social responsibility and environmental benefits, for example, a reduction in carbon emissions from University-related activities through increased use of sustainable transport.

1.2 Background

In 2006 the University of Kent at Canterbury developed its first Travel Plan as part of Woolf College development and in response to national and local transport policies. The main aims of these, and continues to be, to reduce the dependency on single car occupancy to assist with reducing the volume of traffic on the local roads and support a range of environmental and health benefits to the University, the local community and the environment. Appendix A provides a summary of some of the national and local plans and policies that are directly relevant to the Travel Plan for the University in the context of its future growth.

The Travel Plan will work alongside the Movement & Transport strategy, Estates Strategy and the developing Estates Master Plan.

Subsequent to the 2006 Travel Plan, the University developed a further version for 2010 to 2015 which has been reinforced in all transport statements that have been written in support of building developments on campus. These plans and statements can be viewed at www.kent.ac.uk/transport/plans

Since then, the Travel Plan has been continually monitored, reviewed and updated in response to operational requirements of the University and to meet planning requirements associated with new developments taking place across the campus and carbon emission reductions required.

This 2022 Travel Plan incorporates measures and targets included within the previous plan to ensure continuity as well as new schemes and initiatives to meet the aims and objectives.

Staff headcounts

Year	Staff FT or PT	Staff headcount
2006	FT	1414
2011	FT	1606
2016	FT	2156
2006	PT	1754
2011	PT	2111
2016	PT	3190

Student headcounts

Year	Student type	Student headcount
2006	FT	10634
2006	PT	2370
2011	FT	14255
2011	PT	1106
2016	FT	15325
2016	PT	1127



1.3 Travel Plans

Travel plans can play a key role in influencing and changing peoples' travel behaviour. Once an employee/student (or visitor) is aware of a problem, for example the costs of private car use, they generally go through five thought processes of:

- accepting responsibility
- acknowledging alternatives
- evaluating the alternatives
- deciding on an alternative and trying an alternative before they actually make a sustained change to a different mode of travel.

By understanding this process it is possible to include measures in the Travel Plan which best influence an employee/student at each of the different stages of decision making and implement measures that are applicable and effective at changing travel behaviour.

1.4 Scope

The scope of the 2022 Travel Plan is to consider all aspects of travel behaviour associated with the University, including:

- staff and student travel to/from the campus for work/study
- business travel
- visitor travel
- deliveries and servicing
- safety
- health & well being.

1.5 Aim

The overall aim of this Travel Plan is to review the current transport and travel behaviours and to set clear objectives and targets to reduce single car occupancy. The aim will also assist the University with reducing the impacts caused by movement and transport to the environment and improve health and wellbeing for everyone; whilst ensuring the University can operate effectively as an academic institution.

SECTION 2 / ACCESSIBILITY TO AND FROM THE CAMPUS

2.1 Location of Canterbury campus

Canterbury is situated in the county of Kent, which borders Sussex and Surrey. It has good access links to both London and Europe. London airports have regular flights to destinations all over the world and they are accessible from Canterbury by road and rail. Europe is even easier as it is not necessary to go to an airport as it can be accessed using the Channel Tunnel, the ferries (from Dover and Folkestone) and using Eurostar trains which can be accessed by Kent's International rail stations, the nearest being Ashford International and Ebbsfleet International.

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 the A290 (St Thomas's Hill and Whitstable Road) to the west. Appendix B Map 1 refers.

The main route into the campus is from the Public Highway St Thomas's Hill (A290) onto the private road 'University Road', which is an arterial route into Canterbury city centre and the Whitstable area.

2.2 Highway network

St Stephens Hill provides a secondary access from the east, via Giles Lane, and is a minor route between the Whitstable area (Chestfield and Swalecliffe) and the northern and eastern area of Canterbury.

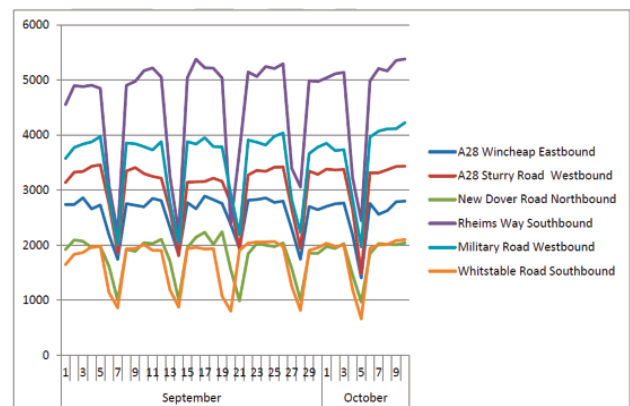
The campus is divided by a public highway, known as Giles Lane which can also be accessed from Whitstable Road via Giles Lane. However, this route is comparably narrow, and while it is wide enough for two cars to pass along its length, it is difficult for a car to physically turn into Giles Lane from Whitstable Road while a car is waiting to turn out due to the limited space available. This is therefore a less desirable means of access.

The traffic flows on St Thomas Hill/Whitstable Road are tidal. The flows are heavy southbound into the city centre in the morning peak as people are making their way to work and the reverse is experienced in the evening peak as traffic makes its way northbound out of the city centre carrying people home from their places of employment. Refer to traffic counts in section 2.2.1.

2.2.1 Public Highway Traffic Counts

Extracted data and information from Kent County Council Transportation – traffic volumes around major routes.

Kent County Council completed a traffic volume count in 2014. The traffic count was conducted between 07.00 and 11.00, seven days a week, between 1 September and 9 October 2014. The cars counted were driving on the major roads in and around Canterbury, Whitstable Road is a main route to and from the University of Kent campus.



The dips in the graph represent Saturdays and Sundays. Local schools returned in the first week of September. The welcome week at the universities is at the end of September and most academic courses have started by early October.

It can be seen that the volume of traffic, on the major routes into Canterbury, does not appear to have been affected by the student population returning to the city after the summer break. Even if students are dropped off at the weekend, we would expect to see the graph affected at the end of September/early October and from this chart there does not appear to be any correlation between the students' arrival in freshers' week and above average traffic on the major roads in Canterbury.

