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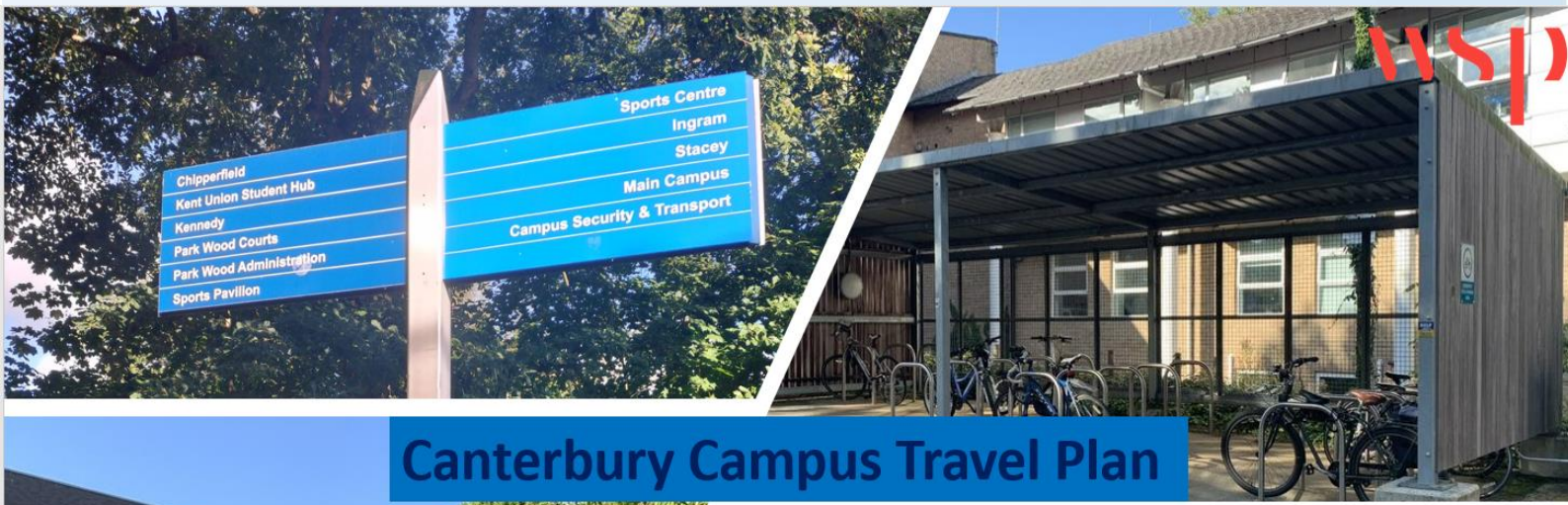
CANTERBURY CAMPUS TRAVEL PLAN

March 2023

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University of Kent

CANTERBURY CAMPUS TRAVEL PLAN

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It should be noted that all timetables and travel prices/fares are accurate at the time of writing.

EXECUTIVE SUMMARY

The University of Kent launched its first Travel Plan for its Canterbury campus in December 2006. The primary objective of this plan was to 'reduce the number of car journeys created by people travelling to and from the university, whilst ensuring that the university continued to operate effectively as an academic institution'. Since then, the travel plan has been updated in 2011 and 2018, with this document providing a refresh for 2023.

The University of Kent provides a number of incentives and discounts to encourage sustainable travel to, from and around our campus. This travel plan seeks to continue these and ensure they are effective at managing travel and working towards the objectives and targets outlined.

Analysis of the 2022 travel survey has shown that, whilst single occupancy vehicle journeys are still high, sustainable and active travel are popular amongst both staff and students. In the previous travel plan period, a wealth of new and continued initiatives has contributed to a positive uptake of walking, cycling and public transport.

The objectives going forward are to '**Avoid, Shift and Improve'**, with this plan proposing a series of measures that seek impact on travel behaviours**.** These involve avoiding the need to travel, shifting to active modes and public transport, and when travel is necessary by car, using alternatively fuelled vehicles. The measures set out in the plan also supports the university's net zero commitments.

1 INTRODUCTION

1.1 CONTEXT

1.1.1. WSP has been commissioned by the University of Kent (UoK) to develop a travel plan for their Canterbury campus. The existing travel plan is a positive document that has had a noticeable impact upon the travel offers and patterns at the Canterbury campus. The update was commissioned to meet the evolving demands of the current climate, and to accelerate the uptake of sustainable travel methods and carbon reduction, whilst maintaining the efficient operation of the campus. These form the key objectives of the document.

1.1.1. This travel plan relates to the transport of staff and students to, from and around the university campus.

1.1.2. The university has an existing travel plan for the Canterbury campus adopted in 2018.

1.1.3. This travel plan sets out a series of observations, recommendations, and measures to influence and manage the travel patterns of staff and students to the university in the 2023 – 2027 period. This travel plan aligns with the university's most recent strategy for climate action and the Sustainable Development Goals for 2021-2025.

1.1.4. As a teaching establishment, shaping the hearts and minds of future generations is important and the University can lead by example and enable its staff and students to make informed choices about their travel behaviour. This means providing information about travel choices and. supporting staff and students in a modal shift to active and sustainable modes. This can be achieved by influencing and joining forces with other organisations to make a meaningful impact to transport decarbonisation and achieving a sustainable future for those living in the wider community and the region.

1.2 DOCUMENT STRUCTURE

1.2.1. This document will follow the following structure:

- Chapter 2: Sustainable Travel and Travel Plans.
- Chapter 3: Policy Framework.
- Chapter 4: Existing Conditions.
- Chapter 5: Travel Survey Insights.
- Chapter 6: Carbon Assessment.
- Chapter 7: Objectives, Targets and Timelines.
- Chapter 8: Measures for Implementation.
- Chapter 9: Implementation, Monitoring and Review.
- Chapter 10: Summary and Conclusion.

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2 SUSTAINABLE TRAVEL AND TRAVEL PLANS

2.1 WHAT IS A TRAVEL PLAN?

2.1.1. A travel plan outlines a package of measures as a strategy for managing travel demands and promoting sustainable, safe, healthy, and low carbon travel for an organisation or place.

2.1.2. Travel plans seek to influence travel behaviours through establishing baseline conditions and identifying issues, surveying users, implementing measures, and setting targets which are monitored and reviewed with regularity. They are evolving documents which can assist with understanding travel behaviours and what influences those behaviours to motivate modal shift to active and sustainable modes. A travel plan can play a part in contributing towards the reduction in carbon emissions generated by those travelling to and from the university. A travel plan will have synergy with other policies and plans for achieving sustainable growth and decarbonisation towards net zero.

2.2 BENEFITS OF A TRAVEL PLAN

2.2.1. There are a number of benefits from having a travel plan for the campus. They can assist in personal mobility, identifying the active and sustainable travel choices available, support and motive change, identify levels of public service provision, highlighting and advocating for change/improvement. The travel plan can contribute towards achieving carbon neutrality within the university campus and within wider community and the region.

2.2.2. The travel plan as mentioned can assist with carbon reduction, improving air quality and achieving environmental targets set by the university in their Sustainable Policy. The travel plan can offer the potential for longer term financial savings by adopting more sustainable practices, efficiencies including, building maintenance, utilisation of business space and associated car parking areas.

2.2.3. Finally, a travel plan can also assist in identifying barriers to changing travel behaviour such as lack of infrastructure, information of travel options, support and motivation for change, inequalities and levels of public service provision and personal mobility.

2.3 DEPARTMENT FOR TRANSPORT (DFT) DECARBONISING TRANSPORT & BEHAVIOUR CHANGE RESEARCH 2021

2.3.1. This document is further evidence that travel plans have a fundamental objective to support behaviour change. Societal and behavioural changes have a significant role to play in meeting net zero carbon targets.

2.3.2. With regard to encouraging and supporting UK businesses to change their employees travel behaviours, the Decarbonising Transport – 'A Better, Greener Britain' (2021) document draws upon deliberative research commissioned by the Department for Transport (DfT) from 2020 which revealed factors to consider when aiming to change travel behaviour.

2.3.3. It also generated the insight that "travel decisions are driven primarily by convenience and cost, not environmental concerns. This means to be competitive with the car, sustainable and active travel options must be easy, accessible, reliable, and affordable".

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3   POLICY FRAMEWORK

3.1   INTRODUCTION

3.1.1.   This travel plan will complement the policies and strategies set out by national, regional, and local government and the university itself. Identifying a clear policy framework and applying good practice to the development of a travel plan will help to maximise its effectiveness. These are summarised in **Appendix A** but for full guidance please refer to the entire documents. The main influential documents are summarised in the following infographic.

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University Policy

Local and Regional Policy

National Policy

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4 EXISTING CONDITIONS

4.1 INTRODUCTION

4.1.1. This section sets out the Canterbury campus and its surroundings. It describes the site location and the transport context including the local highway network, active travel options and public transport facilities, as well as accessibility of residential areas to the campus. This chapter is informed by a desktop study and information provided by the university.

1.2 UNIVERSITY OF KENT

4.1.1. University of Kent offers undergraduate and postgraduate courses. It has two UK campuses and others overseas in Paris and Brussels. University of Kent is a significant attractor in the region and has a large catchment area.

4.1.2. The two main campuses in Kent are in Canterbury, the principal campus, and the focus of this travel plan, and a second in Medway (covered by a separate travel plan). **Figure 4-1** shows the location of both campuses in relation to one another.

Figure 4-1 - UoK Campus Locations

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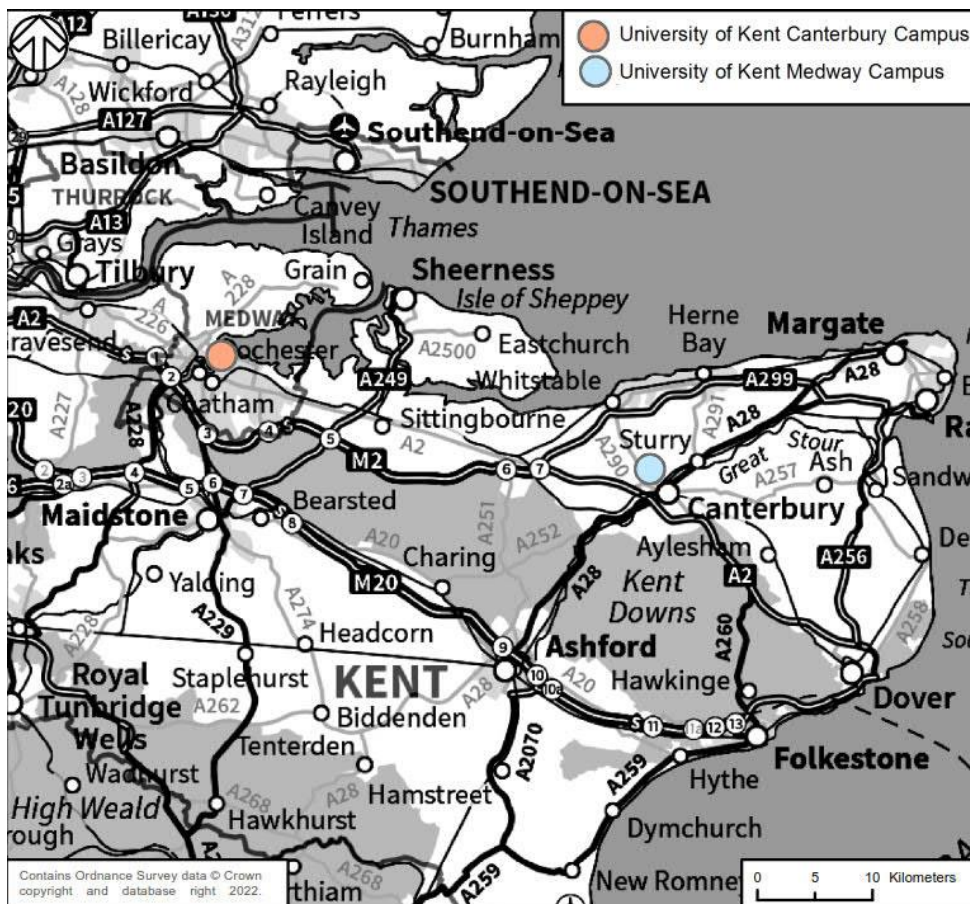
4.1.3.   The Canterbury campus was founded in 1965 and has seen large amounts of change since this time. The campus has repeatedly expanded, growing in capacity which has led to a new Framework Masterplan, published in 2019. This masterplan aims to balance the need for new buildings and the loss of the green landscape setting which the campus is situated.

4.1.4.   The site is set in 300 acres of parkland. It is located 1.5km to the north of the Canterbury city centre, between Whitstable Road and St Stephen's Hill / Canterbury Hill. The main area of the campus, including buildings, is set between the housing estate south of University Road and Parkwood Road/Giles Lane with campus buildings lining the north of this street.

4.1.5.   The staff and student numbers associated with the University at its Canterbury campus are set out in Table 4-1.

Table 4-1 – Canterbury campus headcount

Status	Headcount	Total
Full Time Staff[1]	2,203	3,017
Part Time Staff[2]	814	
Full Time Student[3]	14,751	15,997
Part Time Student[4]	1,247	

1 2022 salaried staff only – supplied by UoK
2 2022 salaried staff only – supplied by UoK
3 2022/23 figures unavailable, figure based on average headcount for last three academic years – supplied by UoK
4 2022/23 figures unavailable, figure based on average headcount for last three academic years – supplied by UoK

4.2   CAMPUS LOCATION

4.2.1.   Kent has good connections to London and the Southeast. It also benefits from international connections via the Eurotunnel (from Folkestone) and ferry (from Dover).

4.2.2.   The figure below shows the location of the Canterbury campus in relation to the local highway network, which is detailed further in Section 4.

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Figure 4-2 - Local Highway Network

Key

Canterbury Road Network
- A2
- A2050
- A257
- A28
- A290
- Giles Lane
- Park Wood Road
- St Stephen's Hill
- University Road
- Canterbury Campus

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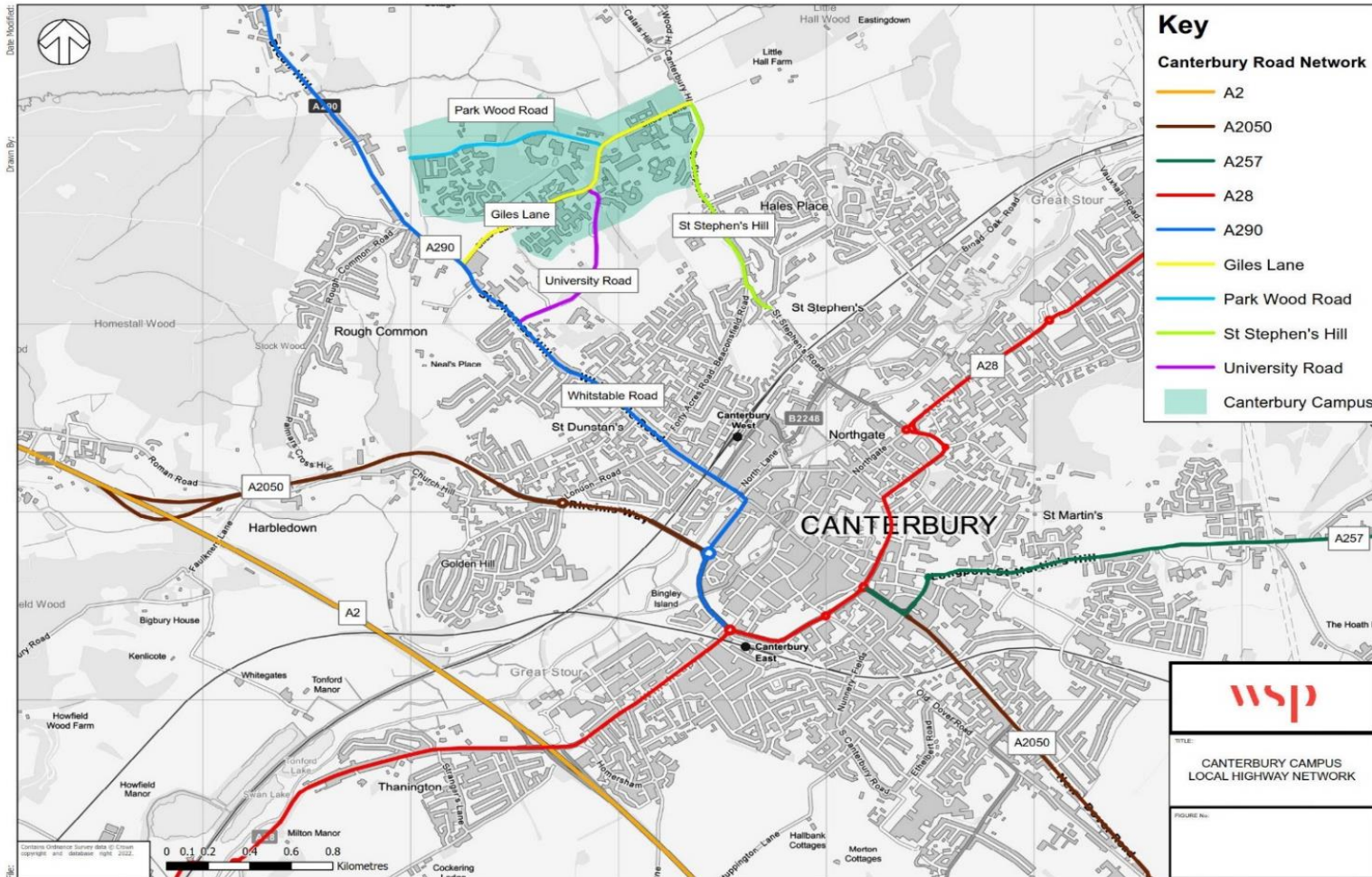
4.3 LOCAL HIGHWAY NETWORK

4.3.1. A290 Whitstable Road runs along the western border of the campus and St Stephen's Hill runs along the eastern border. Both roads provide a connection to the A28, which runs through the city centre. The A28 extends between Margate and Ashford, providing further connection to the wider highway, including the A2, M2 and M20, and key locations such as Dover, Folkestone and Maidstone.

4.3.2. The campus is accessible via University Road from the south. This road is a private road owned by the university and is subject to a 30mph speed limit and has speed cushions and double yellow lines present for the duration. University Road provides access to Turing College, Kent Union and connects into Giles Lane to the north.

4.3.3. Giles Lane is public highway and runs east-west through the campus providing access to various campus buildings and car parks, as well as the University Medical Centre and a number of private properties. Giles Lane varies greatly in width and has several pinch points where oncoming traffic may need to give way. Double yellow lines are present for the duration of Giles Lane and there is a 30mph speed limit in place. Speed cushions are also present on parts of Giles Lane.

4.3.4. Park Wood Road runs along the northern end of the campus but is not a through-route. It provides access to student accommodation, the sports facilities / buildings, a pre-school nursery, community gardens and teaching buildings, including the Chipperfield Building. Speed cushions are present on Park Wood Road and there is a speed limit of 20mph, with double yellow lines present for the duration of the road.

