



University of Kent

# MEDWAY CAMPUS TRAVEL PLAN

March 2023



## Medway Campus Travel Plan





University of Kent

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# **MEDWAY CAMPUS TRAVEL PLAN**

March 2023

**TYPE OF DOCUMENT (VERSION) CONFIDENTIAL**

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# CONTENTS

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## EXECUTIVE SUMMARY

<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
<b>1.1</b>	<b>CONTEXT</b>	<b>1</b>
<b>2</b>	<b>SUSTAINABLE TRAVEL AND TRAVEL PLANS</b>	<b>2</b>
<b>2.1</b>	<b>WHAT IS A TRAVEL PLAN?</b>	<b>2</b>
<b>2.2</b>	<b>BENEFITS OF A TRAVEL PLAN</b>	<b>2</b>
<b>2.3</b>	<b>DEPARTMENT FOR TRANSPORT (DFT) DECARBONISING TRANSPORT &amp; BEHAVIOUR CHANGE RESEARCH 2021</b>	<b>2</b>
<b>3</b>	<b>POLICY FRAMEWORK</b>	<b>3</b>
<b>3.1</b>	<b>INTRODUCTION</b>	<b>3</b>
<b>4</b>	<b>EXISTING CONDITIONS</b>	<b>5</b>
<b>4.1</b>	<b>INTRODUCTION</b>	<b>5</b>
<b>4.2</b>	<b>UNIVERSITY OF KENT</b>	<b>5</b>
<b>4.3</b>	<b>CAMPUS LOCATION</b>	<b>6</b>
<b>4.4</b>	<b>LOCAL HIGHWAY NETWORK</b>	<b>6</b>
<b>4.5</b>	<b>HIGHWAY SAFETY</b>	<b>9</b>
<b>4.6</b>	<b>STUDENT POSTCODES</b>	<b>9</b>
<b>4.7</b>	<b>STAFF CATCHMENT</b>	<b>9</b>
<b>4.9</b>	<b>LOCAL FACILITIES</b>	<b>11</b>
<b>4.10</b>	<b>PEDESTRIAN ACCESSIBILITY</b>	<b>14</b>
<b>4.11</b>	<b>CYCLE ACCESSIBILITY</b>	<b>15</b>
<b>4.12</b>	<b>EXISTING BUS SERVICES</b>	<b>17</b>
<b>4.13</b>	<b>EXISTING RAIL SERVICES</b>	<b>21</b>
<b>4.14</b>	<b>CAR PARKING</b>	<b>22</b>



4.15	UNIVERSITY OF KENT SITE VISIT – SEPTEMBER 2022	25
<b>5</b>	<b>TRAVEL SURVEY INSIGHT</b>	<b>27</b>
5.1	INTRODUCTION	27
5.2	MODAL SPLIT	31
5.3	SURVEY CONCLUSION	46
5.4	PREVIOUS TRAVEL PLAN TARGETS	47
5.5	STAKEHOLDER ENGAGEMENT	48
<b>6</b>	<b>CARBON ASSESSMENT</b>	<b>49</b>
<b>7</b>	<b>OBJECTIVES, TARGETS AND TIMELINES</b>	<b>51</b>
7.1	INTRODUCTION	51
7.2	SMART TARGETS	51
<b>8</b>	<b>MEASURES FOR IMPLEMENTATION</b>	<b>53</b>
8.1	INTRODUCTION	53
8.2	MEASURES	53
<b>9</b>	<b>IMPLEMENTATION, MONITORING AND REVIEW</b>	<b>54</b>
9.1	TRAVEL PLAN COORDINATOR	54
9.2	IMPLEMENTATION STRATEGY	54
9.3	MARKETING AND DISSEMINATION	59
9.4	MONITORING	59
9.5	REVIEW PROCESS	60
<b>10</b>	<b>SUMMARY AND CONCLUSION</b>	<b>61</b>

---

## **TABLES**

Table 4-1 – Medway campus headcount	6
Table 4-2 – Bus Services – On Campus	17



Table 4-3 – Student Bus Costs	19
Table 4-4 – Staff Bus Costs	20
Table 4-5 – Coach Services	21
Table 4-6 – Rail Services	21
Table 4-7 – Parking capacity on the Medway campus	24
Table 4-8 – Student Permit Prices 2022 / 2023	24
Table 4-9 – Staff Permit Prices 2022 / 2023	25
Table 5-1 – Survey Response	28
Table 5-2 - Student Method of Travel at the Beginning and End of each Term	37
Table 5-3 - Percentage Student Method of Travel at the Beginning and End of each Term	38
Table 5-4 – Average minutes travel time considered reasonable	44
Table 5-5 – Previous Travel Plan Targets Progress	47
Table 6-1 – Total Staff and Student Travel Emissions (kg CO <sup>2</sup> e)	50
Table 7-1 – 2022 Mode Split and Targets	52
Table 9-1 – Implementation Strategy	55
Table 9-2 – Monitoring Methods	59