2.2.2 Canterbury campus traffic counts

The counts do not indicate an especially high rate of increase overall in traffic numbers. In common with the national picture, traffic loads are spreading out across the day, and the tidal effect of commuting is diminishing as traffic becomes more evenly spread in both directions. The changing patterns of traffic probably reflect the influence that congestion, and expectations of delays, can have on travel choices and timings. Many transport planners observe that, any increase in vehicle numbers will fill any available capacity within the road network. Therefore any additional capacity available will merely provide a short-term relief as increase number of vehicles will then take the space and then this becomes the expected condition of the network. In such circumstances, limiting the network and the use of filtering and routing controls may become the primary means to cope with changes and expansion in the built environment.

2.3 Pedestrian access

The Canterbury campus is surrounded and permeated by public footpaths and roads flanked by footways. Appendix B, Map 2 refers.

2.3.1 Access from the West of the campus

From St Thomas Hill and Whitstable Road, both University Road and Giles Lane have a footway along at least one side for the length and the core of the campus, both routes are lit.

The A290 connects the site to Canterbury town centre where leisure/retail amenities and public transport services can be accessed. The pedestrian footway along the A290 is generally considered to be of good quality with wide, well lit, de-cluttered footways. Refuge islands and Zebra crossings are located along the way to facilitate the safe movement of pedestrians across the road.

St Thomas Hill 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 St Thomas Hill 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.

2.3.2 Access from the East of campus

Pedestrian access can also be taken from Canterbury Hill and St Stephens Hill (to the east) via Giles Lane. Pedestrian refuges are provided on each arm of the junction, although pedestrian demand at this location is low compared to other routes into the campus.

An access route, known as Tyler Court steps, is also available further down St Stephens Hill. Although this is an access route that has steps it is well lit and is monitored by CCTV. This is a popular route for people walking to and from the Hales Place area.

2.3.3 Access from the South of campus

Pedestrians can access the campus from Forty Acres Road and Beaconsfield Road using a footway known as Eliot footpath. Which can be accessed via Lyndhurst Close which is fully paved or Harkness Drive and Salisbury Road where some of the footway is not paved.

2.3.4 Access from the North of campus

For people walking and cycling from the adjacent villages of Blean, Rough Common and Tyler Hill they can access the main campus via Park Wood Road using the Crab and Winkle way. This route is also often used by walkers and cyclists travelling between Whitstable and Canterbury.

People walking from the village of Blean can access the campus using the public footpath that is adjacent to Blean Primary School.

2.4 Cycle routes

The campus has good access routes to and from the campus. Appendix B, Map 3 refers to the cycle routes to and from the campus and the city.

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.

Crab and Winkle Way, which forms part of National Route 1, connects the University directly to Whitstable and provides an off road cycle route suitable for all abilities.

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.

SECTION 2/ACCESSIBILITY TO AND FROM THE CAMPUS (CONT)

2.5 Public transport network

Public transport links to Canterbury campus are excellent. The local bus service means that you can be within the city centre in 10 to 15 minutes. The train and coach services provide good links between Canterbury, London and Paris. The high-speed train service connects Canterbury to London St Pancras within 60 minutes as well as Euro Star providing a link from London, Ebbsfleet International and Ashford International direct to Calais, Lille, Paris and Brussels. Appendix C, Table 1 refers to frequency.

2.5.1 Trains

Canterbury city is served by two railway lines. The closest rail station is Canterbury West, located on the north-western edge of the city with both the domestic services and the High Speed service to and from London serving the station. South Eastern operates at both stations and lines.

Canterbury is easily accessible from London, Sussex and across Kent by train. Appendix B, map 4 refers to train lines within Kent. It is also accessible from Europe using the Eurostar service and changing onto the Highspeed or main line service at Ashford or Ebbsfleet International stations.

The campus is easily accessible from the trains stations by bus, foot or cycle. Appendix B, Map 1 & 5 refers.

2.5.2 Local bus service

The University has worked closely with the local bus operator, Stagecoach Ltd, to implement improvements to bus routes serving the campus and to provide discounts on a variety of bus tickets to encourage people to use the services provided. www.kent.ac.uk/transport/discounts refers to discounts available for staff and students. The University has also supported the introduction of six bio buses to be used for the Unibus service, to assist with reduction of carbon emissions.

The local bus service provides a range of services to connect the campus with the East Kent and East Sussex area as well as Canterbury city centre. Appendix B, Map 5 refers to the bus routes that serve the campus.

There is a good network of buses which stop on campus or at bus stops on the local roads around it; Appendix C, tables 2 and 3 refers to the local bus stops and services which serve them. Buses from Keynes bus stop (main campus bus stop) means that it is connected to Canterbury with buses operating at least 12 times an hour during a week day and for 24 hours, six days a week. There is also a grocery bus service which operates Saturdays during term times to and from the campus and Vauxhall Road estate where ASDA and PC World and many more are located.

2.5.3 National coaches

National Express operates from Canterbury Bus Station each day. National Express have 40 coaches serving Canterbury to and from London each weekday. The '022' service stops at University of Kent campus three times a day. Appendix C Table 2 refers to frequency. The main coach stops are at:

- Deal
- Dover
- Folkestone
- Ashford
- Maidstone
- Canterbury (University of Kent 3/day)
- Gillingham
- Dartford (Bluewater)
- London.

Eurolines, part of National Express, operates from Canterbury Bus Station to Europe. Services include a direct service once a day to Paris and other destinations, such as Brussels may require a change at Dover Port.

2.5.4 Sea and air

The University of Kent is situated near to Folkestone to use the Channel Tunnel to Calais and Dover Port where ferries travel to and from Calais or Dunkirk. Travel from Canterbury to both Folkestone and Dover is easily accessible by vehicle, train or coach. The nearest international airports are located in and around London. There is no direct travel (other than by vehicle) to these locations but they do have links by coach and train to/from London, where easy access to and from Canterbury by train and coach is available also. Appendix B, map 6 refers.

SECTION 3 /TRAFFIC MANAGEMENT ON CAMPUS

3.1 Management of vehicles

Traffic is managed by signage and a parking management system using coloured zones for permit holders and Pay & Display for visitors. Traffic Management Plans are developed to assist with the management of traffic and pedestrian movement for a variety of large University business events held throughout the year, such as recruitment for new students.