4.4 HIGHWAY SAFETY

4.4.1. Collision data has been reviewed in **Appendix B**. This analysis concludes that no significant highway issues are present around the campus network.

4.5 STUDENT POSTCODES

4.5.1. **Figure 4-3** shows the student catchment area for the Canterbury campus. This was created using student term-time postcode data. The campus has a wide catchment area covering the whole country, though the majority of the student population lives locally to the campus with more than 11,600 students living in a Canterbury (CT) postcode. This includes the population of students who live on the campus itself in student accommodation. Of these 11,600 students within a CT postcode, just under 950 students live outside of the exclusion zone and are therefore eligible for a parking permit. More information about parking permit eligibility is available in Section 4.17.

4.5.2. It should be noted that with the rise of home / hybrid learning and the restrictions placed during COVID, this data may not reflect the true number of students living locally to the campus. It is possible that some students have submitted their permanent home address, however for a robust assessment these have still be included.

4.6 STAFF CATCHMENT

4.6.1. **Figure 4-4** shoes the staff catchment area for the Canterbury campus. This was created using staff postcode data. This shows that staff are concentrated in the south-east of England, with the majority

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living in Canterbury, Whitstable and Herne Bay, with other popular areas including Ashford, Margate and Ramsgate. The wider map shows that some live on the other side of the country, however with the rise in hybrid / virtual working it is possible that these employees do not need to travel regularly to the campus.

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Figure 4-3 - Canterbury Campus Student Catchment

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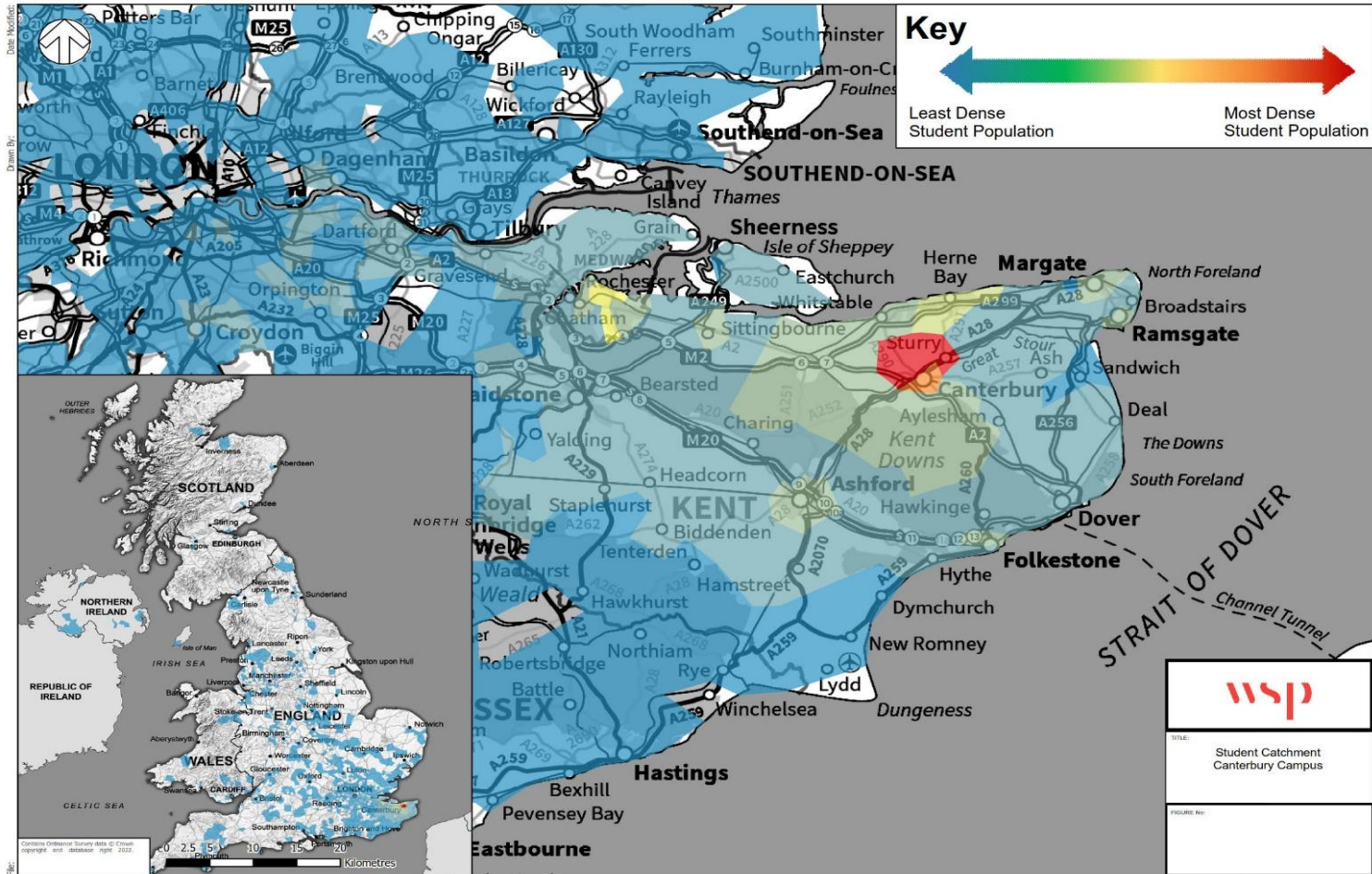
Figure 4-4 - Canterbury Campus Staff Catchment

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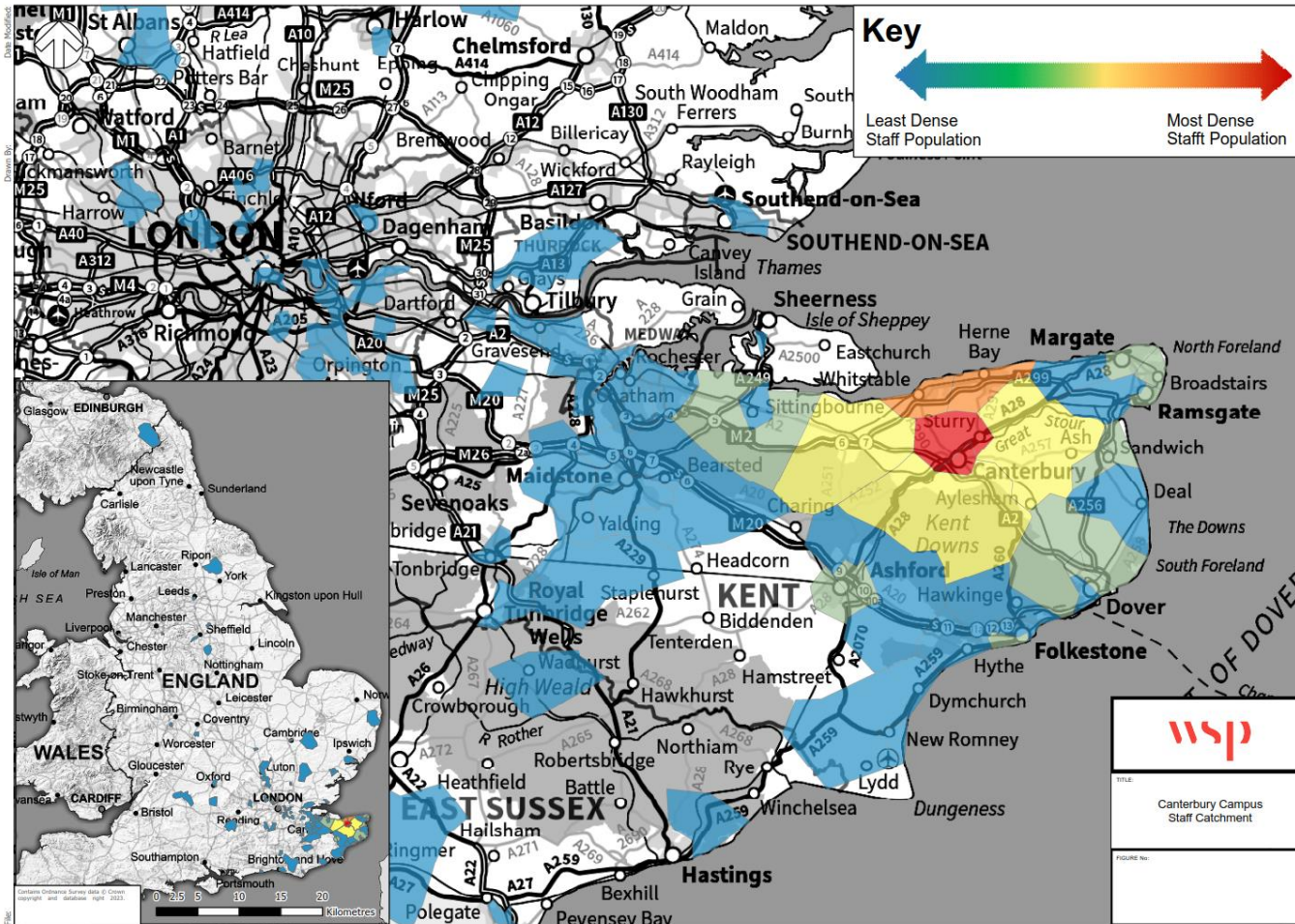
4.7 LOCAL FACILITIES

4.7.1. There are a variety of local facilities in and around the Canterbury campus to cater for the daily needs of students, staff and visitors. The walking and cycling times to these different points of interest is summarised in **Appendix C**, with distances measured from/to/around the Templeman Library.

4.7.2. The walking and cycling isochrones in **Figure 4-5** and **Figure 4-6** visually show the distance and journey time of the local area from the Templeman Library. These show that a vast area is accessible on foot and bicycle from/to/around the university campus, including the city centre and train stations. Areas to the south of the city centre are estimated to be over a 40-minute walk away. It is for this length of journey where those travelling may consider cycling.

4.7.3. Based on the student postcode data, students reside all over the city. However, the following areas around Canterbury are popular off-campus student living areas:

- Estimated to be within 20-30 minutes walking / 0-10 minutes cycling distance:

  - Hales Place
  - St Dunstan's
  - St Stephens

  Approximately 62% of students live within 30 minutes walking / 10 minutes cycling distance of the university.

- Estimated to be within 30-40 minutes walking / 10-20 minutes cycling distance:

  - Northgate
  - City Centre

  Approximately 12% of students live within 30-40 minutes walking / 10-20 minutes cycling distance of the university.

- Estimated to be more than 40 minutes walking / 20 minutes cycling distance:

  - St Martins

4.7.4. Other locations popular with staff and students include:

- Estimated to be within 20-30 minutes cycling distance:

  - Sturry
  - Chartham

- Estimated to be within 30-40 minutes cycling distance:

  - Whitstable

- Estimated to be more than 40 minutes cycling distance:

  - Faversham
  - Herne Bay

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4.7.5.   Cycling enables a much further distance to be covered in a shorter time span, however the rural nature of the areas between settlements and the university campus may discourage people from doing so.

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Figure 4-5 - Canterbury Campus Walking Isochrone

Canterbury Campus Walking Isochrone

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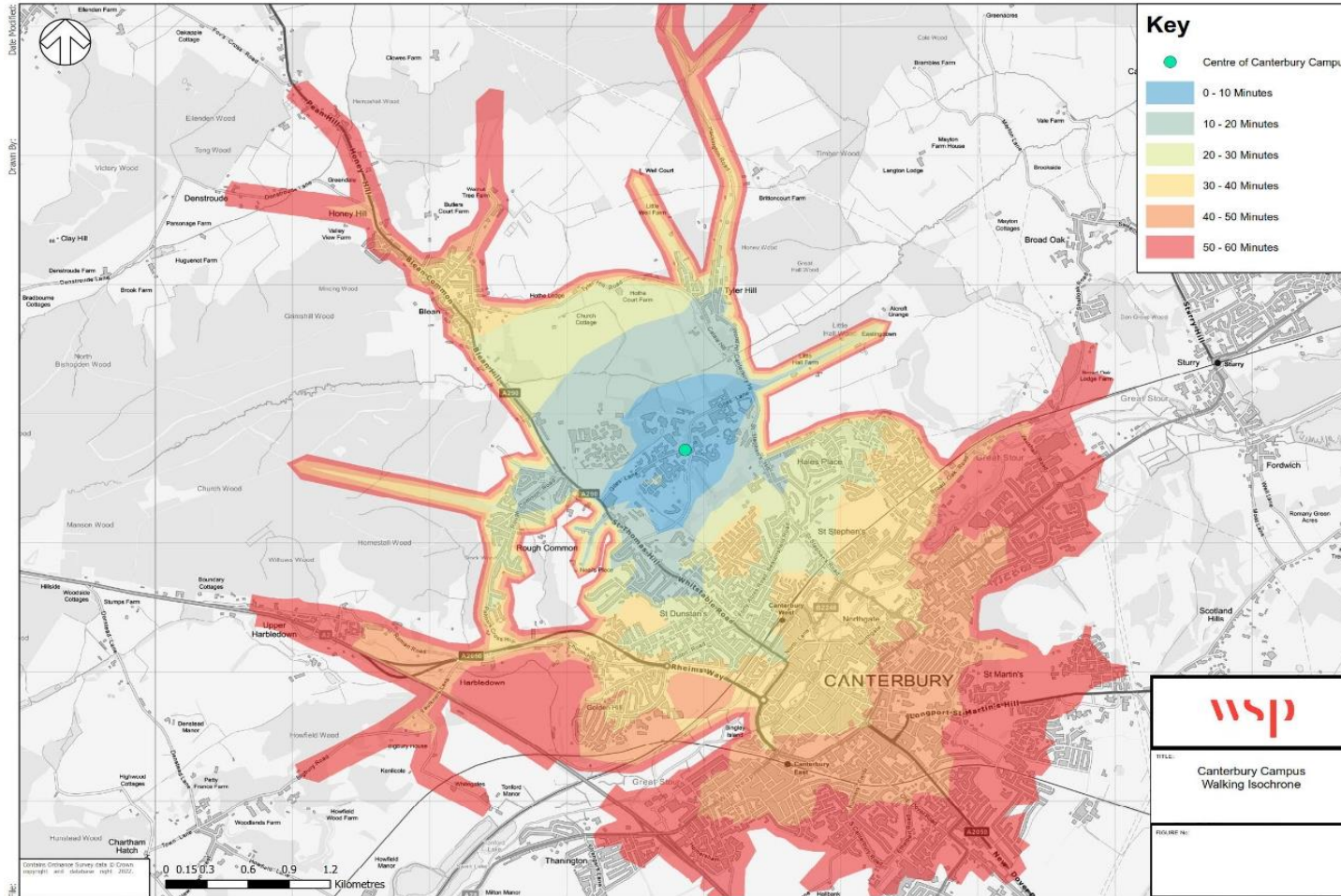
Figure 4-6 - Canterbury campus cycling isochrone

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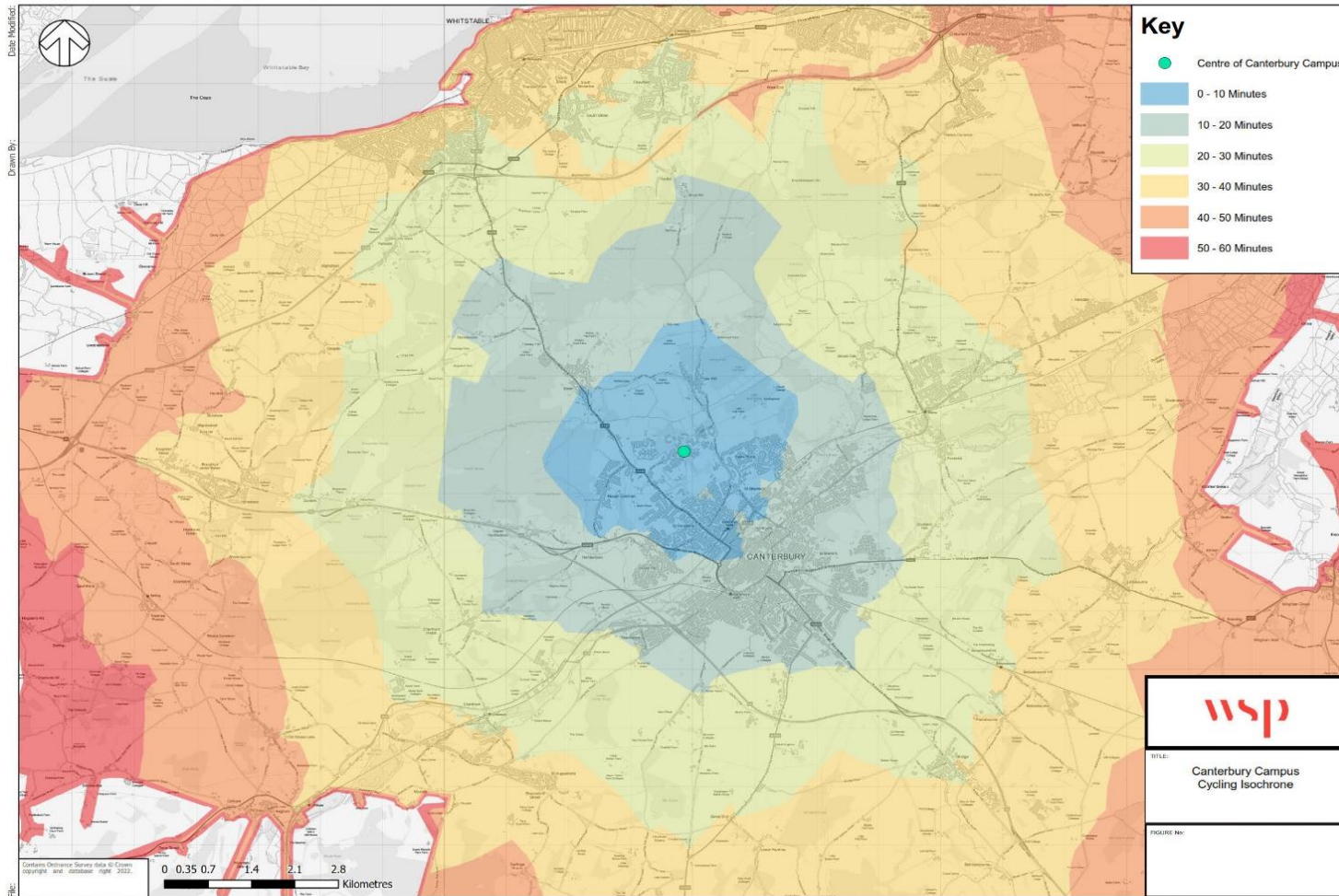
4.8 PEDESTRIAN ACCESSIBILITY

4.8.1. There is an extensive network of footways in and around the Canterbury Campus. Pedestrians can enter the campus from the south via the Crab and Winkle Way (detailed further below). The following pedestrian facilities are available on the key access roads:

- University Road provides access from the south into the centre of campus. There is a sufficiently wide footway on the western side of the carriageway at the southern end. A footway becomes available on both sides north of the bus stop. There is frequent streetlighting and pedestrian warning signage.
- St Stephen's Hill can be used to access Darwin College and nearby buildings from the east. This has a narrow footway on the western side, with vegetation around both sides of the road. There is streetlighting however this area is not well overlooked and may feel isolated in quieter hours.
- Giles Lane provides an east-west connection through the middle of campus. There are intermittent footways and line-segregated shared use paths along the route, with two signalised crossings. One is located near Woolf College; another is located near the School of Anthropology. To the west of Giles Lane there are pinch points for traffic, however a footway is maintained at all points.
- Park Wood Road provides a connection into campus from the north-west and will be primarily used by students residing on campus. This road has a footway on the southern side and is frequently lit. There are no crossing facilities on this road, though traffic calming is present and there is a 20mph speed limit in place.