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## **FIGURES**

Figure 4-1 – UoK Campus Locations	5
Figure 4-2 - Highway Network	8
Figure 4-3 - Student Catchment	10
Figure 4-4 - Staff Catchment	10
Figure 4-5 – Walking Isochrones	12
Figure 4-6 - Cycling Isochrones	13
Figure 4-7 - Walking Connectivity	14
Figure 4-8 - Wayfinding and Pedestrian and Cycling Facilities on and around the Medway campus	15
Figure 4-9 - Cycling Connectivity	16
Figure 4-10 - Bus Routes	19
Figure 4-11 - Blue and Pink Zone Car Parks	23



Figure 4-12 - Parking Permit Postcode Exclusion Zones	23
Figure 5-1 – Survey - Staff Postcodes	29
Figure 5-2 – Survey - Student Postcodes	30
Figure 5-3 - Combined Staff and Student Transport Modes – 91 Responses	31
Figure 5-4 - Staff Mode Split - 73 Responses	32
Figure 5-5 - Student Mode Split - 18 Responses	33
Figure 5-6 - Staff Responses - Final Mode of Transport – 72 Responses	34
Figure 5-7 - Student Responses - Final Mode of Transport – 18 Responses	35
Figure 5-8 - Student travel between University and home address – 18 Responses	36
Figure 5-9 – Travel Patterns - Staff Responses – 73 Responses	39
Figure 5-10 – Travel Patterns - Student Responses – 18 Responses	39
Figure 5-11 – Hybrid Working - Staff - 73 Responses	40
Figure 5-12 – Hybrid Working - Student – 18 Responses	41
Figure 5-13 - Important factors when considering travel to Students – 18 Responses	42
Figure 5-14 - Important factors when considering travel to Staff – 73 Responses	43
Figure 5-15 – Staff responses - what would encourage you to travel sustainably – 51 Responses	44
Figure 5-16 - Student responses - what would encourage you to travel sustainably – 3 Responses	45

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## **APPENDICES**

### APPENDIX A

#### NATIONAL AND LOCAL POLICY

### APPENDIX B

#### HIGHWAY SAFETY REVIEW

### APPENDIX C

#### LOCAL FACILITIES

### APPENDIX D

#### CYCLE ROUTES – WIDER AREA

### APPENDIX E



MEDWAY BUS ROUTES – WIDER AREA

APPENDIX F

CAMPUS SHUTTLE TIMETABLE

APPENDIX G

SITE VISIT

APPENDIX H

STOLEN BIKE DATA

APPENDIX I

SURVEY PROMOTIONAL MATERIALS

APPENDIX J

STAFF SURVEY RESULTS

APPENDIX K

STUDENT SURVEY RESULTS

APPENDIX L

PREVIOUS TRAVEL PLAN PROGRESS

APPENDIX M

CARBON ASSESSMENT

All prices/timetables and fares are correct at the time of writing.





# EXECUTIVE SUMMARY

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The University of Kent launched its first Travel Plan for its Medway Campus in December 2006 shortly after being established as part of the Universities at Medway, along with the University of Greenwich and Medway Christ Church University. The primary objective of this plan was to promote alternative modes of transport to the car and to encourage mode shift by changing travel behaviour of staff, students, and visitors. An update to the plan was undertaken in late 2018 with a focus on reducing staff travel by single occupancy car and to increase staff travelling by car share.

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 common, 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 to do so. These involve avoiding the need to travel, shifting to active modes and public transport, and when necessary and unavoidable to travel by alternatively fuelled vehicles. The measures set out in the plan also supports the university's net zero commitments.

# 1 INTRODUCTION

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## 1.1 CONTEXT

- 1.1.1. WSP has been commissioned by the University of Kent (UoK) to develop a travel plan for their Medway campus. The existing travel plan is a positive document that has had a noticeable impact upon the travel offers and patterns at the Medway 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.
- 1.1.2. This travel plan relates to the transport of students and staff to, from and around the university campus.
- 1.1.3. The university has an existing travel plan for the Medway campus that was adopted in 2018.
- 1.1.4. 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. This travel plan is also aligned to the Canterbury campus travel plan and the policies and structure are common to both, the survey analysis and recommendations however are bespoke to Medway.
- 1.1.5. 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

- Chapter 2: Sustainable Travel and Travel Plans.
- Chapter 3: Policy Framework.
- Chapter 4: Existing Conditions.
- Chapter 5: University of Kent Site Visit.
- Chapter 6: Travel Survey Insights.
- Chapter 7: Carbon Assessment.
- Chapter 8: Objectives, Targets and Timelines.
- Chapter 9: Measures for Implementation.
- Chapter 10: Implementation, Monitoring and Review.
- Chapter 11: Summary and Conclusion.