All vehicles are required to use roads and car parks only and drivers must adhere to the University Regulations for the Management of Traffic. University own service vehicles are allowed to use other areas of the campus but all drivers must comply with the Regulations of Traffic, adhere to the Driving at Work standard, the Vehicle Management Policy and associated processes.

3.2 Parking on campus

The University is not situated in the centre of Canterbury and there are no public car parks within the near vicinity of the campus. This means that it is essential that parking management is implemented to keep traffic flowing, so as not to cause congestion on the public highways.

Parking is a keystone measure when it comes to travel plans. Without parking management (by control of parking spaces) efforts to encourage journeys by alternative means of transport can easily fall apart.

3.2.1 Car parks

Canterbury campus has 1,986 parking bays (2017/18) spread across 62 different parking areas. Appendix B, Map 7 refers and Table 1 within Appendix D refers. This makes finding a parking space complicated and requires car drivers to drive around the campus in search of parking. Table 2 within Appendix D refers to the reduction of the numbers of bays.

Design and locations of Canterbury car parks do not easily allow technology, such as driver information boards to state where parking bays are available or to stop drivers who are not entitled to park within the car parks. To achieve this effectively significant investment would be required to consolidate parking bays and redesign car parks.

3.2.2 Parking Management System

The University's parking management system to manage parking has not changed since year 2000. The parking system includes two parking zones (pink & blue) for staff, students and associates to the university and also has five pay and display car parks for visitors. All permit holders are only allowed to park one vehicle at the University campus at any one time. Charges are set according to the person's status (staff, student, and visitor) and are only applicable Monday to Friday 08.00 to 17.00.

To assist with the management of parking and its enforcement the University have engaged Imperial Solutions to provide a parking database known as Permit smarti and an enforcement database known as 360. They allow the use of virtual permits – which is more environmentally friendly by reducing the need to print out permits. As soon as the permit application is approved, it is instantly available on a handheld computer which eases enforcement activity and enables drivers to manage their own parking permits.

Parking permit restrictions

To support the Travel Plan main objective, to reduce private car use, the University has a student exclusion zone. Appendix B, map 8 refers. This means students living within a postcode area associated with the Canterbury city or on campus, are not entitled to park on campus unless they have a medical reason which necessitates them to do so. Since of the introduction of this exclusion zone the number of permit sales has dropped from 2,090 annual permits in 2006/07 to 982 annual permits in 2016/17. Table 5 demonstrates the change of the number of annual permit sales.

To assist with restrictions to park on campus, drivers who are entitled to park on campus Monday to Friday 08.00 to 17.00, are charged. The current charges for annual parking permits have remained the same since the year 2000, Table 1 and 2 refers to charge rates. Pay & Display car parks also charge visitors, Table 3 refers.

Due to parking being the cheapest option of travel; any further significant impact on reducing single car occupancy can only really be achieved by implementing additional restrictions (such as limiting who can apply for a permit or increase the charges). Or alternatively by providing frequent direct public transport from key areas across Kent that is significantly cheaper than the permit charges.

SECTION 3 / TRAFFIC MANAGEMENT ON CAMPUS (CONT)

Table1 Staff charges

Length of permit	Total charge			
	12 month	3 month	1 month	1 day
Salary band £1-£25,000 Pink & Blue Zone Permit	£30.00	£7.50	£4.00	£0.50
Salary band £25,001-£37,000 Pink & Blue Zone Permit	£50.00	£12.50	£4.00	£0.50
Salary band above £37,001 Pink & Blue Zone Permit	£75.00	£18.75	£4.00	£0.50
All salary bands for Blue Zone only permit	£20.00	£5.00	£4.00	£0.50
Gov Blue Badge	Free	Free	Free	Free

Table 2 Student & associates charges

Length of permit	Total charge			
	12 month	3 month	1 month	1 day
Pink & Blue Zone Permit (restricted)	£30.00	£7.50	£4.00	£0.50
Blue Zone only permit (restricted)	£20.00	£5.00	£4.00	£0.50
Gov Blue Badge	Free	Free	Free	Free

Table 3 Visitor Pay & Display charges

Location	Up to 3hrs	All day
Central , Sports, Beverley Farm	£2	£6
Oaks & Pavilion	£2	£5

Accessible parking

University of Kent is committed to ensuring that all staff and students are able to access the university campus and are not discriminated against, in accordance with the Disability Discrimination Act (1995). Accessible Bays are available next to each building on campus and can be used by any person who has a Health Access permit for accessible bays and/or Government Blue Badge permit.

Motorcycle parking

In 2010 there were only 2 motorcycle bays. Motorcycle bays locations have increased and we currently have 5 locations on campus where a motorcycle can park. Appendix B, Map 7 refers to locations.

SECTION 4 / TRAVEL PATTERNS

4.0 Travel patterns

4.1 Travel Plan Survey

December 2017 the University of Kent Transport Team undertook a staff and student travel survey to establish how people are commuting to and from Canterbury campus, travel patterns and behaviours. This survey was completed by 727 members of staff and 573 students.

The complete results of this survey can be found in Appendix E to J.

4.1.1 Main mode mode of travel

Appendix E refers to Travel Plan survey results.

To establish the main mode of travel used the Travel Plan survey asked Staff and students what was their main mode of travel to the University. Table 4 displays the responses received.

The 2017 results of the Travel Plan Survey clearly demonstrates:

- the number of annual parking permits sold had been reducing, it is clearly evident that annual permit sales have been increasing (Table 5 refers) which is comparable with the Travel Plan Survey results. However, the percentage of staff purchasing annual parking permits continues to decrease
- the number of staff bus ticket sales have also increased and in 2016/17 1.9% of staff purchased a discounted staff bus pass
- the main mode of transport for students who answered the Travel Plan survey continues to be the bus. It is also notable that the number of students purchasing an annual parking permit continues to reduce. This has been since the introduction of the exclusion zone and is likely to also be the result of significant improvements to bus routes and their timetables and other related sustainable transport initiatives and services. Services of Dr Bike and cycle hire are increasing each year as well as number of Academic year bus ticket sales. Table 6 & 7 refers.