4.8.2. Roads around campus have traffic calming measures such as raised tables / speed cushions and signage.

4.8.3. Many of the buildings on campus are accessible via open space footways and shared use areas away from motor vehicles. These areas are well lit, sign posted and have good quality surfacing. Key pedestrianised areas include outside the Kent Union, Templeman Library and Kent Business School, which have a pleasant and safe-feeling public realm.

4.8.4. Wayfinding is present throughout campus, with high visibility of the safety measures taken by the campus, including CCTV and security. Moreover, a series of Active Campus Routes are advertised around the campus, including a 1 mile route, 2km route and 3km route. These are pictured in **Figure 4-7.**

4.8.5. It should be noted at all entrance points to the campus, wayfinding signage mentions that entrance to the campus is by licence only.

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Figure 4-7 - Wayfinding and Safety at the Canterbury campus

Campus security – Walking Taxi Service. Advertised in the Security and Transport Building.

Campus Routes. Advertised around the campus.

Connected Routes and Safety Information Totem. Found on Eliot Footpath.

Stickers to direct users to the Active Campus 1mile and 3k routes. Found on streetlights around campus.

4.9   CYCLE ACCESSIBILITY

4.9.1.   There is a high volume of cycle infrastructure in and around the Canterbury campus. Cycle shelters are frequently placed around campus. There are a total of 1,640 cycle parking spaces on campus, as well as lockers, showers and changing facilities. Cycle routes are advertised around the campus and predominantly run along shared-use paths. These routes are well lit and are mostly well overlooked.

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CONNECTION TO CITY CENTRE

4.9.2. The National Cycle Network, Route 1, is a key route between Canterbury City Centre and Whitstable, running through the university campus. The route joins into Eliot footpath, leading into the campus from the south and to the north of the campus joins with The Crab and Winkle Way, see **Figure 4-8**. The route is a popular route with staff, students, and members of the public and provides a quiet connection away from busy roads. This was observed during the site visit. The route between the university campus and the city centre provides a 1.2-mile walk, which is approximately 25 minutes walking distance, or 12 minutes cycling distance.

4.9.3. The nature of the route varies. There are some sections of fully segregated cycleway and footway, some sections of shared use path, and some sections with no cycling provision, where cyclists are expected to either dismount or use the road. The route is well surfaced for the majority of the route but may lack width in some parts. Some sections of the route also have a steep gradient. The route is well signed posted between the campus and city centre, with regular wayfinding totems (see **Figure 4-7**, bottom left). The route is also well lit for the duration, though some areas are not well overlooked and may feel isolated out of hours. It should be noted that there is a large security presence around the campus who are aware of the isolated nature of the footpath.

Figure 4-8 – Eliot Footpath and Crab and Winkle Link

4.9.4. **Figures 4-9** and **4-10** summarise the pedestrian and cycle infrastructure available around the Canterbury campus, including Public Rights of Way and cycling infrastructure.

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Figure 4-9 - Walking and Cycling Infrastructure – Wider Canterbury Area

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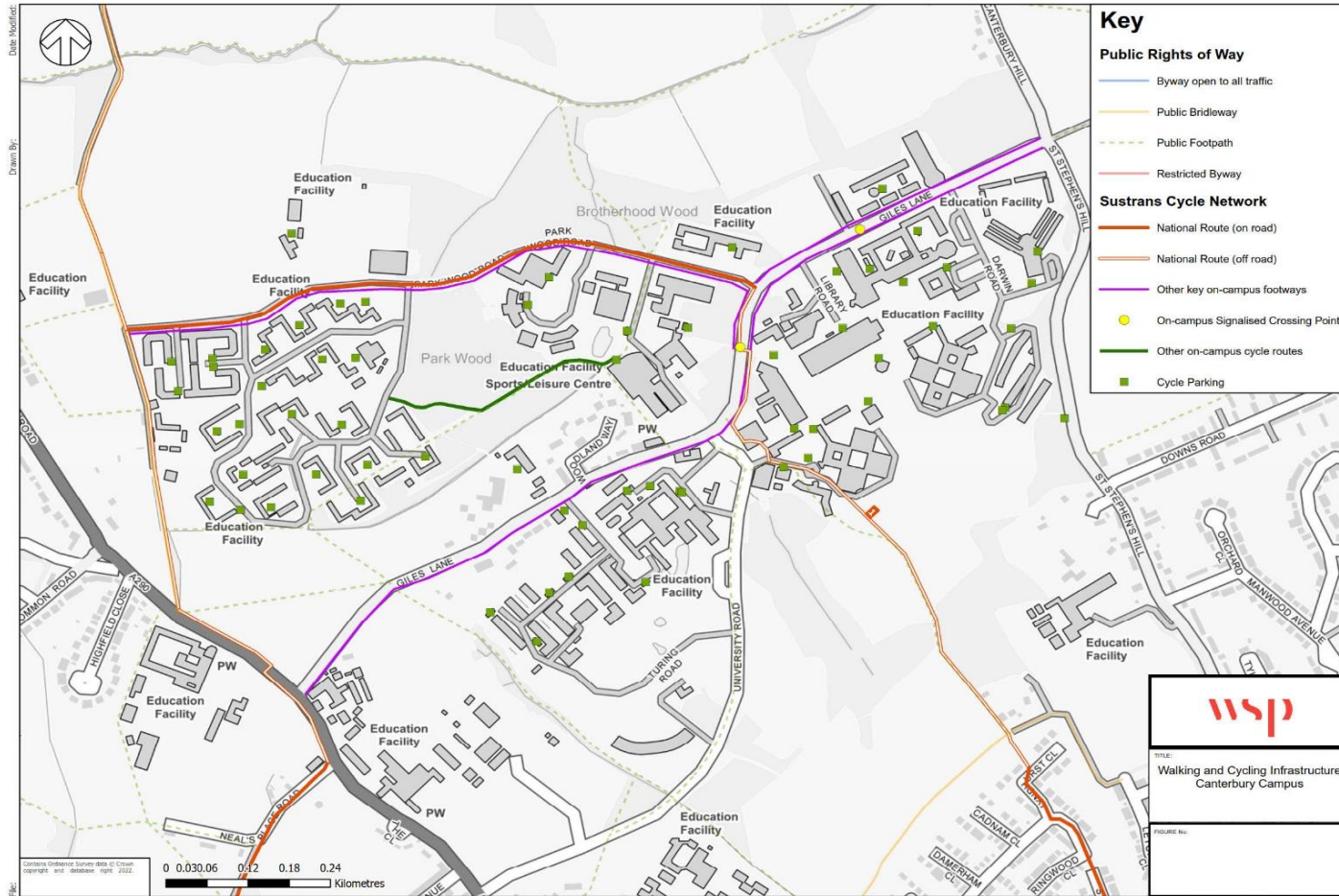
Figure 4-10 – Campus Walking and Cycling Routes

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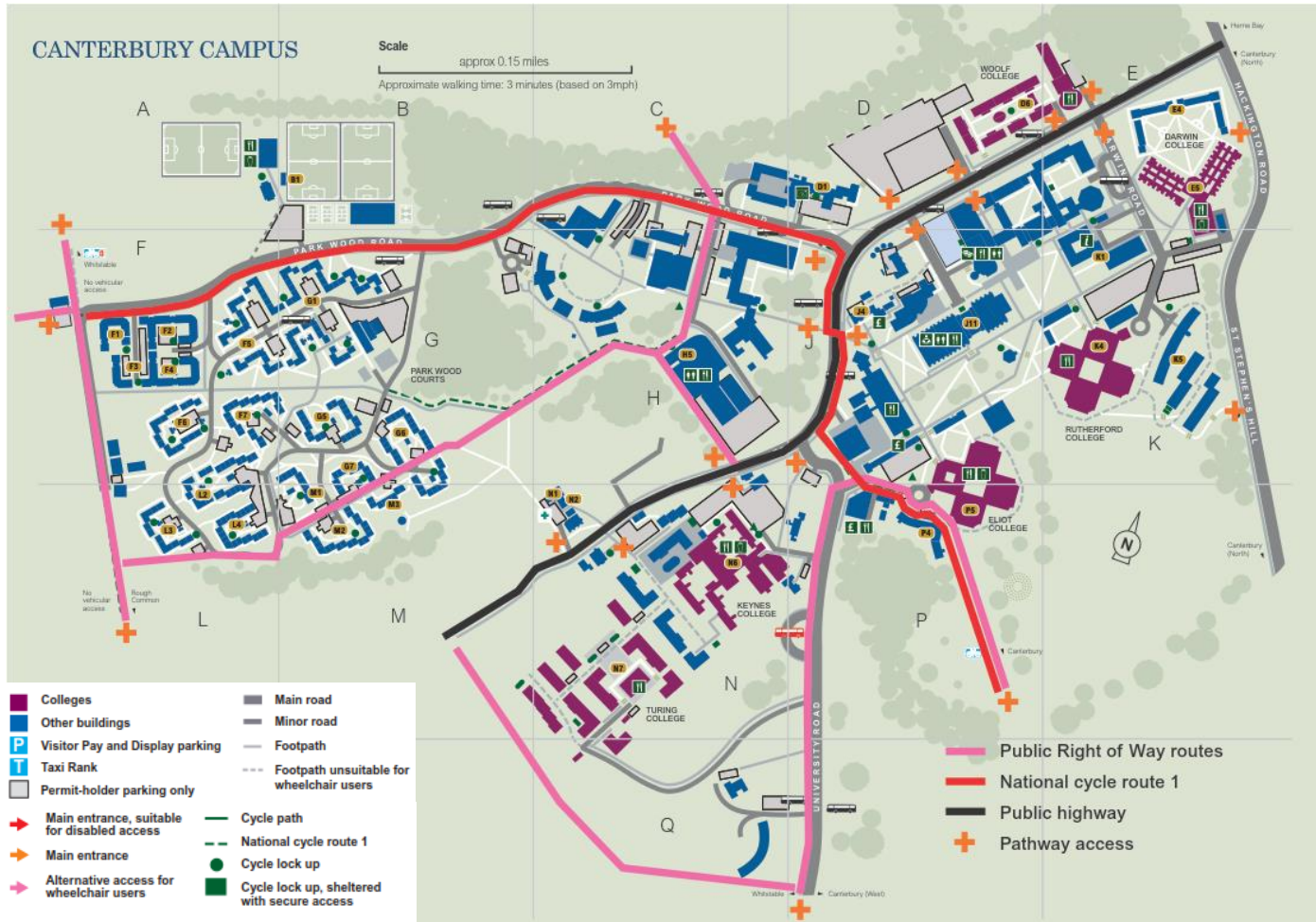
4.10   E-SCOOTER TRIAL (POWERED TRANSPORTERS)

4.10.1.   The UK Government undertook an electric scooter rental trial scheme between November 2020 and November 2022. University of Kent and Christ Church University supported Kent County Councils application, with Canterbury being included in the trial, firstly on the route between the two universities. This was successful and widened to the Canterbury City Centre area.

4.10.2.   An e-scooter rental scheme was operated by a provider, Bird, and covered the University's Canterbury campus. The service could be used by all members of the public, including staff and students at the University. E-scooters were unlocked via an app, providing quick and convenient use. As a trial, strict usage restrictions were in place, requiring users to be over 18, and hold at least a category Q driving license. The scheme used geo-fencing which assisted with speed restrictions and areas of use.

4.10.3.   The national trial has since been extended until May 2024, however Canterbury's participation in the trial has ended and all e-scooters have been removed.

4.10.4.   The long-term future of the scheme is currently unknown, however an independent review of the scheme commissioned by DfT has revealed that the e-scooter is a 'valuable mode of transport' (DfT, 2022)[1]

4.11   BUS SERVICES ON-CAMPUS

4.11.1.   The campus is served by four public bus services, two of which are dedicated university services that provide transport to and from the city centre. Other services available from the campus include the 4 and Triangle Service. All of these are services operated by Stagecoach South East. Services are available every 10-15 minutes during term time on weekdays, with a reduced service during the winter and summer holidays. These times facilitate getting to the campus in time for a 9am start, and to leave the campus between 5.30-6pm during the week. Further details on the available services as of February 2023 are summarised in **Table 4-2**.

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[1] https://www.gov.uk/government/publications/government-response-to-the-e-scooter-trials-evaluation-report/government-response-to-the-e-scooter-trials-evaluation-report

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Table 4-2 – Bus Services – On Campus

Service	Key Stops	Day	First Bus	Last Bus	Approximate Frequency
Uni1	Canterbury Bus Station Canterbury East Train Station Aldi Canterbury West Train Station University main stop University Darwin or Park Wood stops	Monday to Saturday (not public holidays)	Bus Station - 08:10hrs UoK Main Stop - 08:24hrs	Bus Station -18:20hrs UoK Main Stop - 18:34hrs	Every 10 minutes
		Sunday & public holidays	Bus Station - 11:15hrs UoK Main Stop - 11:29hrs	Bus Station - 20:20hrs UoK Main Stop - 20:34hrs	Every 30 minutes
Uni2	Canterbury Bus Station Canterbury East Train Station Aldi Canterbury West Train Station University main stop Northgate Sainsburys All university stops Hales Place	Mon to Sat (not public holidays)	Bus Station - 00:10hrs UoK Main Stop - 22:47hrs	Bus Station - 23:05hrs UoK Main Stop - 22:47hrs	Mon to Fri every 30 minutes. Sat Every hour
		Sunday & public holidays	No Service	No Service	No Service

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4	Canterbury Bus Station Canterbury East Train Station Aldi Canterbury West Train Station University main stop Blean/Whitstable/Herne Bay	Mon to Sat (not public holidays)	Bus Station - 08:25hrs UoK Main Stop - 08:42hrs	Bus Station =17:35hrs UoK Main Stop = 17:52hrs	every 30 minutes
		Sunday & public holidays	No Service	No Service	No Service
Triangle	Canterbury Bus Station Canterbury East Train Station Aldi Canterbury West Train Station University main stop Blean/Whitstable/Herne Bay	Mon to Sat (not public holidays)	Bus Station - 05:22hrs UoK Main Stop - 05:33hrs	Bus Station - 23:20hrs UoK Main Stop - 23:32hrs	every 20 minutes
		Sunday & public holidays	Bus Station - 08:50hrs UoK Main Stop - 09:03hrs	Bus Station - 22:50hrs UoK Main Stop - 23:03hrs	every 20 minutes

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Figure 4-11 - Public Transport near the Canterbury Campus

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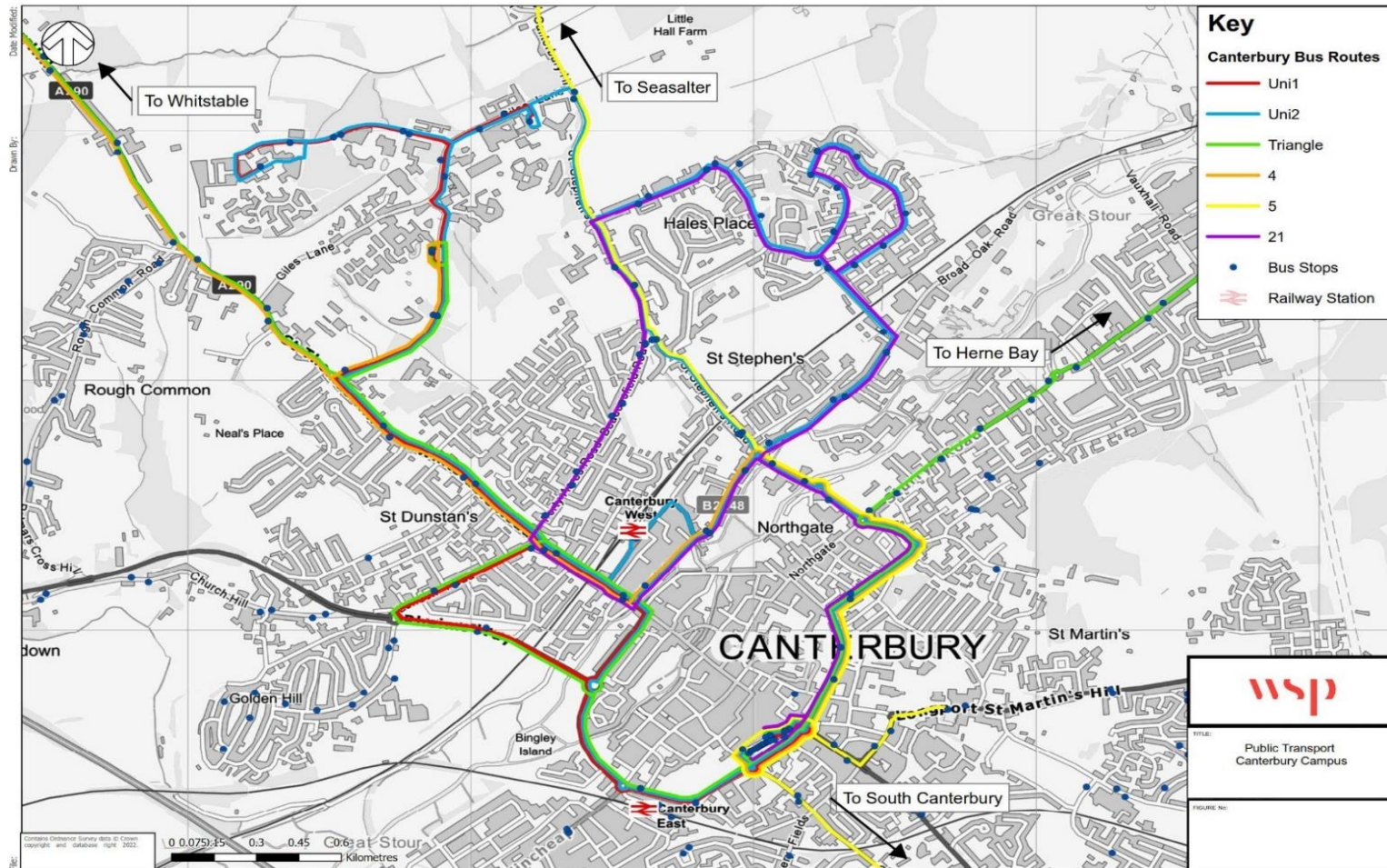
4.11.2. 'Main' is a key stop for all four services, located in a dedicated bus turning area on University Road. This stop has two large shelters with seating and lighting, as well as timetabling and other travel information. Darwin Road bus stop is also located in a dedicated bus turning area, with shelters, seating, lighting, and travel information. These bus stops are pictured in **Figure 4-12**.