## 2 SUSTAINABLE TRAVEL AND TRAVEL PLANS

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### 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

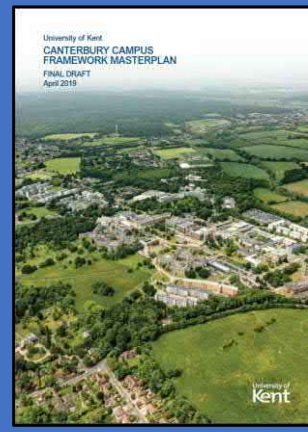
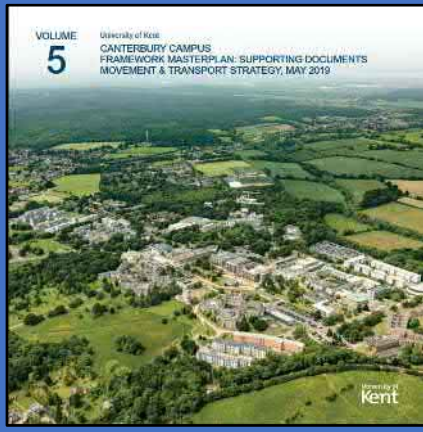
- 2.3.1. This document is further evidence that travel plans have a fundamental objective to support behaviour change. Societal and behavioural changes have a significant role to play in meeting net zero carbon targets.
- 2.3.2. With regard to encouraging and supporting UK businesses to change their 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”.

## 3 POLICY FRAMEWORK

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### 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 infographic.



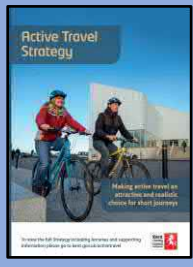
**Sustainable Travel**  
Reduce the impacts of transport and travel and encourage sustainable alternatives for travel activities including commuting, fleet management, business travel and deliveries



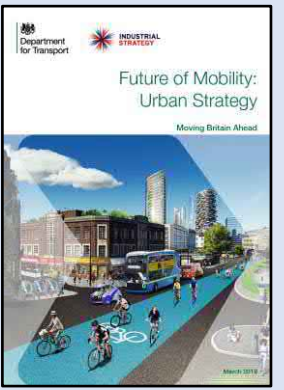
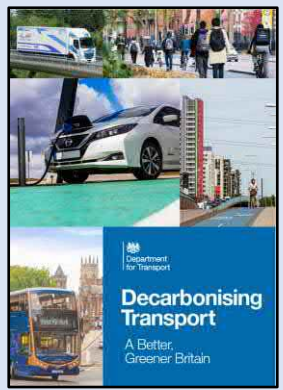
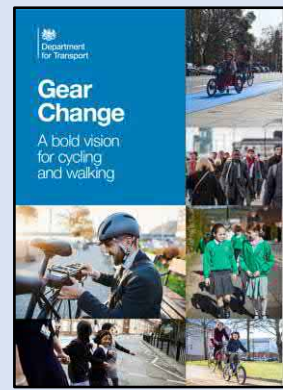
University Policy