Appendix E not only shows the main mode of travel results but it also shows the survey results for:

- the commuting days and times and unsurprisingly it clearly demonstrates that the peak commuting times are between 08.00 to 09.00 and again from 15.00 to 18.00 Monday to Friday. This also shows that potentially students are not just attending lectures but also staying here all day
- students who are living on campus are mainly using the bus service to travel to and from the city during the day and night. Although it should be noted that the number of student who walk reduces and the use of taxi services increases at night.

SECTION 4/ TRAVEL PATTERNS (CONT)

Table 4 – Travel Plan Survey results for main of travel

Main mode of travel	Students		Staff		Total	
	No	%	No	%	No	%
Walk	40	15.21	47	6.46	87	8.79
Cycle	6	2.28	43	5.91	49	4.95
Car driver on your own	86	32.70	484	66.57	570	57.58
Car share as driver	6	2.28	60	8.25	66	6.67
Car share as passenger	1	0.38	16	2.20	17	1.72
Dropped off by car	0	0.00	11	1.51	11	1.11
Bus	101	38.40	47	6.46	148	14.95
Train	8	3.04	11	1.51	19	1.92
Motorcycle/moped	1	0.38	3	0.41	4	0.40
Taxi	1	0.38	0	0.00	1	0.10
Campus Shuttle service	13	4.94	5	0.69	18	1.82
National Express Coach	0	0.00	0	0.00	0	0.00
Total	263	100.00	727	100.00	990	100.00

Table 5 – Number of parking permits

	2006/07	% compared to headcount	2011/12	% compared to headcount	2016/17	% compared to headcount
Annual staff	2,058	65%	1,628	44%	1,953	37%
Annual students	2,090	-	1,251	8%	982	6%
Car share permits	-	-	4	-1%	2	-1%
Total	4,148	-	2,879	-	2,935	-

Table 6 – Bus ticket sales

	2006/07	% compared to headcount	2011/12	% compared to headcount	2016/17	% compared to headcount
Stagecoach staff 13 week ticket	-	-	-	-	15	0.3%
Stagecoach staff 36 week ticket	-	-	-	-	13	0.2%
Stagecoach staff 52 week ticket	13	0.4%	28	0.7%	72	1.4%
Stagecoach student Unirider	1,200	-	4,200	27%	5,677	35%

Table 7 – Cycle data

	2006/07	2011/12	2016/17
No student cycle hire scheme	-	45	170
No of staff used the Cycle to Work	1	24	EST 50 (TBC)
No of cycles on campus	-	-	492
No of cycle parking bays	670	965	1,372
No of cycle bays within lockable shelters	0	120	515

4.1.2 Walking and cycling

Appendix F refers to Travel Plan survey results.

Cycle storage

- Staff and students have very different perceptions and perhaps different requirements for cycling facilities on campus.
- 49.51% of students and 34.88% of staff think there are enough lockable cycle shelters on campus
- Key places for new cycle shelters to be located for students included the Library, near the campus shops and near student accommodations, particularly Park Wood.
- For staff key places for new cycle shelters were near to Cornwallis and Registry buildings, the Library, Rutherford and Sibson.

Cycle showers

- 77.78% of students and 23.45% of staff think there are enough cycle showers on campus
- Many people did not know there were any showers on campus that could be used by cyclists.
- Students requested cycle showers to be located in all buildings, with the most popular location being the library (where a shower is already located).

- For staff the most popular location for a shower was Cornwallis and Registry buildings, as well as generally having showers located across campus.

Cycle lockers

- 74.68% of students and 27.85% of staff think there are enough cycle lockers on campus
- Students requested cycle lockers to be located across campus, but particularly in the library and colleges.
- Staff requested cycle lockers to be available across campus also, but particularly in Cornwallis and Registry, the Library and colleges.

Improvements to cycle network

- 37.78% of students and 65.24% of staff think improvements could be made to the local cycle network on and off campus.
- Overall staff and students requested more cycle lanes on campus and in Canterbury, as well as better maintenance and lighting of current cycle paths. Staff and students want the campus to be better connected with nearby towns for cyclists.

SECTION 4 / TRAVEL PATTERNS (CONT)

Cycle scheme (hop on/off)

- 44.31% of students and 32.45% of staff agreed or strongly agreed that they would be interested in the introduction of a cycle scheme in Canterbury similar to the Santander/Boris bike scheme in London. However 21.89% of students and 29.79% of staff disagreed or strongly disagreed.

Navigating campus by foot

- Staff and students agreed that it is easy to find their way around Canterbury campus by foot. However, 27.82% of staff disagreed that it was easy to direct people around campus and 20% of staff also disagreed that pedestrian signage at Canterbury campus was clear.

4.1.3 Bus travel

Appendix G refers to Travel Plan survey results

Most frequently used buses

- A wide variety of buses are used by staff and students to get to campus, with many coming into the bus station and changing to reach the campus.
- The most used buses by staff and students are the Unibuses (Uni1 and Uni2) which come onto the campus.
- Other services which are frequently used are the Triangle and number 4 services which also come onto campus regularly. The next highest is Route 3 service to and from Faversham and Sittingbourne.

Bus reliability

- 72.06% of students and 49.5% of staff agree or strongly agree that Stagecoach buses are generally reliable. Staff seem to be having a more negative experience with 35.64% of staff disagreeing or strongly disagreeing to this statement.
- From the open response question some staff and students feel that Stagecoach buses are often late and do not stick to the timetable. Some people have requested for information boards and a bus app displaying real time. An app already exists and some of those who are aware of this have stated they find it to be unreliable.

Bus frequency

- 56.72% of students and 39.6% of staff agree or strongly agree that Stagecoach buses are to and from campus and frequent enough for their needs.
- 29.39% of students disagreed or strongly disagreed with this statement. From looking at the open answer question regarding timetables, students were often requesting a higher frequency of Unibuses, particularly at the weekend, at night time, and to get to and from Hales Place (particularly stating that there are no buses from campus between 15.00 and 17.00).
- More staff strongly disagree or disagree than strongly agree or agree that Stagecoach buses are frequent enough for

their needs. One of the main comments from staff on the open answer question related to the frequency of Unibuses in the morning between 8.00 and 9.00 to get them to work on time, some respondents saying that buses are already full on stops closer to campus which means they cannot board the service.