4.11.3. Other stops around campus are available on Giles Lane, University Road and Park Wood Road but few have shelters or seats to wait for a service comfortably in a relatively exposed campus when it comes to weather. These stops however, are clearly signposted with timetabling information.

Figure 4-12 - Bus stop on University Road (left) and Darwin Road (right)

4.12   BUS SERVICES NEXT TO CAMPUS

4.12.1. Additional bus services are available a short walk from campus. The closest bus stops are Alcroft Grange on St Stephens Hill, and Downs Road/The Close. The Rough Common Turn stop is also located on Whitstable Road at the end of the bridleway on Park Wood Road, which is served by the 4 and Triangle services. These are an accessible distance of less than half a mile away from the Templeman Library. The table below summarises the services available from these stops as of October 2022.

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Table 4-3 – Bus Services Next to Campus

Service	Key Stops	Day	First Bus	Last Bus	Approximate Frequency
5	Canterbury Bus Station Northgate o/s Sainsbury's University of Kent, Alcroft Grange Chestfield South Tankerton Whitstable Harbour Street Whitstable Sandpiper Road Seasalter Lucerne Drive East	Mon to Sat (not public holidays)	Bus Station – 08:55 UoK Closest Stop – 09:07	Bus Station – 19:15 (Monday – Friday only) 18:20 on Saturdays UoK Closest Stop – 19:25	Hourly
		Sunday & public holidays	Bus Station – 09:51 UoK Closest Stop – 10:08	Bus Station – 17:00 UoK Closest Stop – 17:08	Every 2 hours
21 / 21a	Canterbury Bus Station Northgate o/s Sainsbury's Hales Place St Dunstan's	Mon to Sat (not public holidays)	Bus Station – 07:01 UoK Closest Stop – 07:18	Bus Station – 17:46 UoK Closest Stop – 18 :04	Every 30 minutes
		Sunday & public holidays	Bus Station – 08:50 UoK Closest Stop – 09:09	Bus Station – 18:50 UoK Closest Stop – 19 :09	Hourly

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4.13 TICKET PRICES

4.13.1. Table 4-4 summarises the ticket prices, including discounts, that are advertised on the UoK Travel Website for students, who are able to obtain up to an 80% discount.

Table 4-4 – Student Unirider and Stagecoach Ticket Prices

Ticket Type	Onboard Price 22/23	Online Price 22/23	Public Price 22/23
Unirider1 from 19 Sept 22 - 16 Jun 23	N/A	£198	£1,025
UniRider2 from 10 Sept 22 - 21 July 23	N/A	£230	£1,230
UniRider3 19 Sept 22 - 17 Sept 23	N/A	£266	£1,332
UoK Canterbury 7 Day MegaRider	£12.50	N/A	£17.10
South East 7 Day MegaRider	£28.30	N/A	£28.30
UoK Canterbury DayRider	£3.30	N/A	£4.50
South East DayRider	£7.30	N/A	£7.30

4.13.2. Table 4-5 summarises the ticket prices, including discounts, that are advertised on the UoK Travel Website for staff, who are able to obtain up to a 25% discount.

Table 4-5 – Staff South East Ticket Prices

Ticket Type	Equivalent Public Ticket	2022/23 Corporate App Price	Public Price 22/23
South East Local Zone 7 Day	Canterbury 7 Day Megarider	£12.85	£17.10
South East Local Zone 28 Day	Canterbury 28 Day Megarider	£47.35	£63.10
South East Regional Zone 7 Day	South East 7 Day Megarider	£21.25	£28.30
South East Regional 28 Day	South East 28 Day Megarider	£76.90	£102.50
South East Local Zone Flexi 5	Canterbury Flexi5	£18.00	£18.00

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South East Local Zone Flexi 10	Canterbury Flexi10	£31.50	£31.50
South East Regional Zone Flexi 5	South East Flexi5	£29.20	£29.20
South Est Regional Zone Flexi 10	South East Flexi10	£51.10	£51.10

4.14 CAMPUS SHUTTLE

4.14.1. University of Kent provide students and staff travelling for business reasons a free intercampus shuttle service between Medway and Canterbury campuses, every day, term time only. It is operated by Kings Ferry and booking a seat is essential for travel. Up to date information is provided via Twitter (@CampusShuttle) and a live coach tracking system can be accessed via the website or app.

4.14.2. The journey between campuses is approximately 45 minutes. Monday to Friday the service operates from 7:35am until 7pm, on an hourly timetable from both campuses. The Monday to Friday evening service and weekend service is every two hours until midnight, except Sunday when the last service operates at 10pm. Refer to **Appendix D** for the full timetable.

4.14.3. In the first term of the 2022/23 year, there were in excess of 30,000 passenger journeys made using the campus shuttle.

4.15 COACH

4.15.1. Three National Express Coach Services are available to and from campus. Table 4-6 shows the services that are available from the Main bus stop on University Road. National Express is a coach operator providing services throughout Great Britain. These services provide direct travel links to London and connections with various airports and ferry ports.

Table 4-6 – Coach Services

Provider	Service	Destination	Frequency
National Express	007	London – Dover Town Centre	Approx 4 services daily
National Express	022	London - Ramsgate	Approx 4 services daily
National Express	260	Stansted Airport – University of Kent	Approx 5 services daily

4.16 EXISTING RAIL SERVICES

4.16.1. Canterbury has two Railway Stations, Canterbury West, and Canterbury East, both located in the city centre – this is presented in **Figure 4-11**. Canterbury West is approximately 2km (25-minute walk / 12-minute cycle) and Canterbury East is approximately 3.5km (45-minute walk / 18 minutes cycle) from campus.

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4.16.2. The Uni1 and Triangle bus services also run between the university and both train stations, which takes between 15 and 25 minutes.

4.16.3. The High Speed 1 service is available from Canterbury West, with hourly off-peak services available to London Victoria via Ashford International and Maidstone East, London Charing Cross, London St Pancras, Ramsgate and Margate.

4.16.4. Typical off-peak services from Canterbury East include two trains to Dover Priory and two trains to London Victoria via Faversham and Chatham.

4.16.5. Trains from Canterbury provide excellent connectivity to London and around Kent. **Table 4-7** summarises the services from both stations.

Table 4-7 – Rail Services

Operator	Station	Services	Frequency
Southeastern Railway	Canterbury West	London Victoria to Ramsgate	Every hour
		Ramsgate to London Victoria	
		London St Pancras (Intl) to Margate	
		Margate to London St Pancras (Intl)	
	Canterbury East	London Victoria to Dover Priory	
		Dover Priory to London Victoria	

These rail connections to central London and the ports of Ramsgate and Dover allow onward connections nationally from central London and internationally for students travel to and from their home address.

4.17 PARKING

4.17.1. The Canterbury campus has approximately 7 surfaced car parks spread across campus. Monday to Friday 8am to 5pm, certain car parks are dedicated to permit holders and visitors

4.17.2. The university manages student parking using a student exclusion zone. This means that students living within a postcode area or on campus are not entitled to park on campus unless they have a medical reasons or exceptional circumstances which necessitates them to do so. There are no exclusions in place for staff. Based on analysis of the student postcode data, nearly 14,000 students live outside of the exclusion zone, meaning that they are eligible for a parking permit.

4.17.3. The car parks are managed via a permit system which includes two parking zones for permit holders (pink and blue) and visitor car parks. This is supported by parking enforcement operations under the British Parking Association Approved operator scheme. Staff permit holders are eligible to park in

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both pink and blue zones, and students living outside of the exclusion zone can park in blue zone car parks only.

4.17.4. Maps showing the exclusion zone and the location of pink and blue parking zones are available in **Appendix E**.

4.17.5. The number of permits issued are not limited, all eligible applicants are granted virtual permits. The University visually monitors the availability of parking bays and by capturing data via Giles Lane barrier car park. Other observations can be found in the Movement and Transport Strategy.

4.17.6. The Movement and Transport Strategy and Parking Management Strategy look at the existing vehicle movement patterns into and around the campus and subsequently recommend a variety of measures as part of the vehicular strategy. These include short term focuses to control the parking demand and rebalance the costs of travel more in favour of sustainable modes. In the medium and longer term, the strategy focuses on rationalising car parking, management, communication and enforcement.

4.17.7. Visitor car parks are pay and display, which cost £2.50 for three hours, or between £6 and £7 for the whole day.

Car parking observations are set out in Section 5.2, including issues and opportunities noted on campus.

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4.17.8. Parking is offered on a first come – first served basis, with no guarantee of getting a space. There are a total of 2,146 spaces available at the Canterbury campus. The breakdown of these spaces is available in **Table 4-8**.

Table 4-8 – Parking capacity on the Canterbury campus

Parking Space Type	Number of Spaces		Visitor Only Spaces
	Pink Zone	Blue Zone	
Reserved Bays	20	4	0
Accessible Bays	56	16	4
Service / Loading Bays	19	0	1
Car Share Bays	16	0	0
Regular Bays	1151	699	107
Motorcycle Bays	5	0	1
Total	1267	719	113

4.17.9. Costs for staff and student permits are summarised in **Table 4-8** and **Table 4-9**. Staff are charged according to their gross salary each month. Pay-as-you-go permits are paid for up front and cover a specified period, with a further charge on each day that parking is required. Government Blue Badge holders and motorcycle permits are free.

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Table 4-9 – Staff Permit Prices 2022 / 2023

Type	Gross monthly salary earnings	Charge
Season Permit	£2,083.33 or less	£4.24/month (equating to approx daily cost: 20p)
	£2,083.34 to £3,083.33	£7.14/month (equating to approx daily cost: 33p)
	£3,083.34 or above	£10.57/month (equating to approx daily cost: 49p)
Pay As You Go	12 month	Permit Charge: £2.50 Daily Voucher Charge: 65p
	3 month	Permit Charge: £2.00 Daily Voucher Charge: 65p
	1 month	Permit Charge: £1.00 Daily Voucher Charge: 65p

4.17.10. The cost of paying to park via a permit is cheaper for staff earning less, increasing with salary increases. The pay as you go charge for the permit increases over time – i.e. 1 month cheaper than 6 months, however the daily charge is the same at 65p daily.

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Table 4-10 – Student Permit Prices 2022 / 2023

Type	Duration	Charge
Season Permit	Academic Year (9 month)	£25.35 (Equating to approx daily cost: 13p)
	3 month	£9.63 (Equating to approx daily cost: 15p)
	1 month	£5.07 (Equating to approx daily cost: 23p)
Pay As You Go	12 month	Permit Charge: £2.50 Daily Voucher Charge: 65p
	3 month	Permit Charge: £2.00 Daily Voucher Charge: 65p
	1 month	Permit Charge: £1.00 Daily Voucher Charge: 65p

4.17.11. The daily cost of parking on campus, regardless of the permit system or pay as you go option is considerably cheaper than the cost of public parking in Canterbury.

4.17.12. Car sharing is encouraged on campus to reduce the number of cars used to travel to and from campus. This is managed via the 'LiftShare' platform, for which staff and students can identify lift sharing opportunities local to them. There are currently nearly 150 members are currently signed up to the platform. Since 2013, the platform has enabled 58 tonnes of CO_2 reductions and saved in excess of 264,000 miles travelled equating to financial saving of £66,630.

4.18 SEA AND AIR

4.18.1. The university has a large population of international students who travel to their term time accommodation by sea and air. International travel is available via:

- Channel tunnel in Folkestone, providing connections to Calais;
- Dover ferries, providing connections to Calais and Dunkirk; and
- The main international airports are located in and around London. London Stansted is accessible directly by coach. Other airports have links via train and coach, as well as direct by car.

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4.18.2. **Figure 4-13** visually presents the international connectivity available from the Canterbury campus.

Figure 4-13 - International Connectivity

4.19 UNIVERSITY OF KENT SITE VISIT – SEPTEMBER 2022

4.19.1. WSP undertook a site visit to the Canterbury campus on Tuesday 20th and Wednesday 21st September 2022. The purpose of the site visit was to make observations of the existing travel and transport conditions on and around the campus; and to feed into the measures for implementation section. The weather during the site visit was dry, warm, and sunny, and the visit took place during Freshers Week, before teaching had started on campus, but there were students onsite.

4.19.2. This section highlights key observations made during the site visit, relating to different methods of travel at the Canterbury Campus and builds upon the information gathered in the existing conditions section. This section is available in **Appendix F**.

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5 TRAVEL SURVEY INSIGHT

INTRODUCTION

5.1.1. WSP, in collaboration with the University of Kent, undertook a travel survey in November 2022. The survey was hosted on 'SmartSurvey' and consisted of a series of questions to understand the commuting habits and experience of staff and students travelling to and from the university campus. Questions to feed into a separate carbon assessment were also included in the survey.

5.1.2. The survey was live between 31st October and 15th November; however the deadline was extended until the 21st November, giving staff and students 22 days total to complete it. The survey was promoted via:

- The University of Kent Transport Twitter and Instagram Pages @UniKent_travel;
- Campus Shuttle Twitter @CampusShuttle;
- The University of Kent Transport Blog;
- In-person promotion at food outlets and events, using business cards and posters with the QR code on;
- Posters were created and placed in nearly every building on the Canterbury and Medway campus;
- Large bus stop posters;
- Digital comms on the TV screens outside the Transport and Security centre;
- Staff newsletters and emails;
- An email to all permit holders;
- Lecturers during learning sessions;
- Social media;
- Colleagues and word of mouth; and
- The University of Kent staff and student's main webpage and the transport news and advice page.

5.1.3. A pack of example marketing materials can be viewed in **Appendix H**.

5.1.4. A further incentive of a £150 KentOne card prize draw was advertised within the survey.

5.1.5. The full pack of survey questions and results can be viewed in **Appendix I** (Staff) and **J** (Students).

SURVEY RESULTS

Respondent Rates and Demographics

5.1.6. The number of survey respondents for staff and students from the Canterbury campus are detailed in the **Table 5-1**.

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Table 5-1 – Survey respondent breakdown*

Respondents		Number	Total	Response Rate
Staff	Full Time	719	908	30%
	Part Time	189		
Students	Full Time	510	552	3%
	Part Time	42		
Total			1,460	8%

*These were calculated using the headcount numbers outlined in **Table 4-1**.

5.1.7. Demographics of the staff survey respondents include:

- Term time address:

  - Approximately 160 staff live within a 30-minute walk from the University campus;
  - Approximately 170 staff live within a 30-minute cycle from the University campus; and
  - Approximately 570 staff live beyond a 30-minute cycle from the University campus.
  - Staff survey respondent postcodes are presented in **Figure 5-1.**

- Disability:

  - Nearly 5% of staff respondents stated they have a disability that affects the way in which they travel to, from or around the campus; and
  - Of this 5%, 45% stated that accessibility around the campus is either only partly sufficient or not sufficient for their needs.

5.1.8. Demographics of the student survey respondents include:

- Term time address:

  - 31% of student respondents live on the Canterbury campus;
  - Less than 1% live at Pier Quay in Medway; and
  - Nearly 69% live off of campus.

- Of the 69% living off-campus:

  - Approximately 54 students live within a 30-minute walk from the University campus;
  - Approximately 142 of students live within a 30-minute cycle from the University campus; and
  - Approximately 361 live beyond a 30-minute cycle from the University campus.
  - Student survey respondent postcodes are presented in **Figure 5-2.**

- Disability:

  - 6% of student respondents stated they have a disability that affects the way in which they travel to, from or around the campus; and

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- Of this 6%, 59% stated that accessibility around the campus is either partly sufficient or not sufficient for their needs.

5.1.9.   The response rate for the Canterbury campus students survey was low, meaning that it is not a statistically robust representation of the travel behaviours of those travelling to and from the University. The low completion rate could be attributed to a number of reasons, such as:

- The survey took place quite early in the academic year, going live a month after the first day of term. Those who are new to the university may still be establishing their travel patterns.
- Nearly 35% of students said that they have learning and meetings online either four or five days a week. Nearly 47% of staff said they work from home 3 or more days a week. It could be possible that, with the post-covid changes to commuting habits, people not attending the campus full time did not see the survey as relevant.
- People are satisfied with the travel offer and infrastructure on campus and did not feel the need to respond.

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Figure 5-1 - Staff Survey Postcodes

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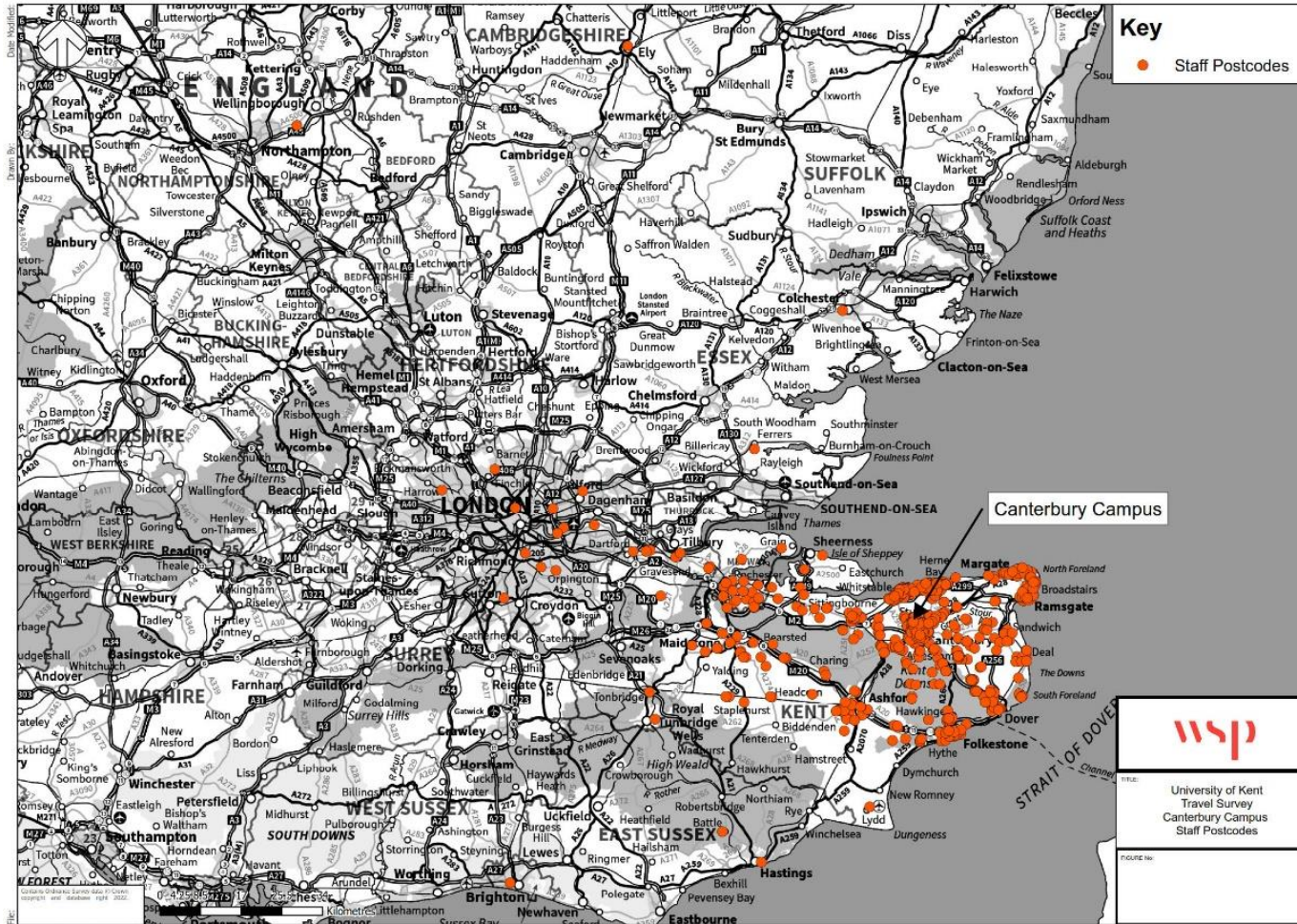
Figure 5-2 - Student Survey Postcodes

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MODAL SPLIT

Staff and students were asked to present a percentage break down of the modes of transport they use in their typical journeys to and from campus. The mode split was then calculated using the mode split with the highest percentage from each responder. **Figure 5-3** shows the breakdown of responses for the campus (both staff and student responses combined) and then **Figure 5-4** and **5-5** show the results broken down by staff and students respectively.