Local and Regional Policy



National Policy



## 4 EXISTING CONDITIONS

### 4.1 INTRODUCTION

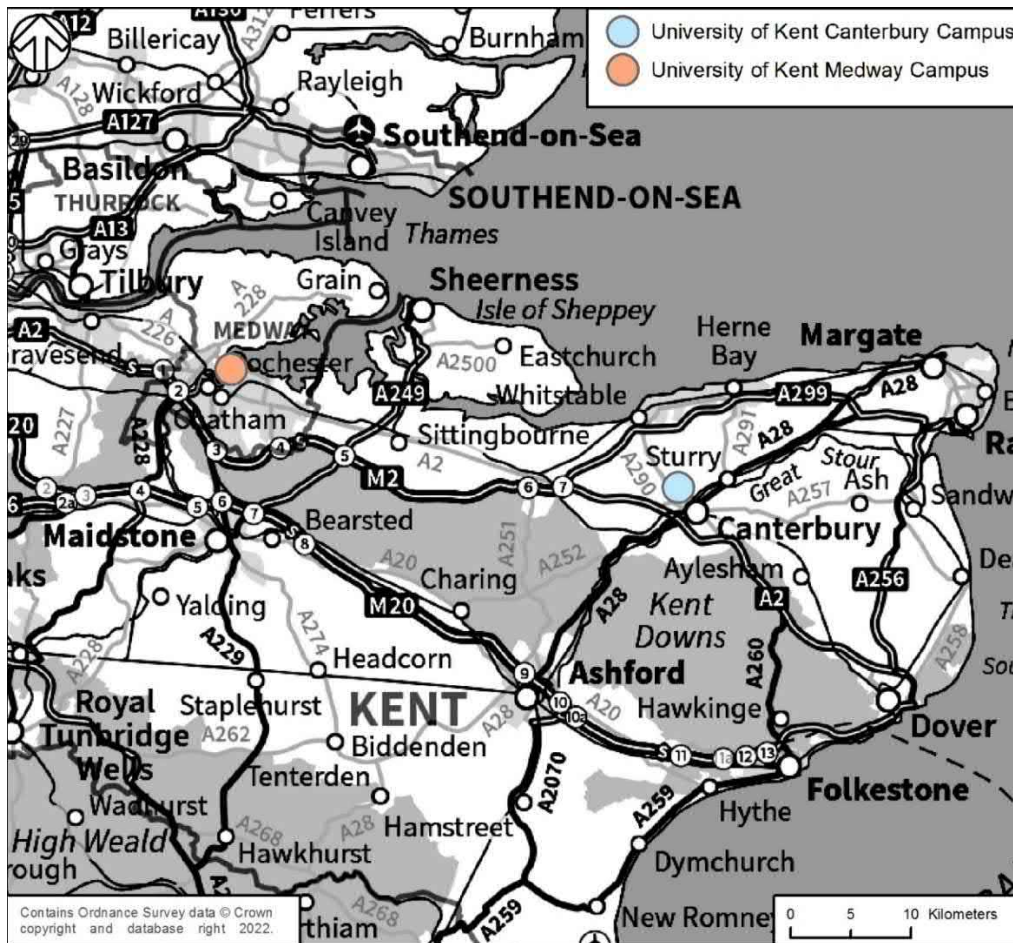
4.1.1. This section sets out the Medway campus and its surroundings. It describes the site location and the transport characteristics including the local highway network, active travel options and public transport facilities, as well as accessibility of residential areas to the campus. This chapter is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

### 4.2 UNIVERSITY OF KENT

4.2.1. University of Kent offers undergraduate and postgraduate courses. It has two UK campuses located in Kent and others overseas in Paris and Brussels. University of Kent has a large catchment area.

4.2.2. The two main campuses in Kent, Medway, and the principal campus in Canterbury which is 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**



- 4.2.3. The Medway campus is part of a partnership with the University of Greenwich and Medway Christ Church University which is known collectively as the Universities at Medway. The university moved onto the Medway campus in 2005 and consists of two sites: The Pembroke site in Gillingham, which was originally built as a naval base and The Historic Dockyard in Chatham, which is a former naval dockyard.
- 4.2.4. The student and staff numbers associated with the university at its Medway campus are set out in **Table 4-1**.

**Table 4-1 – Medway campus headcount**

Status	Headcount	Total
Full Time Staff <sup>1</sup>	181	260
Part Time Staff <sup>2</sup>	79	
Full Time Student <sup>3</sup>	1,436	2,042
Part Time Student <sup>4</sup>	606	

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

### 4.3 CAMPUS LOCATION

- 4.3.1. The Pembroke site in Gillingham and The Historic Dockyard in Chatham, both are approximately 1-1.5km north of the main town centres of Gillingham and Chatham. Gillingham and Chatham, along with Strood, Rochester and Rainham are referred to as the Medway towns which are situated around the estuary of the River Medway on the north Kent coast.