Bus timetabling and routes

- 58.55% of students and 34.02% of staff agree or strongly agree that Stagecoach bus times to and from campus work well for them.
- Over 50% of staff disagree or strongly disagree with this statement. From looking at the open response question, many feel that the bus times do not fit in with the end of lectures or end of work and mean they have to wait longer for a bus.
- There are also comments about direct routes to campus. Ones that came up often were from Whitstable (comments that the route 4 no longer arrives on campus before 9am) Herne Bay and Faversham. Within Canterbury, there were comments for more buses to go to Park Wood and Darwin (rather than stopping at Keynes main bus stop), direct buses from Sturry side of Canterbury and more buses to Canterbury West station. If some of these services could be routed through campus (or more frequently) it may improve overall bus experience, particularly for staff.

4.1.4 Train travel

Appendix H refers to Travel Plan survey results.

Train stations

- The two most common departing stations were Ashford International and Ramsgate.
- Most staff and students arrive into Canterbury West Train Station.

Purchasing train tickets on campus

- 75.32% of students and 44.12% of staff agree or strongly agree that being able to purchase a train ticket on campus would be helpful.

Collecting train tickets on campus

- 88.02% of students and 55.88% of staff agree or strongly agree that being able to collect train tickets on campus would be helpful.

Student travel to London – price versus speed

- 75.09% of students who live on campus choose their train travel to and from London based mainly on price over speed.

Salary deductions for train season ticket

- 45.72% of staff agree or strongly agree to being interested in paying monthly deductions from salary for a season rail ticket.

4.1.5 Driving & parking

Appendix I refers to Travel Plan survey results.

Car park entrances

- All three entrances to the campus are used by drivers with Giles Lane via Whitstable Road/St Thomas Hill having the highest response rate. This is not comparable to the number of drivers accessing from this junction when comparing the traffic counts. Section 2.2.2 refers.
- There are more staff (46.64%) than students (16.51%) entering Giles Lane via St Stephen's Hill/Canterbury Hill.

Car sharing

- The most popular car share initiative idea for both students and staff was dedicated bays for car sharers, followed by rewards for car sharers.

Electric vehicle charging points

- Staff and students were asked if they would use an electric vehicle recharging point on campus. The most popular answer for students and staff was no.

Motorcycle and moped parking

- There were very few moped and motorcycle respondents. 75% respondents said there were enough parking areas for these vehicles on campus.
- The main comments by moped and motorcycle users were for better secured facilities like improved CCTV coverage, covered card access parking areas and metal posts to chain mopeds and motorcycles to.

Parking permit prices

- When combining all staff and student responses from both campuses, the most frequent response for a maximum daily parking charge was £1 per day receiving 22.18% of the vote.
- 74.96% of students and 44.37% of staff would like to have the option to pay per hour to park.

4.1.6 Business travel

Appendix J refers to Travel Plan survey results

Booking coaches for university business

- 6.33% of staff surveyed book coaches for university business, and of these 78.26% said they used the University's coach framework for this.
- The most common response for not using the framework was because staff were not aware of it.

Pool cars

- 37.96% of staff use their personal vehicle for staff business travel. 44.70% answered they do not use their personal vehicle and 17.33% selected not applicable.

- Of the 37.96% of staff who currently use their personal vehicle for business travel, 69.93% said they would use a university pool car if it was available.

Campus Shuttle reliability

- 41.27% of Canterbury students agree or strongly agree that the Campus Shuttle is generally reliable. 57.78% said they neither agree nor disagree.

Campus Shuttle frequency

- 1.11% of Canterbury students strongly agree or agree that the shuttle is frequent enough for their needs. 62.51% selected neither agree nor disagree.
- 58.82% of staff agree or strongly agree that the service is frequent enough for their needs.

Campus Shuttle booking system

- 97.78% of students agree, strongly agree or selected neither agree nor disagree that the booking system is easy to use.
- 65.31% of staff (Canterbury and Medway) agree or strongly agree that the booking system is easy to use.

Campus Shuttle weekend usage

- 15.24% of Canterbury students agree or strongly agree that they often use the shuttle at the weekends. 52.06 % selected neither agree nor disagree.

Campus Shuttle for staff university business

- All staff were asked if they have used the shuttle for university business, for example to travel to a meeting. 40.44% of Canterbury staff said they had used the shuttle for university business.

4.2 Postcode Plot Maps

The campus location, as described in Section 2, clearly shows that the campus is uphill from the city (the main hub of public transport).

Postcode analysis compares public transport access, driving times and cycling and walking times by heat. Appendix K,L, M refers.

Staff and student postcodes illustrate the dispersed catchment, although it is evident there are a high number of staff and students who live with the city area. They also demonstrates that there is a high number within the Whitstable, Herne Bay and Faversham areas which would suggest that if improvements to bus services from these areas could be achieved, it may reduce the use of personal vehicles being used to travel to campus.

The postcode analysis also suggests that there is potential for some staff to car share as some who live further afield seem to pass other members of staff on route.

SECTION 5 / OBJECTIVES AND TARGETS

5.1 Objectives

The primary objective is to reduce the proportion of single occupancy car trips to and from the campus during the peak periods in order to minimise the transport impact of future development at the University on the surrounding roads and on the environment; whilst maintaining to operate effectively as an academic institution. This is supported by a series of objectives that will encourage and enable the use of other modes of transport:

- to encourage car sharing by staff and students
- to encourage use of public transport
- to encourage cycling and walking as modes of transport to and within the campus
- to explore other ideas to reduce the transport impact such as home-working, flexible start and finish times, greater use of IT services such as conference calling, teleconferencing and other forms of communication to reduce the need for staff to physically travel off-site for meetings
- to continue to support IT services to progress online teaching and learning facilities
- to improve the University's travel policy and procedures to encourage staff to choose more sustainable forms of travel and remove the need to rely on grey fleet (own vehicles)
- to reduce carbon emissions produced by commuting and business travel by car
- to work with Kent County Council, Canterbury City Council and other partners to develop and improve public transport, cycling and walking within and away from the campus.