Figure 5-3 - Combined Staff and Student Transport Modes – 1460 Responses

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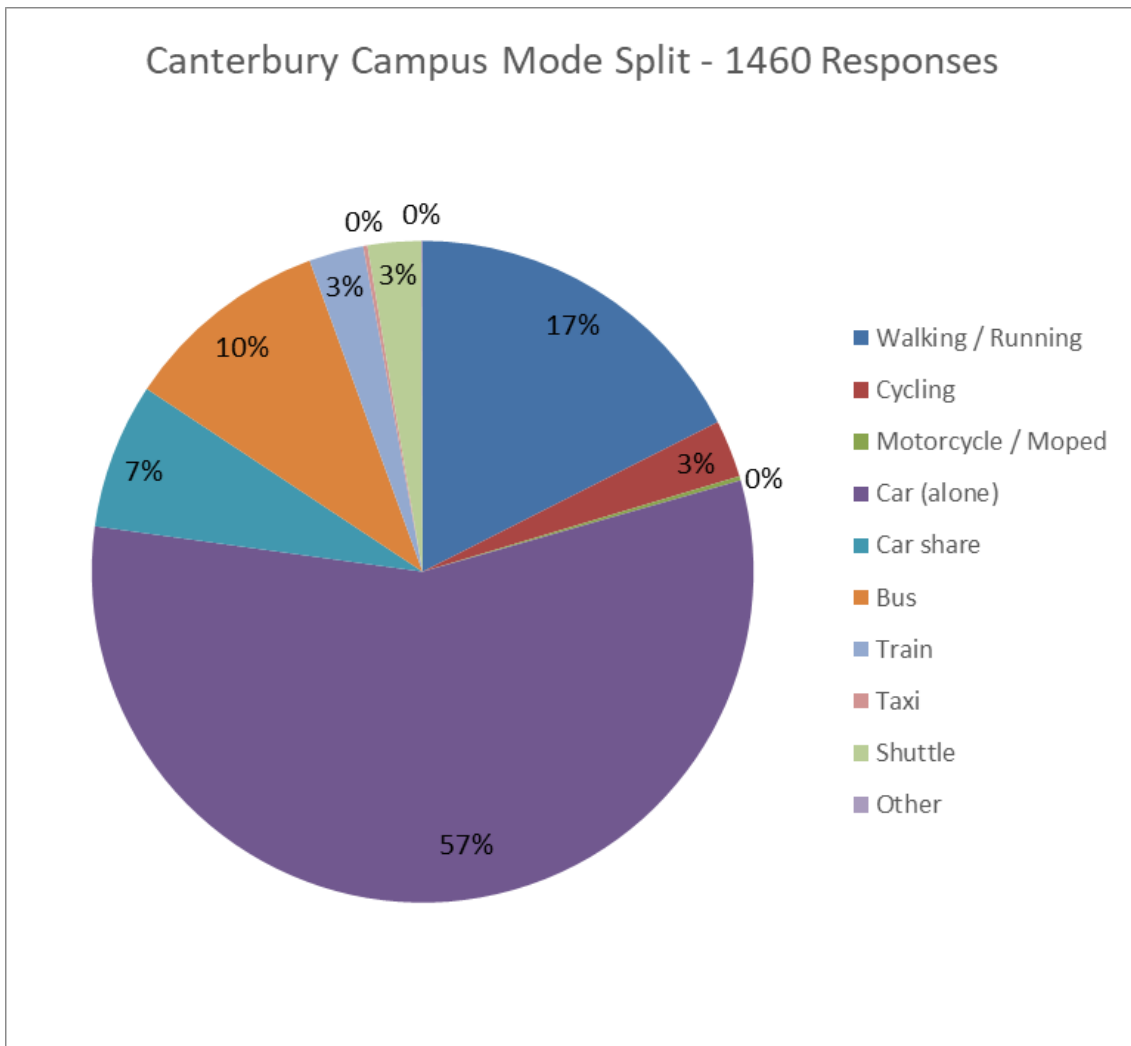
Figure 5-4 - Staff Mode Split 981 Responses

Canterbury Staff Mode Split - 908 Responses

- Walking / Running
- Cycling
- Motorcycle / Moped
- Car (alone)
- Car share
- Bus
- Train
- Taxi
- Shuttle
- Other

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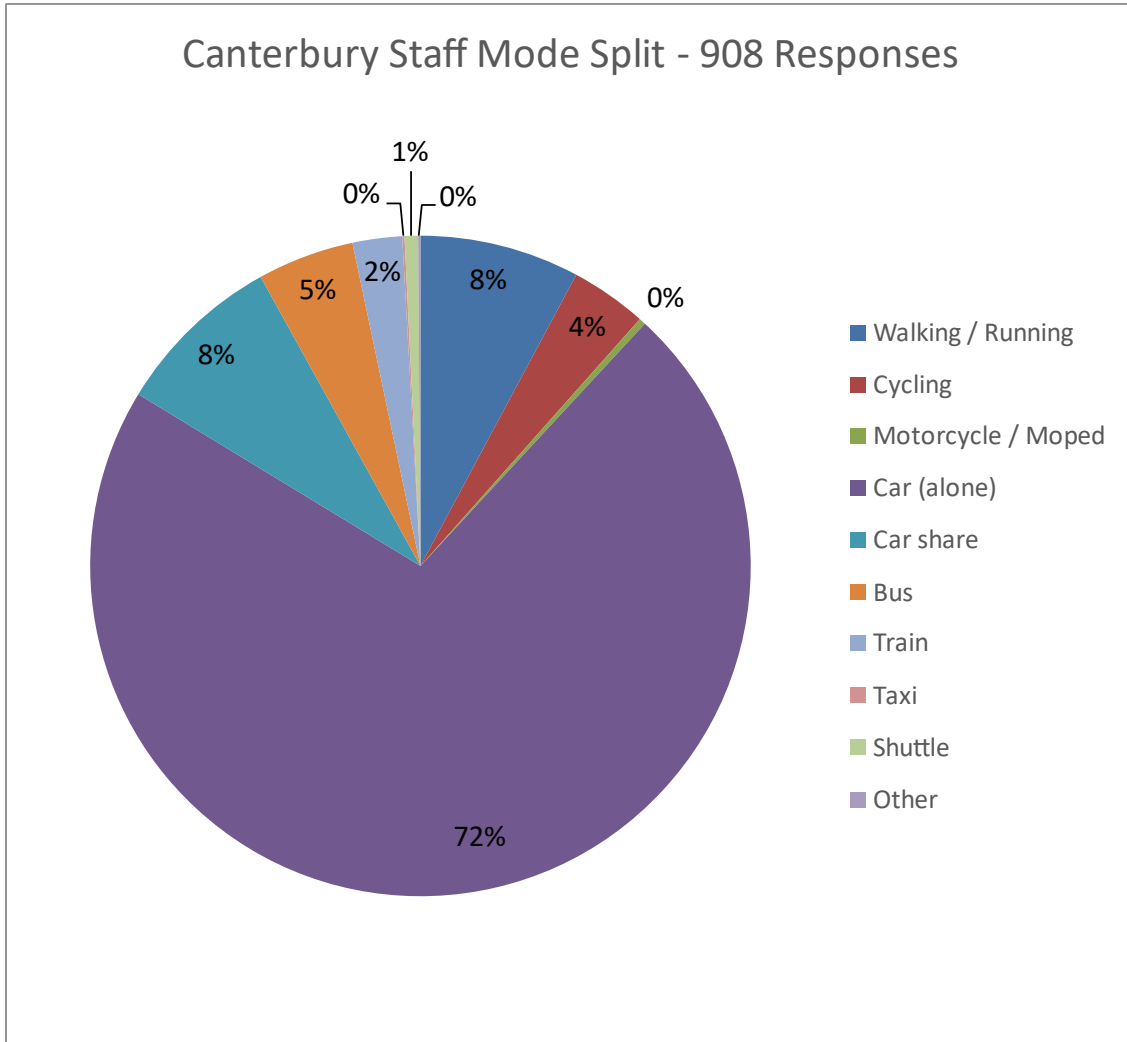
Figure 5-5 – Student Mode Split – 552 Responses

Canterbury Students Mode Split - 552 Responses

Legend:
- Walking / Running
- Cycling
- Motorcycle / Moped
- Car (alone)
- Car share
- Bus
- Train
- Taxi
- Shuttle
- Other
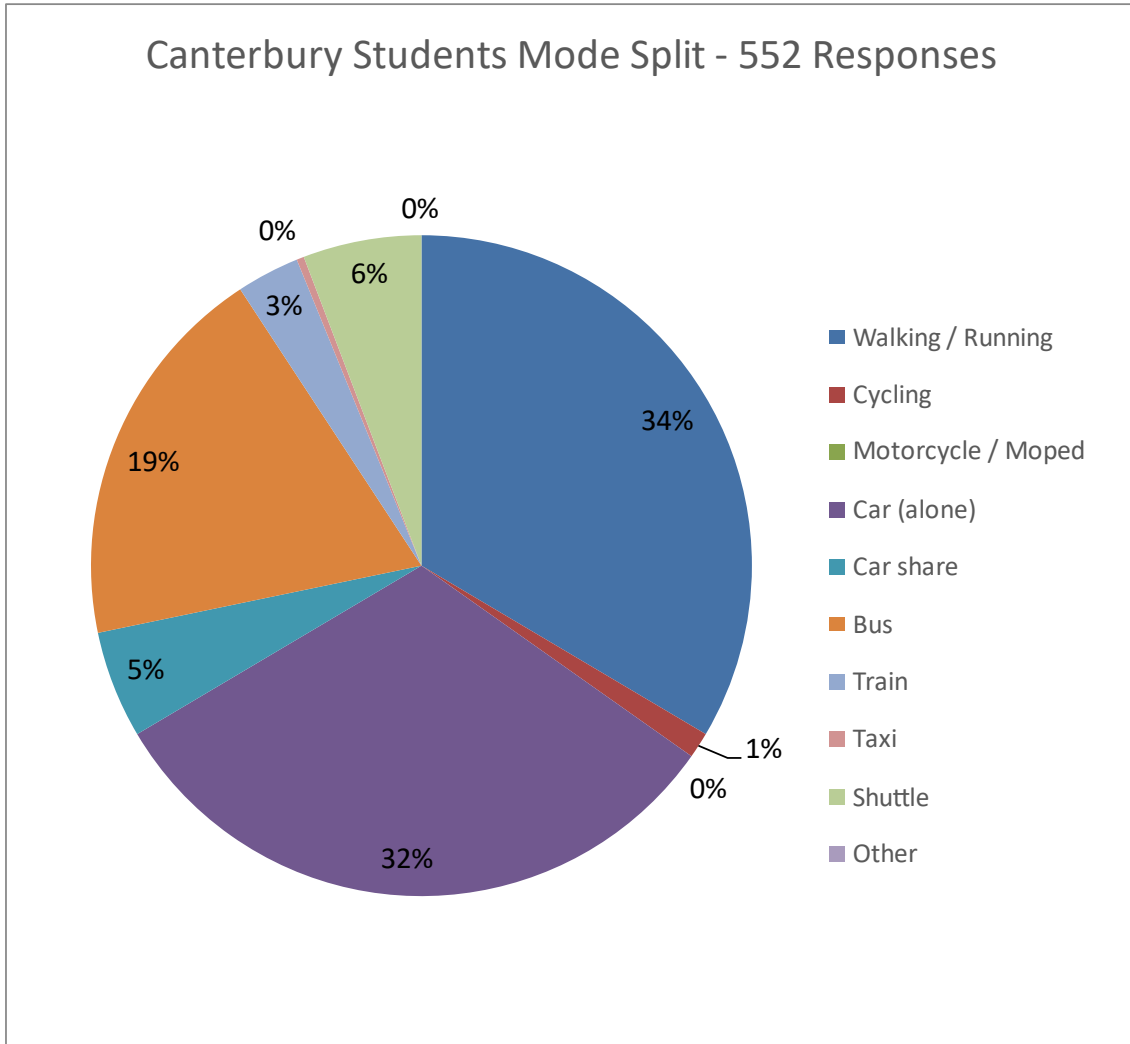
5.1.10. As a campus, the mode split is weighted quite heavily toward single occupancy vehicle journeys, with 57% of respondents saying that a solo car journey forms the majority of their commute. The second largest method of transport is walking / running at 17%, with travel by bus coming in the third most popular at 10%. A very low proportion of staff and students combined responded saying they travel via e-scooter, taxi, or motorcycle.

5.1.11. The results also indicate that students are more likely to travel to university via sustainable modes than staff. 34% of students walk / run as part of their commute, which is nearly a third. In comparison, 32% of students travel via single occupancy car journey. This could be attributed to lower levels of car ownership or permit eligibility amongst students as 72% of staff drive to work on their own. However, 8% of staff car share either as a driver or passenger. A notably higher percentage of students (19%) get the bus in comparison to staff (5%).

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5.1.12. Following on from the question asked about all modes of transport that staff and students use to travel to and from campus, another question was asked to find out what their final mode of transport was when arriving at the university. This was to establish what end mode infrastructure was necessary. **Figures 5-6** and **5-7** show the results of this question for staff and students respectively.

Figure 5-6 - Staff Responses - Final Mode of Transport – 895 Responses

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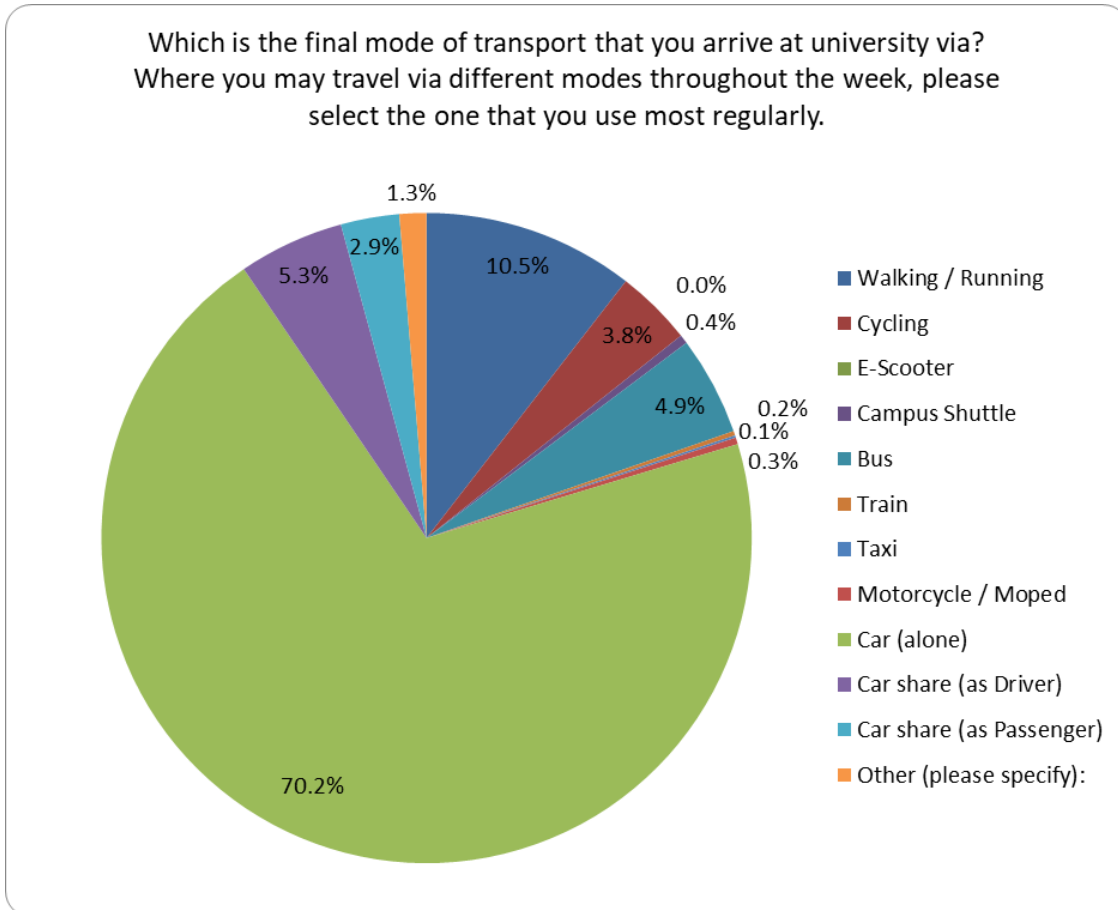
Figure 5-7 - Student Responses - Final Mode of Transport – 552 Responses
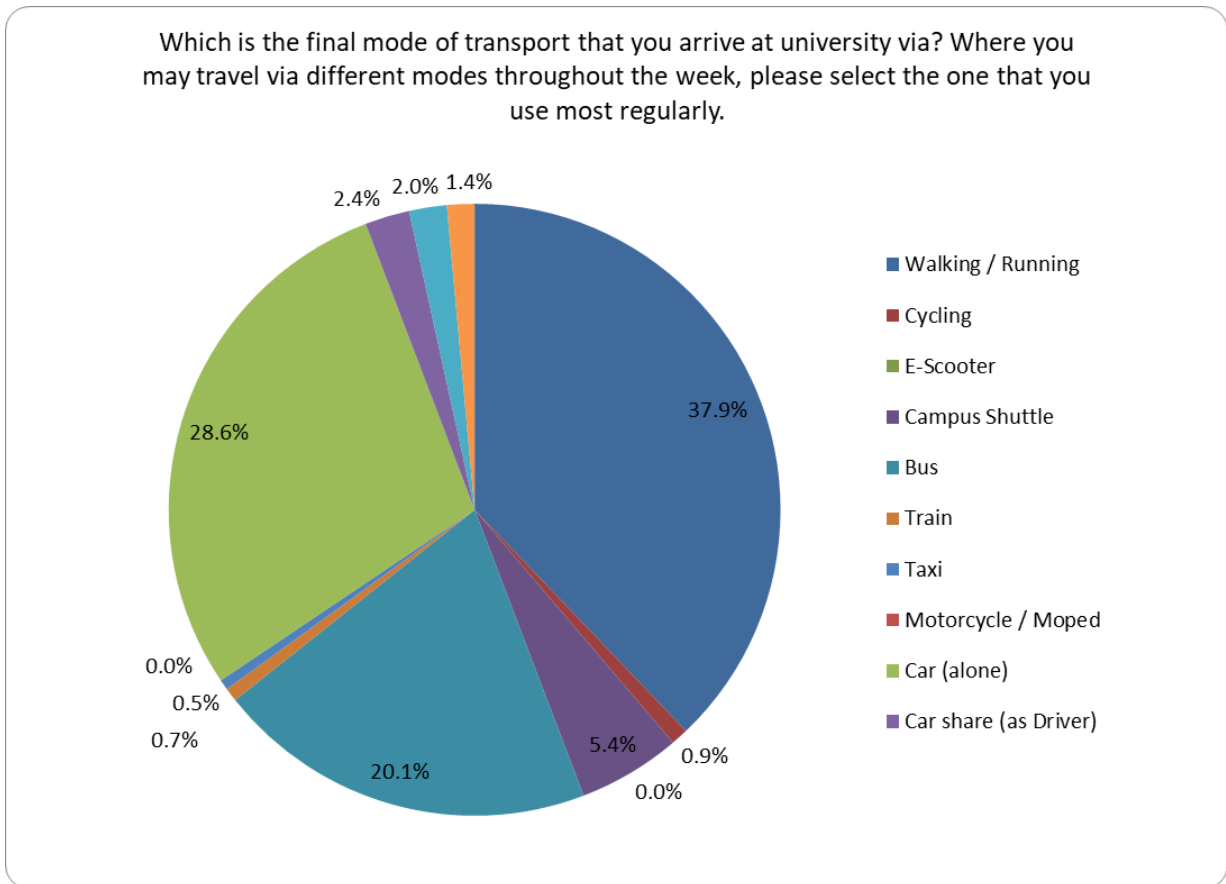
5.1.13. The responses from both staff and students reflected a similar outcome to the previous question, with large percentages of single occupancy car journeys ending on campus, particularly so for staff at 70%. 29% of students arrive on campus via single occupancy car journey. However as these figures are lower than the previous question, it could be inferred that many car journeys do not fulfil the entire journey to / from university, with some element of walking or other mode involved.