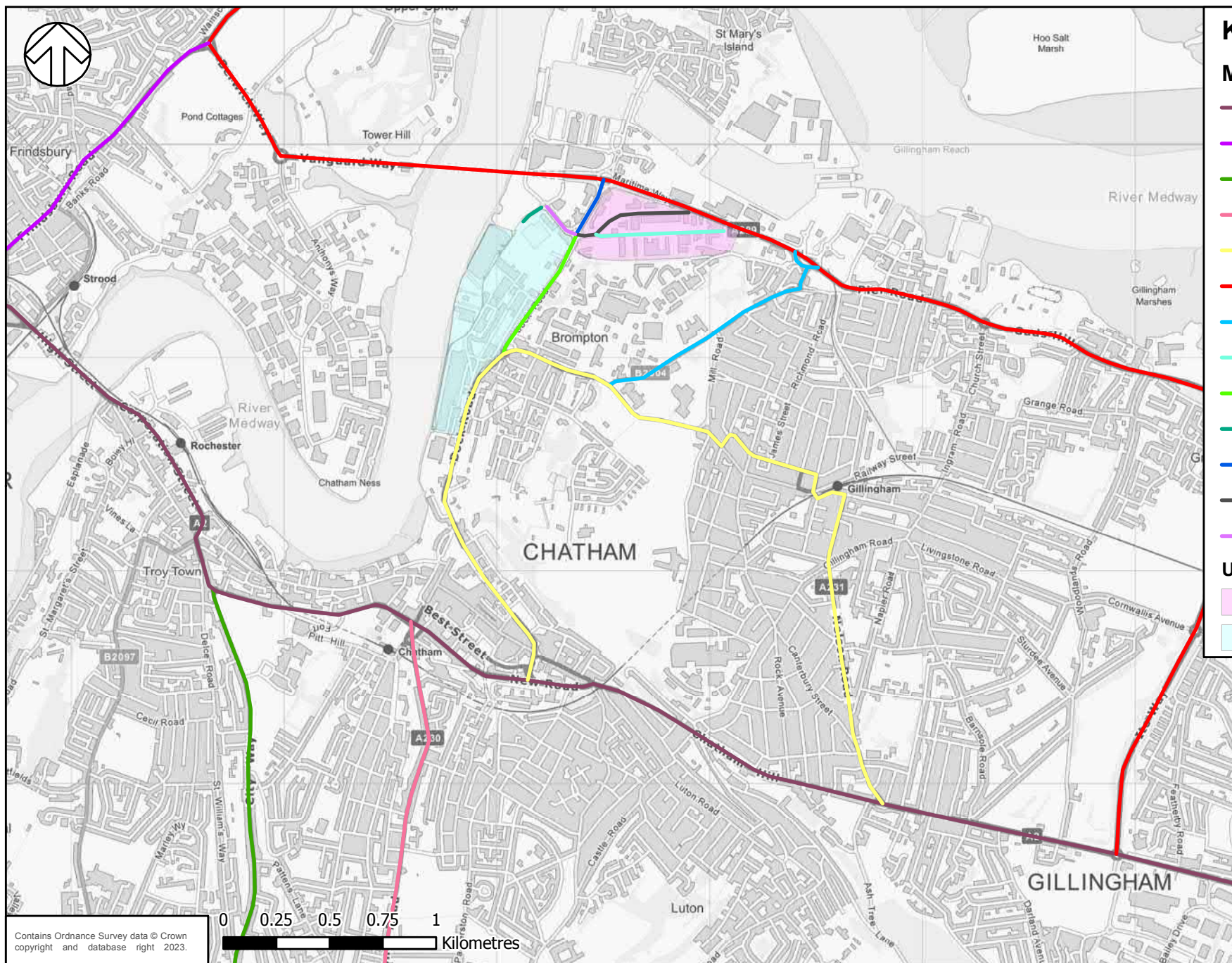
### 4.4 LOCAL HIGHWAY NETWORK

- 4.4.1. The Pembroke site is primarily accessed from the Maritime Way / Dock Road Roundabout, entering along Pembroke and then onto North Road which leads to the Drill Hall Library Car Parking area. Central Avenue is the main road leading to the UoK’s main teaching buildings: ‘Medway’, ‘Rochester’ and ‘Gillingham’, however there is restricted vehicle access to these buildings as well as the ‘Gillingham’ car park area, which is reserved for university staff only. The UoK’s staff can also access the campus via New Kent Road from Johnson Avenue and Purser Way.
- 4.4.2. The internal roads within the Pembroke site have a speed restriction of 20 mph, and some sections along North Road have a speed restriction of 5 mph. Central Avenue and Cumberland Road have a one-way system for vehicles.
- 4.4.3. The A231 adjoins the Dock Road from Chatham, and the A289 Pier Road adjoins Maritime Way, from the Medway Tunnel and Gillingham.
- 4.4.4. Access to the Historic Dockyard site is accessed from the Maritime Way / Dock Road Roundabout, entering along Western Avenue and Main Gate Road. Main Gate Road has a speed restriction of 10 mph on the student access route within the main gated complex.



4.4.5. The local highway network in proximity to the campus is presented in **Figure 4-2**.





### Key

#### Medway Road Network

- A2
- A228
- A229
- A230
- A231
- A289
- B2004
- Central Avenue
- Dock Road
- Main Gate Road
- Maritime Way
- North Road
- Western Avenue

#### UoK Site

- Pembroke
- The Historic Dockyard



TITLE:  
**MEDWAY CAMPUS  
 LOCAL HIGHWAY NETWORK**

FIGURE No:  
**FIGURE 4.2**

Contains Ordnance Survey data © Crown copyright and database right 2023.