5.2 Targets

To assist with meeting these objectives the University aims to reach the following targets. Targets will be updated if they are reached or when new initiatives and baseline data is received:

- to reduce the number of staff purchasing annual permits by 2% by 2022
- to increase the number of staff & student car sharing from 8% to 10% by 2021
- to ensure the number of student academic Unirider tickets sales do not reduce below 4,800 each year
- to increase the number of staff purchasing a discounted bus ticket by 5% by 2022
- to increase the number of staff and student cycling from 5% to 8% by 2022
- to capture 100% of miles travelled, carbon emissions data and mode of travel used for business travel by 2020 and then set a SMART Target to reduce CO₂ emissions
- to capture the data to provide the estimated carbon emissions produced for those commuting by car to and from the campus by 2019 and then set a SMART Target to reduce CO₂ emissions.



SECTION 6 / ACTION PLAN

6.1 Implementation

This section sets out specific, measurable, and achievable actions and defines who will be responsible to ensure that they are met within the timescale and that the University will meet the Travel Plans objectives. Responsibility will be given to different Transport Team members to ensure that the projects are fulfilled and/or establish with colleagues from across the University.

Key to the colour coding of the action table

- New projects
- Continuing projects from last Travel Plan(s)
- Completed projects at the time of publication

6.2 Car share actions

Project	Measure	Timescale
To implement car share permits onto new virtual parking permit system (Permit smarti)	Permit system has online application for car share permit installed	2018
Investigate the potential to introduce dedicated car share bays.	A paper written and approved by EG	2019
Investigate car share incentives – particularly for adhoc car sharers	A paper completed which includes consultation results and outcomes	2019
Continuing to provide a car share database, in partnership with Canterbury Christ Church University and University of Greenwich to allow staff and students to seek someone to car share with	Report from car share database	Ongoing
Continuing to provide a guaranteed ride home service, if unforeseen circumstance means the car sharer is unable to get home to their term time address	Report that this is publicised online	Ongoing
Continuing to provide lower parking charges for regular car sharers	Report on price of carshare permit compared to other permits	Ongoing

6.3 Traffic management actions

Proposed project	Measure	Timescale
To ensure the permit application system capture data to establish the approximate carbon emissions for commuting to and from the campuses	A report is produced which shows clear methodology	2018
To incorporate visitor and associate parking within the online parking database Permit smarti and update procedures	Permit smarti application procedure in place	2019
To produce online information on number of car park bays and location to allow drivers to easily recognise where parking bays are located around the campus in comparison to a building	Information online	2019

CONTINUED OVERLEAF

SECTION 6 / ACTION PLAN (CONT)

Proposed project	Measure	Timescale
Review and produce an updated maintenance programme for traffic signs and car parks	Programmed produced	2020
Look into developing partnership and feasibility of Park and Ride schemes with Canterbury City Council and the University	Feasibility report produced	2020
Investigate possibility of introducing electronic signs at entrance to University displaying number of car park bays compared to location available	Option report produced	2021
To produce recommendation report to improve traffic direction signs across campus and visitor information	Report produced	2021
To investigate how to guarantee a space for drivers to reduce movement of finding a space on campus	Report produced	2021
Investigate potential to introduce electric charging point for staff and students' vehicles	Option report produced	2022
To investigate with KCC the potential to improve access from Giles Lane car park	Report produced	2022
To produce an option study which demonstrates methods to reduce staff commuting to campus by single car occupancy where viable	Option report produced	2022
Introduce a regular coach parking area on campus to remove the need for them to park within car parks	Coach parking area identified and associated procedures applied	2022
Continue to provide an emergency taxi scheme to allow students to use a taxi and pay later to assist with safety	Reports on use	Ongoing
Continue to improve enforcement and use a systematic approach	Reports produced	Ongoing
To continue the student parking exclusion zone which restricts student living within certain postcodes around the city to park on campus	Parking permit database continues to restrict this	Ongoing
Continue to promote to students not to bring a car to the city	Publicity materials and regulations continue to promote this	Ongoing
To continue to develop Traffic Management Plans when large events are being held on campus	Report on number of Traffic Management Plans	Ongoing
To continue to monitor the capacity of the campus bus stops in relation to the number of buses using these	Numbers reported	Ongoing

6.4 Public transport actions

Project	Measure	Timescale
To develop an online application to apply for staff discounted bus passes which automates a flagging system for administration	Online application live on internal webpage	2018
Enhance the promotion of the bus online information for 'at the time' disruptions information and journey planning resources such as the app, webpages	Increase use of these IT services	2019
To develop a partnership with the new local train service provider	Meetings have taken place	2020
To establish the feasibility to allow staff to purchase rail season tickets through salary deductions	Feasibility report produce	2020
Investigate how to improve seating and poster boards at bus stops on campus	A paper which clearly demonstrates requirements	2020
To work with Stagecoach to improve direct routes from Whitstable and Faversham and any other service which could redirect to the campus	Increase number of services operating to the campus	2021
Work with Stagecoach to introduce external information boards where viable	External signage at key locations display live information or similar	2021
Work with Stagecoach to establish the feasibility of introducing a simple system for visitors to the university to be encouraged to use the bus services.	Identification paper and agreement with Stagecoach produced	2021
Continue to work in partnership to provide excellent 24 hour services and direct routes to the city, train stations, and Hales Place	Regular 24 hour service is operational	Ongoing
Continue to ensure that the Unibus 1 and 2 provide an excellent frequency of service	Uni1 and Uni2 number of services remains or improves	Ongoing
Continue to work with Stagecoach to ensure that there is a direct bus route once a week to the shops within the Vauxhall Road estate area, whilst demand is sufficient	A direct service to a grocery shopping location is in place	Ongoing
Continue to provide subsidies to Stagecoach bus company to provide significant discount for student bus tickets	Discounted tickets remain available	Ongoing
Continue to work with Stagecoach to ensure they continue to recognise the benefits of providing University and Kent Union staff with discounted bus tickets	Discounted tickets remain available	Ongoing
Continue to provide option to purchase staff bus passes through salary deductions until Stagecoach are able to take monthly payments	Salary deductions option remains or direct debit option in place	Ongoing