MODAL SPLIT – STUDENTS START / END OF TERM TRAVEL

5.1.14. Students were asked about their mode of travel between the university and their non-term time and term-time addresses at the start and end of each term. **Figure 5-8** shows the results of this question.

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Figure 5-8 - Student Travel Between Non-Term Time and Term-Time Addresses – 552 Responses

At the beginning and end of each term, how did you / will you be travelling back to your non-term time address?
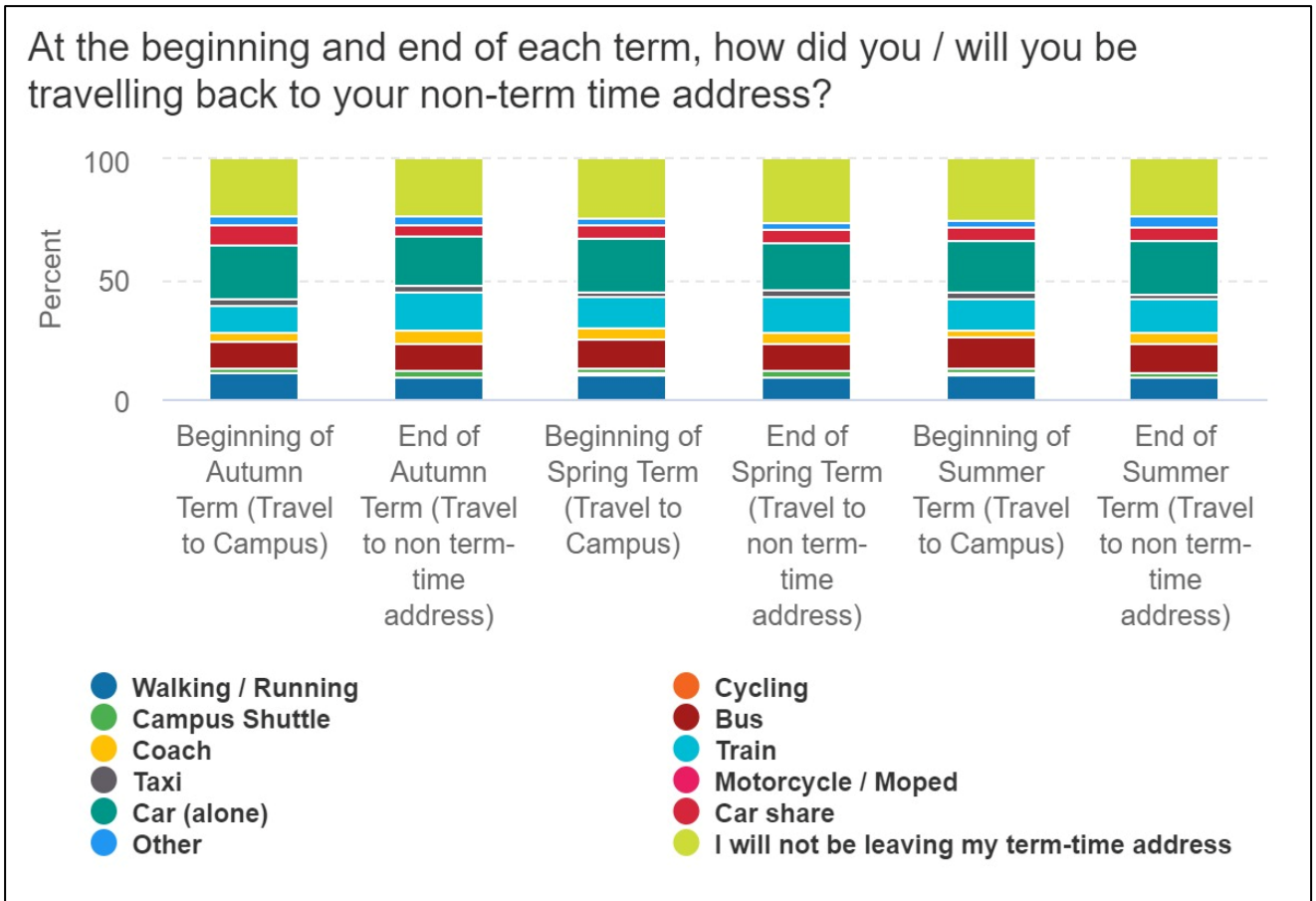
5.1.15. Responders were requested to fill out their method of travel for the start and end of each term. **Figure 5-6** shows there is little variation between each term, and **Tables 5-2** and **5-3** show the full raw response and percentage breakdown. Approximately 25% of students do not travel home in between each term. Students that do travel home mainly travel via car (alone) (approximately 20%), train (approximately 14%) or bus (approximately 12%). 32 students left comments saying they will be travelling via airplane as they are an international student. A small portion of students travel by car share, coach, and walking.

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Table 5-2 – Student Method of Travel at the Beginning and End of each Term

Term	Number of Students Selecting Each Mode												
	Walking / Running	Cycling	Campus Shuttle	Bus	Coach	Train	Taxi	Motorcycle / Moped	Car (alone)	Car share	Other	I will not be leaving my term-time address	Response Total
Beginning of Autumn Term (Travel to Campus)	79	3	16	77	29	83	18	0	164	55	32	167	723
End of Autumn Term (Travel to non-term-time address)	69	2	19	86	37	121	16	0	151	37	26	175	739
Beginning of Spring Term (Travel to Campus)	76	2	19	85	29	97	15	0	157	42	23	171	716
End of Spring Term (Travel to non term-time address)	67	2	16	85	32	111	14	1	147	40	17	189	721
Beginning of Summer Term (Travel to Campus)	75	4	17	88	26	93	14	1	157	38	20	181	714
End of Summer Term (Travel to non term-time address)	66	3	15	86	32	102	18	1	161	43	31	171	729

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Table 5-3 – Percentage Student Method of Travel at the Beginning and End of each Term

Term	Percentage of Students Selecting Each Mode												
	Walking / Running	Cycling	Campus Shuttle	Bus	Coach	Train	Taxi	Motorcycle / Moped	Car (alone)	Car share	Other	I will not be leaving my term-time address	Response Total
Beginning of Autumn Term (Travel to Campus)	11%	0%	2%	11%	4%	11%	2%	0%	23%	8%	4%	23%	723
End of Autumn Term (Travel to non term-time address)	9%	0%	3%	12%	5%	16%	2%	0%	20%	5%	4%	24%	739
Beginning of Spring Term (Travel to Campus)	11%	0%	3%	12%	4%	14%	2%	0%	22%	6%	3%	24%	716
End of Spring Term (Travel to non term-time address)	9%	0%	2%	12%	4%	15%	2%	0%	20%	6%	2%	26%	721
Beginning of Summer Term (Travel to Campus)	11%	1%	2%	12%	4%	13%	2%	0%	22%	5%	3%	25%	714
End of Summer Term (Travel to non term-time address)	9%	0%	2%	12%	4%	14%	2%	0%	22%	6%	4%	23%	729

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TRAVEL PATTERNS

5.1.16. Staff and students were asked about how many journeys they make to and from the university in an average week. **Figures 5-9** and **5-10** present the staff and student responses to this question respectively.

Figure 5-9 – Journeys Made in an Average Week - Staff Responses – 908 Responses
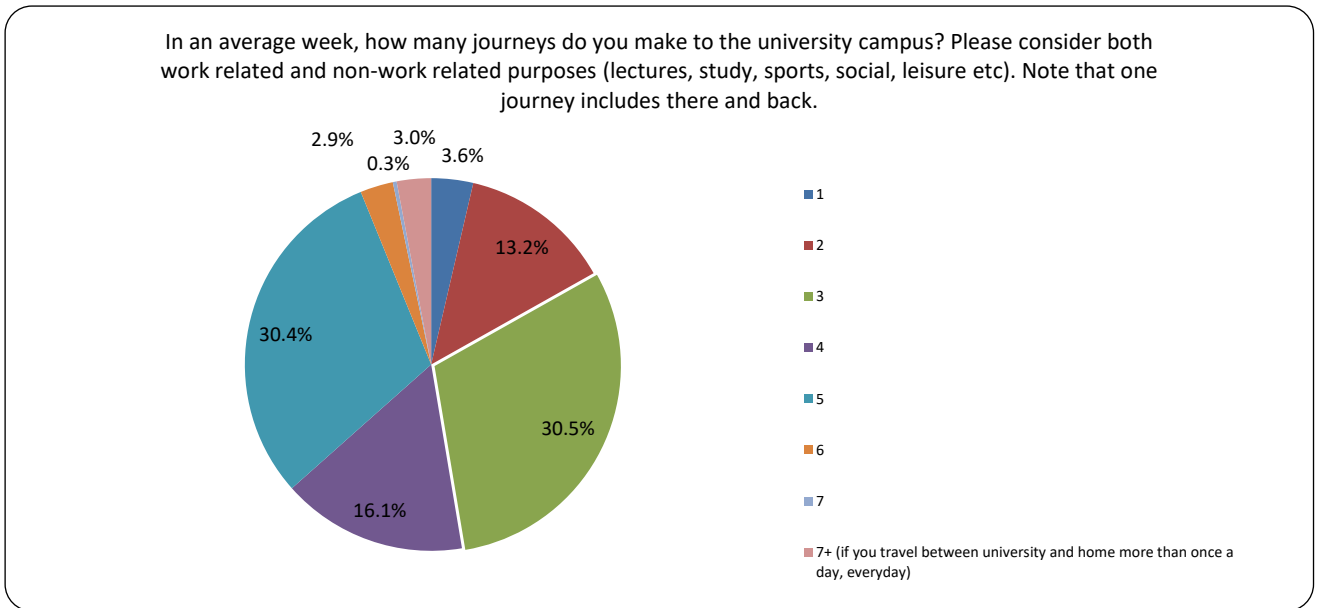
Figure 5-10 - Journeys Made in an Average Week Student Responses – 552 Responses
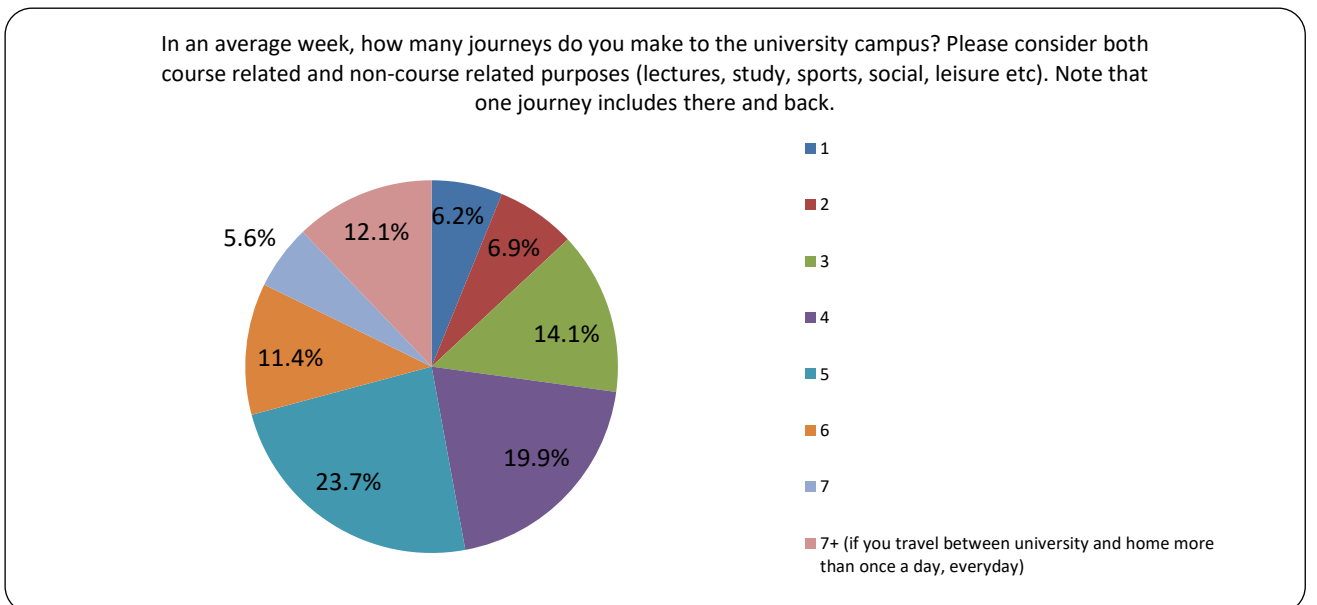
5.1.17. The survey response demonstrates that typically, a higher percentage of students have higher frequency journeys to and from the university, with a higher portion (12%) making at least one

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journey each day of the week. This likely reflects the lifestyle differences between staff and students, where many students are either already living on campus or have more of their out-of-hours activities based on campus.

5.1.18. A lower percentage of staff (<10%) travel in 6+ days a week, which is expected due to staff being less likely to travel to university at weekends or make a trip home and back during the working day. During the COVID-19 Pandemic working and learning was moved online (with essential workers still continuing to travel to and from campus), and since restrictions have lifted a hybrid approach has been adopted. Staff and students are expected to attend work/learning in person unless virtual options are available.

Figure 5-11 - Staff Responses – 908 Responses

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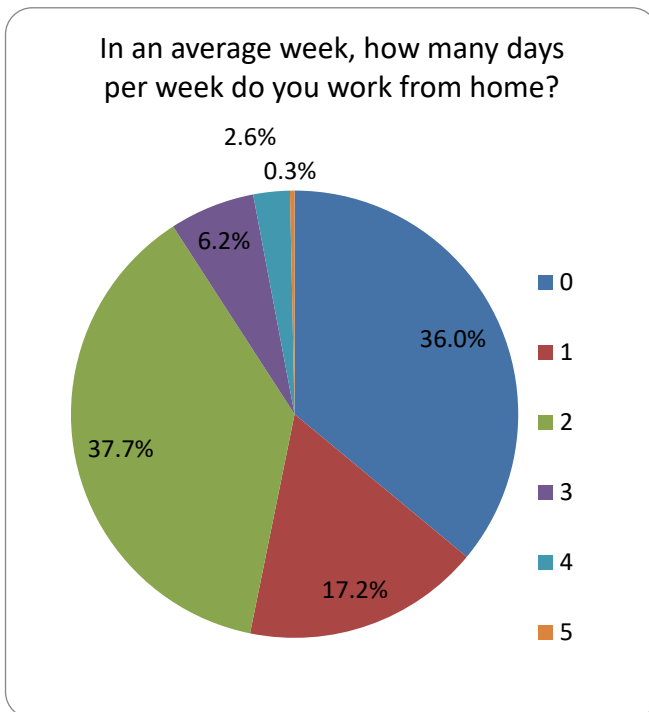
Figure 5-12 - Student Responses – 552 Resonses

How many days per week do you have course related lectures / seminars / meetings virtually?

- 0 — 42.8%
- 5 — 14.5%
- 4 — 20.1%
- 3 — 10.7%
- 2 — 5.8%
- 1 — 6.2%
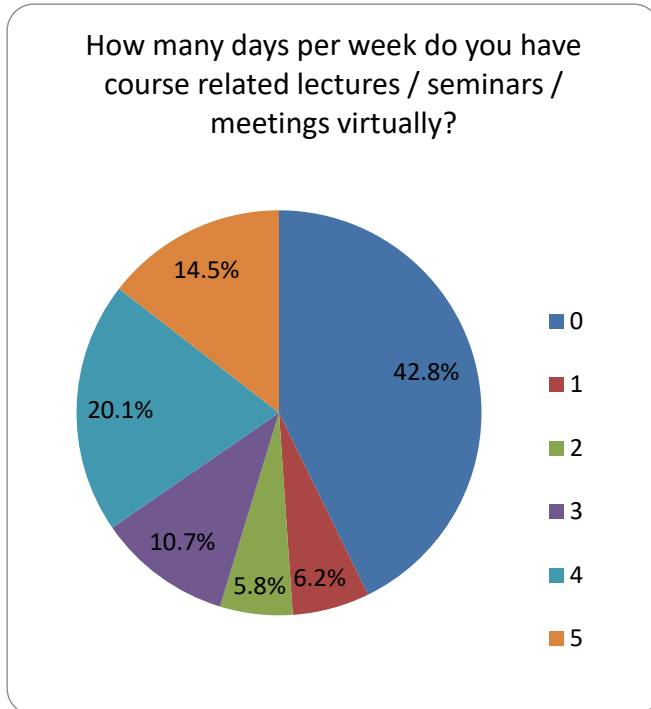
5.1.19. **Figures 5-11** and **5-12** show the results when staff and students were asked how many days a week they work or learn from home. 43% of students do not undertake any course related events virtually, with the remaining 57% having at least one day a week undertaking their studies at home. Nearly 15% of students have virtual sessions five days a week. Recent evidence suggests that this is reflected nationally, with nearly a third of university courses having hybrid learning available (BBC, 2023)[2]

5.1.20. A lower percentage of staff do not undertake any work virtually, with 36% selecting zero days a week, and 64% doing at least one day a week online. The most common answer for the staff responses was 2 days a week, which aligns with the previous questions most common answer of three journeys to / from university a week (for full time staff). This also aligns with the university's post-COVID hybrid approach[3].