## 4.5 HIGHWAY SAFETY

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

## 4.6 STUDENT POSTCODES

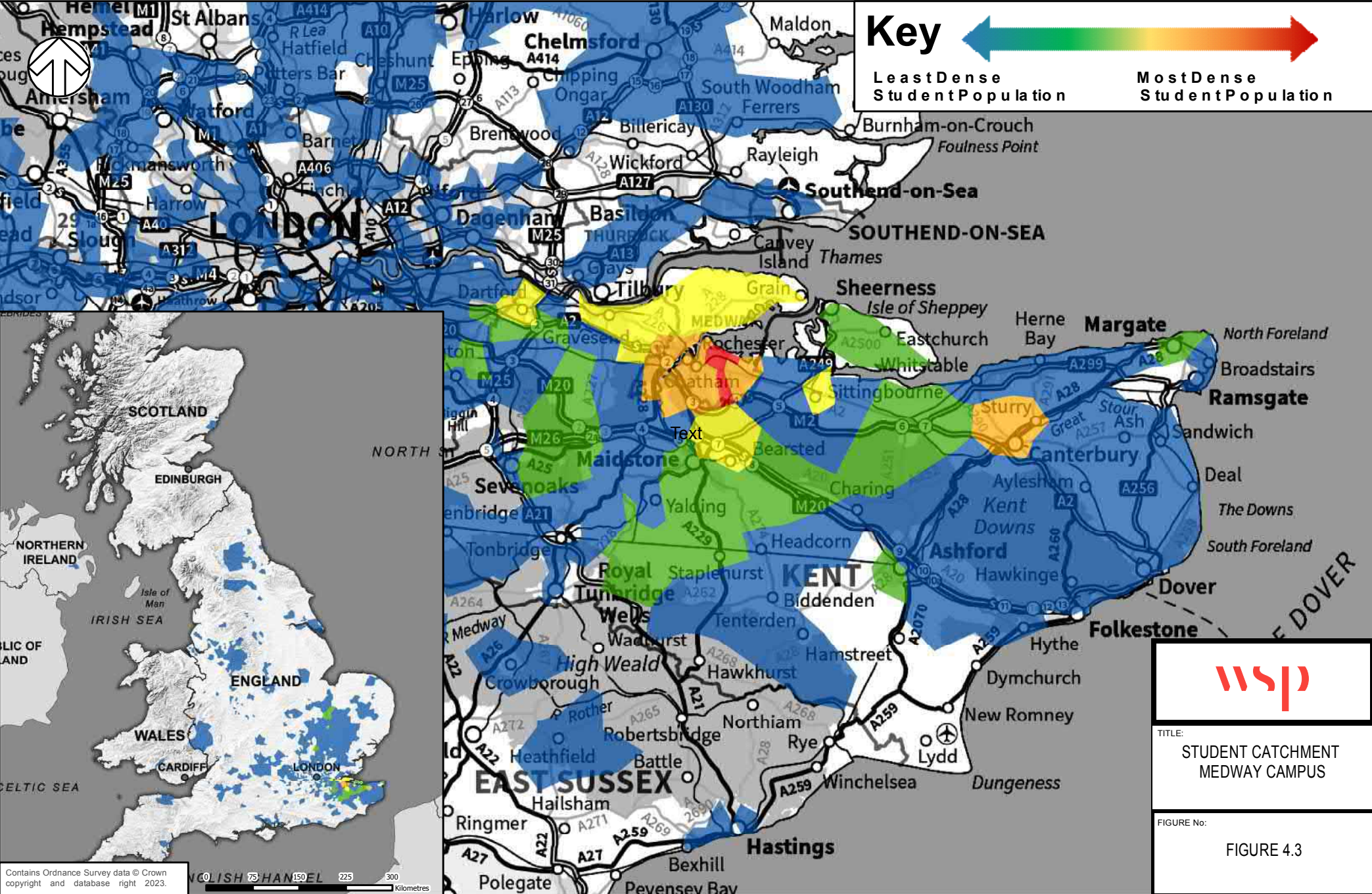
- 4.6.1. **Figure 4.3** shows the student catchment area for the Medway campus. This was created using student term-time postcode data. The campus has a wide catchment area covering the whole country, though the majority of the student population lives locally to the campus with more than 700 students living in a ME postcode<sup>1</sup>. This includes the population of students who live on the campus itself in student accommodation. Of these 700 students within a CT postcode, just under 213 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 4.14**.
- 4.6.2. 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.