SECTION 6 / ACTION PLAN (CONT)

Project	Measure	Timescale
Continue to work with Stagecoach to provide and support new technology to passengers with online ticketing, Smart ticketing	All staff and students have access to SMART tickets	Ongoing
Continue to support bus companies to apply for grants to provide lower emission vehicles	Number of supporting statements compared to requests	Ongoing
Continue to work in partnership with National Express to provide a service that operates to/from Canterbury campus	National express service continues to serve Keynes bus stop	Ongoing

6.5 Smarter learning & working actions

Proposed project	Measure	Timescale
To investigate the potential to encourage staff homeworking and flexible working where viable	Reports	2022
Continue to develop IT facilities which provide online learning and virtual learning environments	Report on developments	Ongoing
Continue to provide IT facilities which allow use of own device (ie Wifi across campus)	Report on developments	Ongoing
Continue to provide and develop IT facilities which enable remote meetings such as teleconferencing and Skype for business	Report on developments	Ongoing
Continue to develop IT facilities which provide shared drives and networks that can be accessed remotely	Report on developments	Ongoing
Continue to improve collaborative working with CCCU and UoG with Unified Library Management system to encourage further access and resources of digital books etc	Report on developments	Ongoing

6.6 Marketing and Communication actions

Project	Measure	Timescale
Develop an annual communications and marketing plan which has identified issues from survey and relate to local and national events	Report	2019
Investigate the potential to develop a Kent wide sustainable travel working group with other academic institutions	Report	2022
Continue to develop Transport Statements with all new developments and Transport Assessments where applicable	Report on numbers	Ongoing
Develop an annual plan to promote road safety and personal safety, continue to support KCC campaigns	Plan written	Ongoing
Continue to promote all sustainable travel discounts available online, leaflets and at events	Report	Ongoing
Continue to attend staff and student events to promote the Travel Plan and sustainable travel such as Open Days, staff induction fairs and Green weeks	Report	Ongoing
Continue to provide sustainable travel information online and continually review	Report	Ongoing
Continue to support sustainable travel promotions at bus stop	Report	Ongoing
Continue to provide social media communications about transport and travel on campus	Report	Ongoing
Continue to provide an e newsletter with transport and travel news and updates	Report	Ongoing
Continue to work with Communications to provide transport and travel news to a wider audience including the local community	Report	Ongoing
Continue to improve promotion of sustainable travel to new staff and students	Report	Ongoing
Reintroduce University Sustainable Travel Day	Event occurred	2019
Continue to support local and national policies to reduce sustainable transport and improve air quality where possible	Meeting city council	Ongoing

SECTION 6 / ACTION PLAN (CONT)

6.7 Staff business travel actions

Proposed project	Measure	Timescale
Contract and award for a updated business travel provider to allow booking and manage business travel online	Awarded to the chosen provider	2018
Promote to staff how to use the new business travel providers' online system	Record if all schools and departments are aware of the system	2018
To re-tender the Campus Shuttle contract and investigate having an out of term service and additional stop at the Historic Dockyard as part of the tendering process	Tender document produced & contract advertised	2018
To update current coach bookings system to an automated online form which records data to manage contract as well as includes carbon emission data and clear methodology of its collation	System online and promoted.	2019
To update the Travel Policy and Travel Expense claim policies and procedures to assist with reducing reliance on grey fleet	New policies in place	2020
Promote new policies to ensure staff are familiar of Travel Policy and Travel Expense claim policies and their procedures	Marketing plan produced and completed	2020
To research and introduce a Car Club/Pool cars to reduce the reliance on grey fleet and in turn reducing the need for a member of staff to bring their car to campus for business reasons	Recommendation paper to be produced and decision made	2020
Investigate how the University could implement a system for travel expenses to be claimed by using an online form and record travel information	Recommendation report completed	2021
Continue to provide an inter-campus shuttle service for students and staff to travel between Canterbury and Medway campuses	Record information to demonstrate usage and service	Ongoing
Continue to work in partnership with Canterbury Christ Church University and Canterbury College with the contracted agreed coach framework to provide an easy service to book coaches for business reasons	Annual meetings achieved with coach companies and institutions	Until end of contract
To ensure all contracts that relate to travel include carbon emission data and a clear methodology of collation	Methodology and results are available	Ongoing
Continue to provide increased mileage claims for car sharing with another member of staff (an addition 5p/mile/passenger)	It is within the updated travel expense claim policy	Ongoing
Continue to provide mileage claims for staff cycling for business reasons (20p/mile)	It is within the updated travel expense claim policy	Ongoing

Proposed project	Measure	Timescale
Continue to ensure compliance by all schools and departments with the Driving at Work policy and Vehicle Management Policy	Record that all drivers have been given the details and procedures completed	Ongoing
Develop a plan to reduce the need to use grey fleet to transport items around the campus	Plan completed	2020

6.8 Cycling and walking actions

Proposed project	Measure	Timescale
Update pedestrian wayfinding maps across campus	All maps have been updated with correct information	2019
To provide an online application to access lockable cycles and record of bikes being used on campus	Process developed	2019
Review street lighting on walking and cycling routes on campus to establish if/where improvements are needed	A report has been completed that clearly identifies actions if required	2020
Review walking and cycling accessibility routes and wayfinding across the campus and produce a report which identifies any concerns and sets out a maintenance programme	A report has been completed that clearly identifies actions if required	2020
Working with Local Authorities to improve pedestrian, cycle routes and signage. Such as establishing if the connecting Giles Lane/St Stephens Hill to Heel Lane/Mayton Lane in Broad Oak could be made into a cycle route	Regular meetings to move forward improvements that have been identified in travel survey	2020
Investigate an online/app map which will assist with wayfinding around campus. Including quick link to maps or apps which will assist with wayfinding around the campus. (also linking to car parks and link on external maps)	Recommendation paper written	2020
Investigate the potential and develop a recommendation paper of introducing a book, ride & go cycle hire scheme (similar to Boris bike scheme)	Recommendation paper completed	2020
To develop a policy on cycle behaviour and expectation of cycle use on campus	Policy written	2020
Develop a plan on how to continue using the Sports Centre Cycle Hub to focus on bike related events and growing the cycling community	Action plan in place	2020
Establish if there is a need for electric bike charging points	Recommendation report written	2020