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[2] https://www.bbc.co.uk/news/education-64130367
[3] Post-COVID hybrid approach allows some students and staff to work / learn virtually. This is dependent on the department.

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5.1.21. Long-term post-COVID commuting patterns are still being established, however utilising hybrid alternatives is a good way to reduce the need to make as many journeys.

ENCOURAGING SUSTAINABLE AND ACTIVE TRAVEL

5.1.22. Staff and students were asked about what factors are important when considering travel and would encourage them to walk, cycle and use public transport for getting to and from university. The charts below in **Figure 5-13** and **Figure 5-14** show the factors that are important to staff and students.

Figure 5-13 - Important factors when considering travel to Staff – 581 Responses

What factors are important to you when choosing how to travel to campus? Please select all that apply.

Factor	Percent
Cost	59.38%
Time	85.54%
Convenience	76.25%
Comfort	30.46%
Personal Safety	27.88%
Environmental concerns	19.62%
Health and fitness	14.80%
Parking availability	37.87%
Avoiding congestion	25.99%
Weather conditions	32.01%
Child care / Family commitments	29.26%
Other (please specify):	5.51%

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Figure 5-14 - Important factors when considering travel to Students – 552 Responses
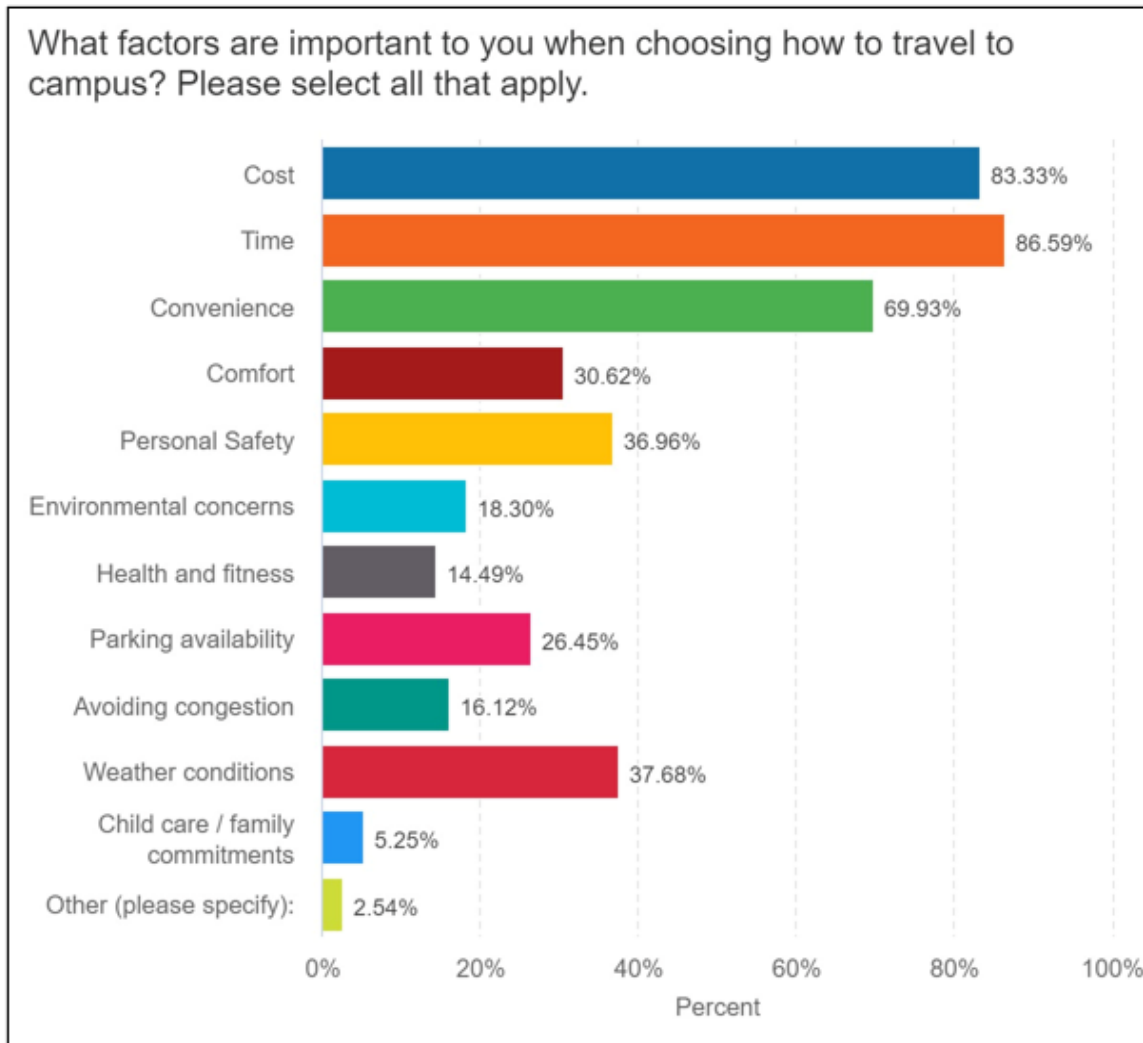
5.1.23. Respondents could choose as many factors as they wanted. Results were similar between students and staff, with time, cost and convenience being the most commonly selected answers. However, 24% more students selected cost in comparison to staff. Equally, less than 20% of both staff and students selected health and fitness or environmental concerns.

5.1.24. Factors raised under 'other' include:

- Sensory and social factors particularly for people with autism and other disability / accessibility considerations
- Reliability
- COVID risk

5.1.25. Respondents were also asked what they considered to be a reasonable amount of time to commute using active travel modes. The average responses are shown in **Table 5-4.** Responses between staff and students are very similar, with respondents generally accepting of longer public transport journeys and shorter cycling journeys.

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Table 5-4 – Average minutes travel time considered reasonable

Mode	Average of staff responses (581 Responses)	Average of student responses (487 Responses)
Walking	25 minutes	24 minutes
Cycling	19 minutes	18 minutes
Public Transport	32 minutes	32 minutes

5.1.26. Following this, staff and students were asked what would encourage them to use sustainable modes of transport. This was only asked to people who did not previously answer as walking, cycling, or using public transport. Responses from students are presented in **Figure 5-15** and staff responses are presented in **Figure 5-16**.

5.1.27. The survey results show that a notable proportion of students could not be encouraged to walk (17%), cycle (32%) or get public transport (16%). However, more students state that their distance to the university and living close would encourage them. Apart from offering student accommodation on campus, which will already be fully occupied, this is not something that the university can control. Improving the public transport services that are on offer, such as routes, frequency, reliability, and nicer facilities was selected by 56% of students. Respondents also noted that an increase in security, being able to take bikes on public transport more easily and free shuttles would encourage them to use more sustainable options.

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Figure 5-15 - Student responses - what would encourage you to travel sustainably

What would encourage you to walk to university?

- 4.2% Improved / New end-of-trip facilities on campus
- 82.0% Living closer to university
- 16.8% Nothing would encourage me
- 6.6% Other (please specify):

Other (Please specify)
Summary of answers:
- Increased security
- Cheap parking near the university

Total Respondents: 167

What would encourage you to cycle to university?

- 13.8% Improved end-of-trip facilities (Changing rooms / cycle storage, etc) on campus
- 10.2% Provision of cycle equipment
- 63.5% Living close to university
- 31.7% Nothing would encourage me
- 7.2% Other (please specify):

Other (Please specify)
Summary of answers:
- Better cycle lanes
- If you could take bikes on trains more easily
- Less hills

Total Respondents: 167

What would encourage you to take public transport to university?

- 56.3% Better service (more frequent, more stops, nicer seating etc)
- 44.9% Fare subsidy
- 48.5% Living closer to university
- 15.6% Nothing would encourage me
- 12.6% Other (please specify):

Other (Please specify)
Summary of answers:
- More direct service from where I live
- Free shuttle between train station and campus
- Better reliability
- Quieter buses
- Park and ride service

Total Respondents: 167

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Figure 5-16 – Staff responses - what would encourage you to travel sustainably

What would encourage you to walk to university?

- 4.4%
- 12.6%
- 19.7%
- 74.1%

Legend:
- Improved / New end-of-trip facilities on campus
- Living closer to university
- Nothing would encourage me
- Other (please specify):

Other (Please specify)
Summary of answers:
- Working night shifts and don't feel safe walking at night
- Lack of suitable paths for part of commute
- If my car broke down I would walk
- Having company
- Eager to start work day faster so drive in
- Travel costs covered by university
- Child care commitments stop me from walking
- Not having to carry heavy items for work
- Safer environment

Total Respondents: 661

What would encourage you to cycle to university?

- 13.9%
- 9.5%
- 16.9%
- 36.0%
- 50.8%

Legend:
- Improved end-of-trip facilities (Changing rooms / cycle storage, etc) on campus
- Provision of cycle equipment
- Living close to university
- Nothing would encourage me

Other (Please specify)
Summary of answers:
- Working night shifts and don't feel safe walking at night
- Lack of safe cycling routes
- Owning a bike
- Lack of confidence cycling
- Unpleasant cycling routes – uphill
- Don't know how to ride a bike
- Better cycle lanes
- Not practical in winter
- Crab and Winkle Way is not well lit enough and isolated
- Childcare commitments
- Will cycle in nice weather
- Disability reasons
- Lift share with someone who doesn't cycle
- An Ebike
- Don't enjoy cycling
- Lack of fitness
- Injury
- Lack of showers
- Lots of traffic on roads

Total Respondents: 661

What would encourage you to take public transport to university?

- 19.8%
- 21.8%
- 32.4%
- 38.1%
- 49.8%

Legend:
- Better service (more frequent, more stops, nicer seating etc)
- Fare subsidy
- Living closer to university
- Nothing would encourage me
- Other (please specify):

Other (Please specify)
Summary of answers:
- No COVID risk
- Better safety on public transport
- Better rural coverage of services

Total Respondents: 661

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5.1.28. Staff responded similarly, with the largest proportion of responses saying that living closer to the university would encourage higher rates of active travel use. 50% of staff selected that an improved service would be encouraging as well. More insight was offered into further encouraging measures, as indicated in **Figure 5-13**.

ADDITIONAL TAKEAWAYS FROM THE SURVEY

5.1.29. Other notable takeaways from the surveys include are summarised below.

Arrival and departure time on campus:

- The most common staff arrival time was 8:30am
- The most common staff departure time was 5:00pm
- The most common student arrival time was 9:00am
- The most common student departure time was 4:00pm

Awareness of the University of Kent Travel Offer

- 81% of staff have either used or heard of the UoK Transport webpage
- 43% of staff have either used or heard of the travel discounts advertised by the university
- 51% of students have either used or heard of the UoK Transport webpage
- 44% of students have either used or heard of the travel discounts advertised by the university
- Stagecoach was the most popular discount used by both staff and students

Bird E-scooter hire scheme

- 5% of staff have used the Bird E-Scooter hire scheme
- Of this 5%, 60% had either a positive or very positive experience using it
- Comments left by staff varied saying that the scheme was expensive, dangerous but convenient
- 73% of staff don't ever plan to use it
- 18% of staff haven't heard of it
- 12% of students have used the Bird E-scooter hire scheme
- Of this 12%, 46% had either a positive or very positive experience using it
- Comments left by students varied saying that the scheme was fun and convenient, but was expensive, did not feel safe and had a lot of restrictions
- 52% of students either don't ever plan to use it
- 26% of students haven't heard of it

Safety to / from campus

- 94% of staff said they feel either somewhat, mostly, or very safe travelling to and from campus
- 4% said they felt neutral
- 2% said they feel either somewhat, mostly, or very unsafe travelling to and from campus
- Comments left by staff varied. Well-lit areas and visible CCTV were attributed to feelings of safety. Areas of darkness, isolation and high traffic were attributed to feeling unsafe.
- 89% of students said they feel either somewhat, mostly, or very safe travelling to and from campus

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- 7% said they felt neutral
- Less than 5% said they feel either somewhat, mostly, or very unsafe travelling to and from campus
- Comments left by students included that not everywhere is well lit, travelling in groups feels safe and Elliot footpath does not feel safe at night.

Safety within campus

- 95% of staff said they feel either somewhat, mostly, or very safe travelling within campus
- 3% said they felt neutral
- Less than 2% said they feel either somewhat, mostly, or very unsafe travelling to and from campus
- Comments from staff said that the campus is well lit and busy, with good security presence and the SafeZone app. Other comments said that congestion and car speeds reduce safety.
- 94% of students said they feel either somewhat, mostly, or very safe travelling within campus
- 3% said they felt neutral
- 3% said they feel either somewhat, mostly, or very unsafe travelling to and from campus
- Students left comments saying that the campus feels friendly and relaxed, with well managed traffic. The SafeZone app offers peace of mind and there is good security presence.

Improving safety

- Staff said that increasing the number and visible presence of security officers, improving lighting in darker and more isolated areas and road safety would improve safety on campus.
- Students said that more lighting, more CCTV, and increased security visibility, extended to Elliot footpath would improve safety on campus.

Parking

- 88% of staff have a permit to park. Of the 12% that do not, less than 1% would like one.
- 91% of staff thought that a reasonable price for parking was £1 or less per day.
- 39% of student have a permit to park. Of the 61% that do not, nearly 10% would like one.
- 83% of students thought that a reasonable price for parking was £1 or less per day.

5.2 SURVEY CONCLUSION

5.2.1. The following conclusions can be made based upon the travel survey:

- There is a high dependency on single occupancy vehicles, particularly by staff.
- There has been a significant increase in hybrid working since the COVID-19 pandemic.
- Approximately 50% of students walk for part of their journeys to and from campus. However less than 5% cycle.
- There is a desire for uptake of walking, cycling and use of public transport by those who do not do so already, it may take further incentives and/or alterations.

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- There are low levels of consideration for environmental and health benefits when deciding how to travel.
- There is generally a strong sense of travel safety on campus, with some areas of concern (Elliot footpath).

5.3 PREVIOUS TRAVEL PLAN TARGETS

5.3.1. Information about the previous travel plan, including previous objectives and actions undertaken, is included in **Appendix K**.

5.3.2. **Table 5-5** below shows the targets set out in the 2022 travel plan and the actual figures achieved, using the results from the updated travel plan survey and information provided by the university. The low response rate of the survey should be considered when viewing the outputs against the last travel plans targets.

Table 5-5 – Previous Travel Plan Target Progress

Target	Target Figure	Actual Figure	Achieved?
Staff purchasing annual parking permits	2% reduction	Based on 2021 figures provided by the university, 32% of staff purchased a 12-month parking permit	Yes – in 2016/17 37% of staff had a parking permit. This has since decreased by 5%
Staff and student car sharing	10% of mode share	7% of mode share	No - target missed by 3% However, membership on the LiftShare platform has also significantly increased in this time period.
Student academic unirider ticket sales	At least 4,800 per annum	2019/20 – 5,678 2020/21 – 1,611 (online only) 2021/22 – 1,924 (online only)	No – however the impacts of COVID in these years should be considered. Whilst 2019/20 beat the target sales, years 2020/21 and 2021/22 were significantly under target.
Staff purchasing a discount bus ticket	Increase by 5%	The way in which staff discount bus tickets are issued has now changed and is via an app with Stagecoach. 559 individual tickets were sold in 2022 with 61 individual app users.	100 staff bus discount season tickets were purchased in 2016/17. (1.9% of staff) 61 individual users is equivalent to 2% of the staff population. Therefore this target was not met.

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Student and staff cycling	8% of mode share	3% of mode share	No – target missed by 5%[4]
Estimate business travel carbon emission data and set targets		Not yet complete. This will be carried over to the updated travel plan targets.	
Estimate commuting carbon mission data and set targets		Completed within this travel plan and to be carried over to the updated targets. See Chapter 7.	

5.3.3. A new target mode share is outlined in **Section 7**.

5.4   STAKEHOLDER ENGAGEMENT

INTRODUCTION

5.4.1. Local public transport service providers were contacted in order to get their opinion on the existing operation of their services in relation to the university.

5.4.2. Sustrans, the walking and cycling charity, were also contacted to establish their views on current walking and cycling provision in the campus locality.

OUTPUTS

5.4.3. Stagecoach responded explaining that they work very closely with the university on meeting student transport requirements. The routes currently on offer, the Uni1 and Uni2, best serve the present student population. These routes provide a 24/7 service connecting the University, town centre, railway station and Hales Place – a popular student residential area. Potential modifications to the route are frequently discussed. Local bus routes are also diverted into campus to supplement the university services and travel discounts are available.

5.4.4. Views were also sought from National Express regarding their routes to the Canterbury campus. They noted that additional coaches have recently been implemented due to passenger uptake being high.

5.4.5. No response was obtained from Sustrans.

5.4.6. Community / university neighbours were notified about the review of the travel plan and asked about any new issues to be highlighted in respect of access to and from the university. There were no new issues reported.

[4] Staff mode split = 4% cycling / student mode split = 1%.

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6   CARBON ASSESSMENT

CARBON REDUCTION POLICIES

6.1.1.   As detailed within **Appendix A**, the university's net zero emissions target was agreed by the University's Executive Group in February 2021.

6.1.2.   At the time of writing this report, there was no previous data, methodology or baseline emission data available for staff and student commuting (vehicles), student commuting at the beginning and end of term, or work from home emissions.

6.1.3.   However, the Carbon Management Plan 2022 sets out objectives and targets relating to business travel, and intentions to develop emissions reductions targets for staff and student commuting (vehicles) which relates to Scope 3 emissions. These objectives and targets are set out below:

■ Business travel
  • An interim target of a reduction of 20% by 2030 against the 2018/19 baseline (3,167 tCO_2)
  • While staff business travel was not assessed as part of this study, this may be undertaken by the university at a later stage
■ Staff and student commuting (vehicles)
  • Findings from this study are anticipated to help inform interim emissions reductions targets. The methodology is expected to be developed by the end of 2023/24 and for interim targets to be set by 2025.

CARBON ASSESSMENT APPROACH

Estimating travel survey behaviours outside the travel survey

6.1.4.   The travel survey responses provided a representative sample of travel behaviours for a number of postcodes, which provided a granular understanding of staff and student mode choice (i.e. walk, cycle, bus, train, car share, moped etc). This was supported by using Google Maps Directions Application Programming Interface (API), to determine total vehicle kilometres travelled (VKT) between origins (term time postcode data) and the Canterbury campus which captured respondents who drove or used public transport.