## 4.7 STAFF CATCHMENT

- 4.7.1. **Figure 4-4** shows the staff catchment area for the Medway campus. This was created using staff postcode data. This shows that staff are concentrated in the south-east of England, with the majority living in Medway, Chatham, Rainham and Faversham. 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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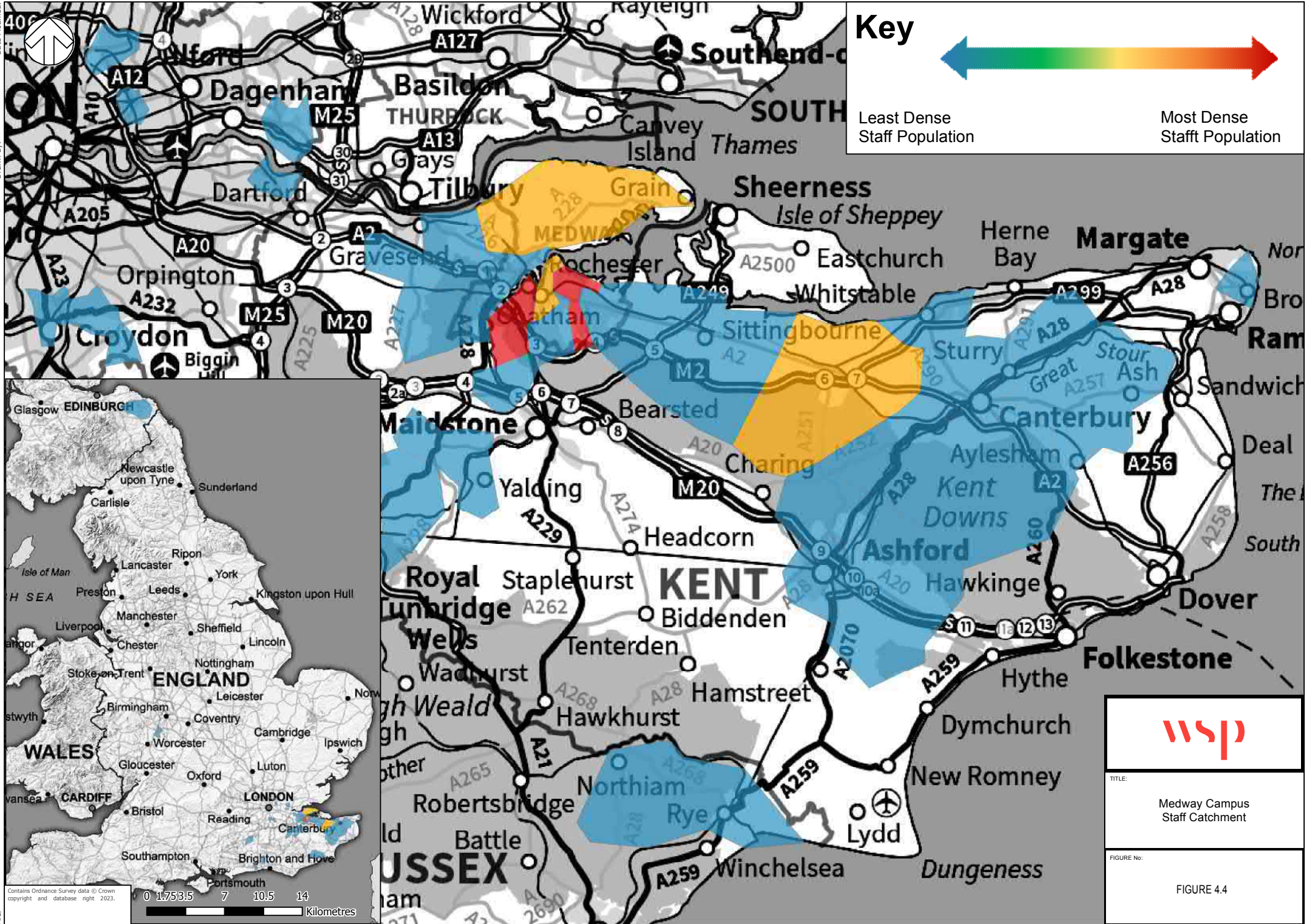
<sup>1</sup> 2021-2022 academic year data.



TITLE:  
**STUDENT CATCHMENT  
MEDWAY CAMPUS**

FIGURE NO:  
**FIGURE 4.3**

Date Modified:  
Drawn By:



## 4.9 LOCAL FACILITIES

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

4.9.2. The walking and cycling isochrones in **Figures 4-5 and 4-6** show the distance and time from the Drill Hall Library visually. These show that a vast area is accessible on foot and bicycle from the university campus, including Gillingham and Chatham train stations, which are 20 – 30 minute walk away and town centres, which are 12.5 – 25 minute walk away, respectively.