SECTION 6 / ACTION PLAN (CONT)

Proposed project	Measure	Timescale
Develop a cycle parking and cycle way strategy which also clearly demonstrates any improvements required for cycle access, bicycle parking, maintenance programme and reduce impact of abandoned bikes and bike theft on campus	Strategy written	2021
Review current shower facilities and promote how these can be accessed and identify if any improvements or additional showers are required	Review paper been completed	2021
Introduce a bicycle repair stand in central location(s)	Bicycle repair stand in place	2021
Continue to provide a weekly term time Dr Bike service to provide free bike checks and ensure bike safety, whilst demand continues to be high	Monitoring number of people using service	Ongoing
Continue to support the national Cycle to Work scheme to encourage staff to purchase a bike by salary deductions tax free	Monitoring number of staff using the service	Ongoing
Continue to support Canterbury campus Bicycle User Group (KUBUG)	Annual meeting with the coordinator and number of responses to their enquiries	Ongoing
Continue the abandoned bike cheap student termly/annual cycle hire scheme	Monitoring the number of students using it compared to length of time	Ongoing
Continue to provide shower facilities across the campus which can be accessed by cyclists and walkers	Monitor number of showers and location	Ongoing
To continue to promote and integrate walking and cycling within and as part of staff & student health & wellbeing policies, procedures and events	Continues to be referenced within policies and promotions	Ongoing
Continue to provide an on campus walking taxi service	Monitor use of service	Ongoing
Continue to support and promote the safety app known as SafeZone	Monitor use of service relating to travel and report on promotions	Ongoing
Continue partnerships with local bike stores and develop new ones to enable discounts for staff and students to receive discounts on new bikes and/or accessories Annual catch	up with current bike shops owners	Ongoing

SECTION 7/MONITORING AND REVIEW

7.1

Monitoring the success of the Travel Plan may vary each year as different actions and objectives are met and new ones are set. However the aim, objectives and targets that have been set within this plan will be monitored by reviewing the following information on a regular basis:

Type of review	Documentation reported in
Travel Plans actions	Annual report
Review Service Level Agreement	Annual report
Review Movement & Transport Strategy	Annual report
Number and type of parking permits sold each month/year to staff, students and associates	Quartile and Annual report
Number and type of visitor/contractor parking permit requests and use of visitor P&D car parks compared to type of vehicle	Quartile and Annual report
Number of parking bays and type of bays available established as part of the annual car park and associated signage audit	Annual report
Number of parking bays and locations that are temporarily lost to contractor compounds and events or car park disruptions	Quartile and Annual report
Number of vehicles being issued with Parking Charge Notices and the infringements & locations they are being issued for/at	Quartile and Annual report
Carbon emissions produced by commuting to the campus from data collated from the parking permit applications of what type of vehicle, when and distance travelled	Annual report
Number of staff and students participating in the online carshare database (Liftshare)	Quartile and Annual report
Number of students participating in the cycle hire scheme	Quartile and Annual report
Number of staff who have set up an agreement to use the cycle to work scheme	Quartile and Annual report
Number of staff and students using the Dr Bike initiative	Quartile and Annual report
Number of shower facilities, bicycle parking bays, the number of bicycles parked on campus and if any changes have occurred to the type of facility provided as part of the results of the annual bicycle audit	Annual report
Number of cycle bays temporarily lost and reason for any disruption	Quartile and Annual report
Updates on transport and travel from survey works – including update travel plan surveys every 2 years	Annual report
Number of complaints received about sustainable travel services provided by the University and by external transport providers	Quartile & Annual report
Number and type of bus ticket sales to staff	Quartile and Annual report

CONTINUED OVERLEAF

SECTION 7 / MONITORING & REVIEW (CONT)

Type of review	Documentation reported in
Number of students purchasing the academic Unirider bus pass	Annual report
Number of passengers boarding at bus stops around the campus and time of day	Annual report
Number of passengers using the Campus Shuttle compared to days of week and time of day (split booked and walk ons, direction of travel)	Quartile & Annual report
Number of passengers boarding the Campus Shuttle compared to location of bus stop (split booked and walk ons, direction of travel)	Quartile & Annual report
Reason of travel compared to type and number of passengers (split between booked, walks on direction of travel)	Quartile & Annual report
Number of coaches booked and used for business travel, including emission details and miles travelled to demonstrate CO ₂ emissions information	Annual report
Carbon emission produced by business travel miles compared to type of vehicle. Including details of the number of people using each mode of transport	Annual report
Record number of University fleet vehicles and the CO ₂ emissions produced by each vehicle	Annual report
Number of fleet drivers, number who have been trained and completed the processes to comply with the Driving at Work policy	Quartile & Annual report
Number of Transport Team Social Media followers	Quartile & Annual report
Number of people registered to receive the Transport Team e newsletter	Quartile & Annual report
Record performance usage of the transport webpages (Google Analytics)	Quartile & Annual report
Record security requests for walking taxi service, safezone app activation relating to travel and emergency taxi service	Quartile & Annual report
Number of events and type of promotions that assist with encouraging travel by sustainable transport	Quartile & Annual report

Quartile reports will be completed to demonstrate monthly updates and will include the methodology of how and where results have been recorded. These reports will be delivered by:

- September (includes months May, June, July)
- January (includes months August, September, October)
- March (includes November, December, January)
- June (includes February, March, April).

Annual report will consider the information presented within the Quartile reports and will be based on information received from August to July of each year and presented by January, with the aim to establish patterns, similarities, disparities, trends, and formulate a reason for what these patterns might mean

It is recognised that the travel plan is a working document and its annual updates will reflect the necessary changes where appropriate, to ensure that the University will continue to operate effectively as an academic institution and as the development of the Estates Master Plan is completed.



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