6.1.5.   Estimating mode split for all students and staff commuter trips drew on a range of data sources including the travel survey, 2011 Census and Google Maps Directions API data. Three approaches were taken to determine the baseline mode split for the Canterbury campus. Students living on campus were excluded from the commuter travel mode split assessment. These approaches are described further in **Sections 6.1.6** to 6.1.10.

6.1.6.   All postcodes were checked to see if both origin and destination postcodes match those found in the survey responses. Where there was an exact match with survey postcode data the mode split data from the travel survey was applied. Where there was only a partial match (for example if the survey response only contains the first three digits of a postcode), an average of travel survey and census mode split data was applied. In the case of the postcode neither exact nor partially matching with travel survey postcodes, census mode split data was applied.

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6.1.7. Google Maps Directions API data was used to understand the total travel time, travel distance and VKT between all origin postcodes and Canterbury Campus, based on the assigned mode split. This, along with the mode split data, formed the basis of calculating the carbon emissions and in turn the emissions reductions scenarios. These are detailed further in **Appendix L**.

Calculating Emissions

6.1.8. Our carbon assessment establishes baseline travel emissions generated by staff and students, in addition to work from home emissions generated by staff for the Canterbury campus. Baseline carbon emissions were calculated using mode split proportions, VKT and travel frequency between origin destinations (term time postcode data) and the Canterbury campus.

6.1.9. The UK Government's carbon conversion factors were applied to all driving and public transport trips, with walking and cycling trips excluded from this assessment. For travel survey respondents and matched postcodes, this accounted for specific emissions factors to be applied based on engine size, fuel type, car share, bus, coach, and rail travel which offered a high level of accuracy in calculating commuter emissions.

6.1.10. For staff and student postcodes that did not match travel survey postcode data, UK emissions factors for typical car, bus and rail journeys were applied. To determine the proportion of staff and students who travelled by bus and rail, we assessed average journey time for bus and rail trips based on survey responses for mode choice and Google API data.

6.1.11. For the Canterbury campus, it was identified that public transport journeys under one hour were undertaken by bus, with trips exceeding one hour undertaken by rail. In the absence of accurate PT mode split data, UK emissions factors for bus and rail journeys were applied for unmatched staff and student return trips based on these thresholds.

6.1.12. The total estimated carbon emissions for staff and students travelling to and from the Canterbury campus are presented in **Table 6-1**. These are the emissions calculated for the 2023/23 winter term only.

Table 6-1 – Total Staff and Student Travel Emissions (kg CO_2e)

	Public Transport Emissions	**Private Vehicle Emissions**
Staff	120,748	1,822,895
Students	429,970	4,739,083

6.1.13. Please refer to **Appendix L** for the full carbon assessment, which goes on to explore the potential carbon emission reductions based on two mode shift scenarios.

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7 OBJECTIVES, TARGETS AND TIMELINES

7.1.1. Setting objectives and targets to be able to quantify the performance of a travel plan is a key part of managing the process successfully. Objectives need to be clear and focussed. The targets need to be challenging in order to make a difference, yet still be achievable and based upon the actual travel patterns experienced at the campus. Instead of setting objectives, targets, and measures around the types of travel and operation at the university, as the previous travel plan has, this adopts a new, simplified approach: **Avoid, Shift, Improve**.

7.1.2. The following form the objectives of the travel plan:

Avoid
(Minimising the need for travel)

- Utilising the university's hybrid approach to home / campus learning and working to reduce the need to travel to campus by car
- Ensure location of student accommodation is within walking distance of where students will primarily be studying

Shift
(Encouraging modal shift to active modes and public transport)

- Reducing the number of car journeys
- Encouraging active travel to, from and around the campus
- Encouraging the use of public transport
- Improving the university's travel policy in order to make active travel the natural choice for staff and students.

Improve
(Cleaner vehicles and advancing technology)

- Ensure that infrastructure is available to accommodate and encourage the use of electric vehicles (EVs)
- Make use of and accommodate micro-mobility solutions, such as e-bikes and e-scooters

7.2 SMART TARGETS

7.2.1. SMART targets are Specific, Measurable, Achievable, Realistic and Timed. Targets are tailored this way in order to be successful and efficient.

7.2.2. Staff and student mode share targets have been set based on the existing travel habits derived from the travel survey, however the low response rates of the survey have been taken into consideration.

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UPDATED TRAVEL PLAN TARGETS

7.2.3.   The new targets below were set based on the previous achievement of the last travel plan, with the same time period of five years.

- To reduce the total number of staff purchasing annual parking permits from 32% by a further 5% by 2027.
- Increase the percentage of staff and student's car sharing from 7% to 12% by 2027.
- Reduce the number of staff single occupancy vehicle journeys from 72% to 67% by 2027.
- To increase the percentage of staff cycling from 3% to 7% by 2027.
- To increase the percentage of students cycling from 1% to 5% by 2027.
- Work towards the Net Zero carbon related targets outlined in **Section 7.**

7.2.4.   The mode split established for the Canterbury campus from this travel plan is presented in the table below. This can be used for comparison in future surveys.

Table 7-1 – 2022 Mode Split and Targets

Mode	Combined Percentage	Staff	Students	Target
Walking / Running	18%	8%	34%	-
Cycling	3%	4%	1%	**↑ 7% (Staff) ↑ 5% (Students)**
Motorcycle / Moped	0%	0%	0%	-
Car (alone)	57%	72%	32%	**↓ 67% (Staff only)**
Car share	7%	8%	5%	**↑ 12% (combined)**
Bus	10%	5%	19%	-
Train	3%	2%	3%	-
Taxi	0%	0%	0%	-
Shuttle	3%	1%	6%	-
Other	0%	0%	0%	-
Total	100%	1%	6%	-

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8 MEASURES FOR IMPLEMENTATION

8.1 INTRODUCTION

8.1.1. This section provides measures for achieving the outlined objectives and targets, within the set timescale. Each measure is attributed to one of the three objective headings: Avoid, Shift, and Improve. Measures outlined below include improvements to:

- Active Travel;
- Public Transport;
- Traffic Management;
- Car Sharing;
- Smarter Learning and Working;
- Marketing and Communications; and
- Staff Business Travel.

8.1.2. The measures proposed in Section 8.2 consider the outcomes of the staff and student travel survey, as in **Section 5**.

8.2 MEASURES

Avoid (Minimising the need for travel)

Shift (Encouraging modal shift to active modes and public transport)

Improve (Cleaner vehicles and advancing technology)

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9 IMPLEMENTATION, MONITORING AND REVIEW

9.1 SUSTAINABLE TRAVEL COORDINATOR

9.1.1. The appointed Sustainable Travel Coordinator (STC) will oversee the initial elements of the overarching travel plan. This includes responsibility for:

- Implementation of the travel plan;
- Reporting on travel plan targets and the action plan;
- Dissemination of travel information to staff and students assigned to the campus;
- Providing information to visitors;
- Monitoring the travel patterns of staff and students; and
- Reviewing the travel plan, making alterations where needed.

9.2 IMPLEMENTATION STRATEGY

9.2.1. **Table 9-1** below outlines the implementation strategy for the measures proposed in **Section 8** and details the timescale for implementation and estimated delivery cost.

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Table 9-1 – Implementation Plan

Ref	Travel Plan Initiative	New or Continued	Cost[5]	Priority Score[6]	Responsibility	Timescale
AVOID						
C1	Hybrid Working and Learning: Review and Facilitate	Continued	£	1	STC, IT Department, HR	Ongoing
C2	Hybrid Conferencing	Continued	£	1	STC, IT Department	Ongoing
C3	Student Accommodation Review	New	££	2	STC, Student Housing Department	2023/24
SHIFT						
C4	Travel Information Packs	New	£	1	STC, Student Services	Late 2023
C5	Secure Cycle Shelters	Continued	£££	1	STC	2024
C6	Cycle Training	Continued	£-££	1	STC	2023/24

[5] Estimated cost over five-year TP period. £= £0 - £2,500 ££= £2,500 - £20,000 £££= £20,00 - £200,000 ££££ = £200,000+
[6] Priority over the five-year TP Period in terms of potential for meeting TP targets and objectives. 1 = highest, 3 = lowest

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C7	Promoting use of Showers and Changing Facilities	Continued	£	1	STC, Estates Department	Ongoing
C8	Bike Repair Service	Continued	££	1	STC	2023
C9	Bike Hire Scheme	Continued	£			
C10	CCTV Review	Continued	£	2	STC, Security Department	2024
C11	Personal Travel Planning Support	Continued	£	2	STC	2024
C12	National Cycle to Work Scheme	Continued	£	1	STC, HR	Ongoing
C13	Bike Repair Stands	New	££	1	STC	2024
C14	Cycle Safety Kits and Travel Accessories	Improve	£	1	STC	2024
C15	Student and Staff Led Safety and Accessibility Audits	New	£	1	STC, Security Department, Student Services / SU	2024
C16	Public Transport Taster Tickets	New	£££	2	STC	2024
C17	Bus Stop Improvements	New	££££	1	STC/HA	2027
C18	Promotion of Public Transport	Continued	£	1	STC	Ongoing
C19	Marketing and promotion of active travel and public transport	Continued	££	1	STC	Ongoing

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C20	Increased permit charges	New	£	1	STC/ Wider university support	Annually
C21	Parking Space Decrease	New	££	1	STC/wider university support	Annually
C22	EV Charging Points	New	£££	1	STC	2025
C23	Parking exclusion zone expansion	New	£	1	STC/wider university support	2023/24
C24	Visitor parking charge increase	New	£	2	STC	2024
C25	VMS and ANPR	Continued	£££	3	STC	2026
C26	Car Sharing	Continued	££	1	STC	Ongoing
C27	Car Sharing Incentives	New / Re-introduce	£	1	STC	Ongoing
C28	Dedicated Car Share Bays	New	££	1	STC	2023/24
C29	Permit Requirements – LiftShare Sign Up	New	£	1	STC	2023/24
C30	Car Sharing Promotion – Complimentary Policy	Continued	£	1	STC	2023/24
C31	Promotion of Environmental and Health Benefits	Continued	£	1	STC	Ongoing
C32	Support Local Bus Companies and Authorities	Continued	£	1	STC	Ongoing

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C33	Continue to provide a Transport Website	Continued	£	1	STC	Ongoing
C34	Implementation of Soft Road Safety Measures	Continued	££-£££	1	STC	Ongoing
C34	Implementation of Accessibility Improvements around Campus	Continued	££-£££	1	STC / accessibility groups	Ongoing
IMPROVE						
C35	EV Pool Cars	New	£££-££££	1	STC	2027
C36	Carbon Emission Capture	New	££	1	STC	2027

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9.3 MARKETING AND DISSEMINATION

9.3.1. Travel information should be presented to staff and students in an easy and accessible format. Methods used include:

- New HR staff / student enrolment packs;
- Public facing transport website;
- University intranet;
- University newsletters;
- Notice boards at bus stops; and
- Circulation by sustainability champions.

9.3.2. Awareness and promotional events, as mentioned in the measures section, can also be conveyed via the above methods.

9.3.3. **The travel plan will be more successful if incentives and rewards are offered to students and staff who actively participate in changing their travel patterns.**

9.4 MONITORING

9.4.1. Formal monitoring of the travel plan should be completed in a variety of ways. For each method of travel / type of measure, the following monitoring methods shown in **Table 9-2** should be adopted.

Table 9-2 – Monitoring methods

Mode	Monitoring Method
All Modes	Staff and student travel surveys / questionnaires / workshops / focus groups
	Feedback received from staff, students, visitors, and key user groups at the university
	Audit outcomes
Cycling and Walking	Pedestrian and cycle counts along key corridors/regular counts of bikes in various storage areas
	Number of staff and students with access to secure bike shelters
	Uptake of Doctor Bike or equivalent service
	Number of bikes sold using local partnership discounts
	Uptake of cycle to work scheme
	Demand for end-of-trip facilities i.e. showers and lockers
	Utilisation of hire schemes (Bird E-scooters / bike hire)
	Number of abandoned bikes / abandoned bikes bought by students
	Number of bikes stolen
	Feedback from those walking and or accessing university buildings / spaces / facilities

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Public Transport	Discount uptake
	Bus Patronage on university services
Traffic Management	Number of parking permits issued
	Traffic counts and car park surveys – these should be commissioned in line with previous Travel Plan arrangements, which are to commission every 2 years and present findings in a report.
	Electric Vehicle charging point usage
	Residential parking feedback
	Number of parking fines issued
Car Sharing	Number of users on LiftShare platform
	Car share permits issued
Smarter Learning and Working	Number of staff working virtually / hybrid
	Number of lectures being run / attended virtually / hybrid
Marketing and Communication	Membership of user groups
	Engagement and insights on social media
	Uptake of initiatives such as walk to work week
Staff Business Travel	Number of business journeys made using each mode
	Travel expenses claimed

9.5   REVIEW PROCESS

9.5.1.   Ideally, the travel plan should be reviewed by the STC on an annual basis, using the monitoring information above. The review will assess the monitoring data, quantifying the change that has occurred in each annum and establishing whether it has achieved a positive outcome.

9.5.2.   In order to meet the changing demands of the university and changing societal behaviours, the travel plan must be an evolving document, with regular update of objectives, targets, and measures.

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10 SUMMARY AND CONCLUSION

10.1.1. The University of Kent makes provision for access to the Canterbury campus by sustainable modes, with good walking and cycling connectivity and infrastructure around the campus. There are also a variety of sustainable travel options linking the campus to the city centre and the wider local area. Vehicle traffic is well managed within the campus, with promotion of a car share platform and maintenance of safe movement of pedestrians and cyclists.

10.1.2. The previous travel plan period saw steady progress being made in terms of completing actions and implementing measures, and this was reflected in progress towards achieving some of the targets. The number of staff purchasing annual parking permits has decreased by 5%. The target set for staff and students opting to cycle was not achieved, however this was only when the two figures were combined, with staff alone meeting this target.

10.1.3. However, there is potential to do more and encourage a greater mode share of staff and students travelling by sustainable and active modes to the campus. Based on the survey undertaken and observations and information gathered in preparing this travel plan, a high percentage of journeys remain via car, with staff or students travelling alone. This is particularly the case for staff, of which 72% travel to / from work alone by car as established by the travel survey. It is suggested that the university consider increasing the cost of on-site car parking to reduce demand. It is also suggested that the eligibility of car parking permits for staff and students is reviewed, reducing the criteria for those who are eligible. Consideration should also be given to reviewing permits issued to those staff living close to the campus and whether they should automatically be able to obtain a car parking permit. The same exclusion zones as those in place for students should be considered for staff.

10.1.4. In the short term, more could be done to encourage those who do need to drive to the campus to switch to electric vehicles by ensuring there are sufficient numbers of charging points on site and salary sacrifice scheme to assist in leasing or purchasing an electric car.

10.1.5. Finally, in terms of car parking, the space allocated to and maintained for car parking should be considered over time, for the expansion of on-site facilities and accommodation for students on campus. Plans for parking should align with the master plan framework and also consider that the university hosts many large, out-of-town conferences.

10.1.6. The travel survey also highlighted that many students already use active and sustainable modes of transport, and that there is little desire to change by those who have not already opted to do so. This suggests a plateau in behavioural change, which without tougher measures and equal reward will not deliver further shift in modes by staff or students. The hybrid working and learning has had significant uptake and influence in travel patterns since the COVID-19 pandemic. Objectives, targets, and measures have been set with these key findings in consideration.

10.1.7. The objectives outlined in this document are to:

- Avoid: minimise the need for travel;
  - Utilising the university's hybrid approach to home / campus learning and working to reduce the need to travel to campus
  - Ensure location of student accommodation is near to where students will primarily be studying

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- Shift: Encouraging modal shift to active modes and public transport;

  - Reducing the number of single occupancy vehicle journeys
  - Encouraging walking and cycling to, from and around the campus
  - Encouraging the use of public transport
  - Improving the university's travel policy in order to make active travel the natural choice for staff and students, subsequently reducing cars on campus and carbon emissions.

- Improve: Improved efficiency and alternative fuel vehicles

  - Ensure that infrastructure is available to accommodate and encourage the use of electric vehicles (EVs)
  - Make use of and accommodate micro-mobility solutions, such as e-bikes and e-scooters

All whilst maintaining the efficient day to day operation of the university.

10.1.8. The following targets have been set in order to meet these objectives. They have been set in line with the SMART principles: Specific, Measurable, Achievable, Realistic and Timed.
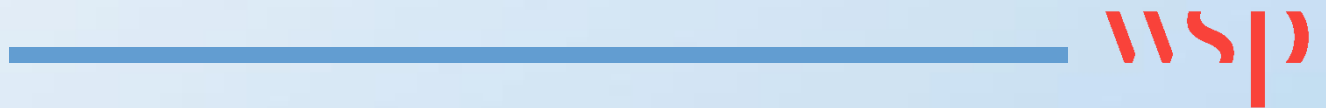
- To reduce the total number of staff purchasing annual parking permits from 32% by a further 5% by 2027.
- Increase the percentage of staff and students car sharing from 7% to 12% by 2027.
- Reduce the number of staff single occupancy vehicle journeys from 72% to 67% by 2027.
- To increase the percentage of staff cycling from 3% to 7% by 2027.
- To increase the percentage of students cycling from 1% to 5% by 2027.
- Work towards the Net Zero carbon related targets outlined in Section 7.

10.1.9. A series of measures have been proposed in Chapter 8 to contribute to the targets outlined above. These all align with the objectives of **Avoid, Shift,** and **Improve**.

10.1.10. An implementation plan is proposed in **Section 9**, outlining the cost, priority, owner, and timescale of each measure. This is accompanied by a series of monitoring techniques in order to ensure the progress of moving towards the targets. The travel plan is a live, evolving document so must be reviewed regularly in order to remain relevant, achievable, and effective.

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Appendix A

NATIONAL AND LOCAL POLICY

Appendix B

HIGHWAY SAFETY REVIEW

Appendix C

LOCAL FACILITIES

Appendix D

KINGS FERRY CAMPUS SHUTTLE TIMETABLE

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Appendix E

PERMIT EXCLUSION ZONE AND PARKING MAPS

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Appendix F
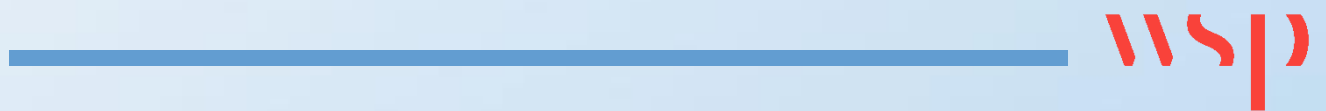
SITE VISIT

Appendix G

STOLEN BIKE DATA

Appendix H

SURVEY PROMOTIONAL MATERIALS
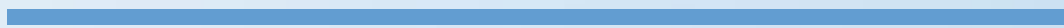
Appendix I

STAFF SURVEY RESULTS

Appendix J

STUDENT SURVEY RESULTS

Appendix K

PREVIOUS TRAVEL PLAN REVIEW AND PROGRESS

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Appendix L

CANTERBURY CAMPUS CARBON ASSESSMENT

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