4.9.3. Based on the student postcode data, students reside all over the Medway area. However, the following areas are popular off-campus student living areas:

- Within 20-30 minute walking / 0-10 minute cycling distance:
  - Pier Quays Student Accommodation; and
  - North West Gillingham.

Approximately 5% of students live within 30 minute walking / 10 minute cycling distance of the university.

- More than 40 minute walking / 20 minute cycling distance:
  - Rochester;
  - Chatham town centre; and
  - Gillingham town centre.

Approximately 94% of students live more than 40 minute walking / 20 minute cycling distance of the university.

Figure 4-5 – Walking Isochrones

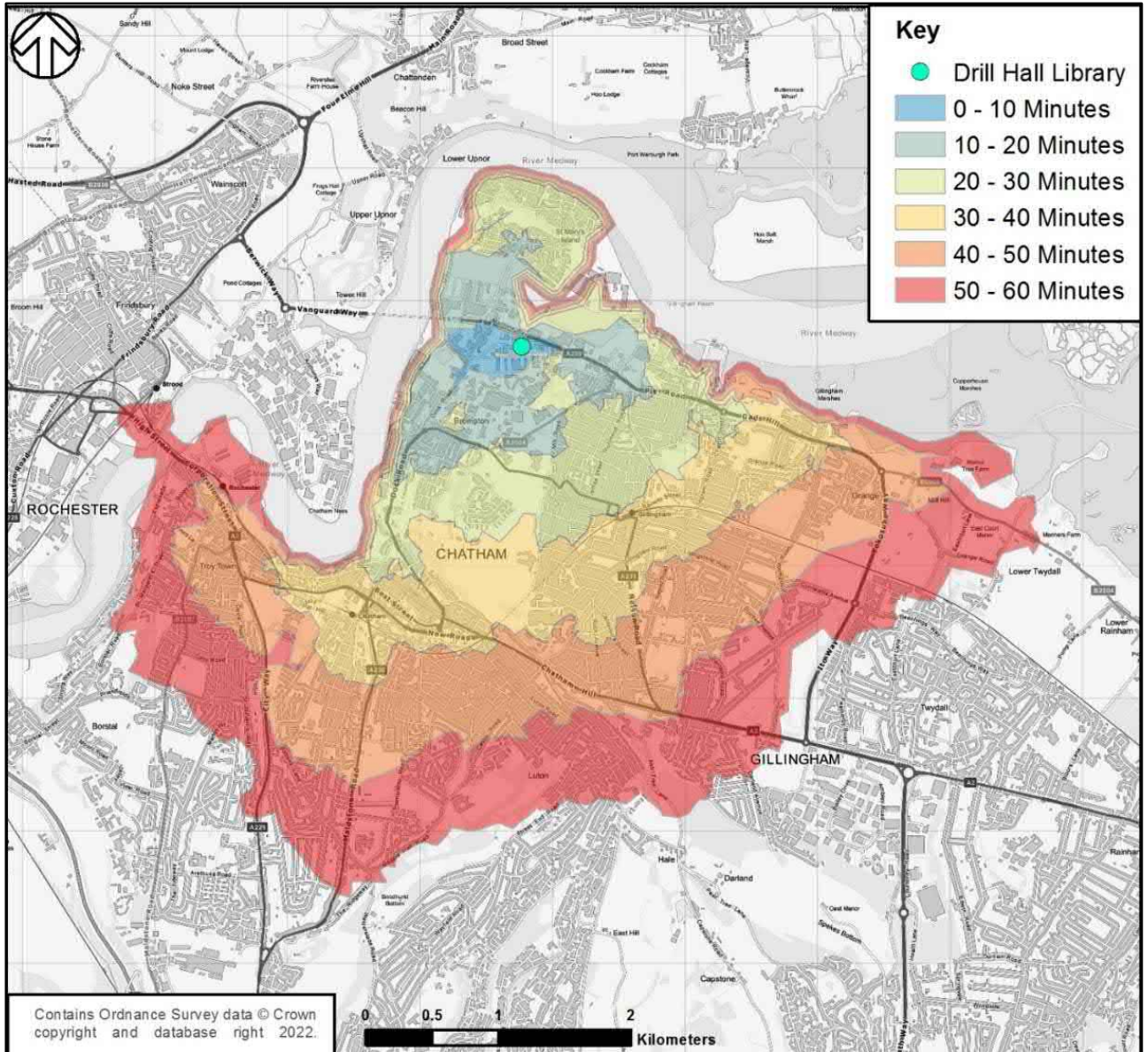
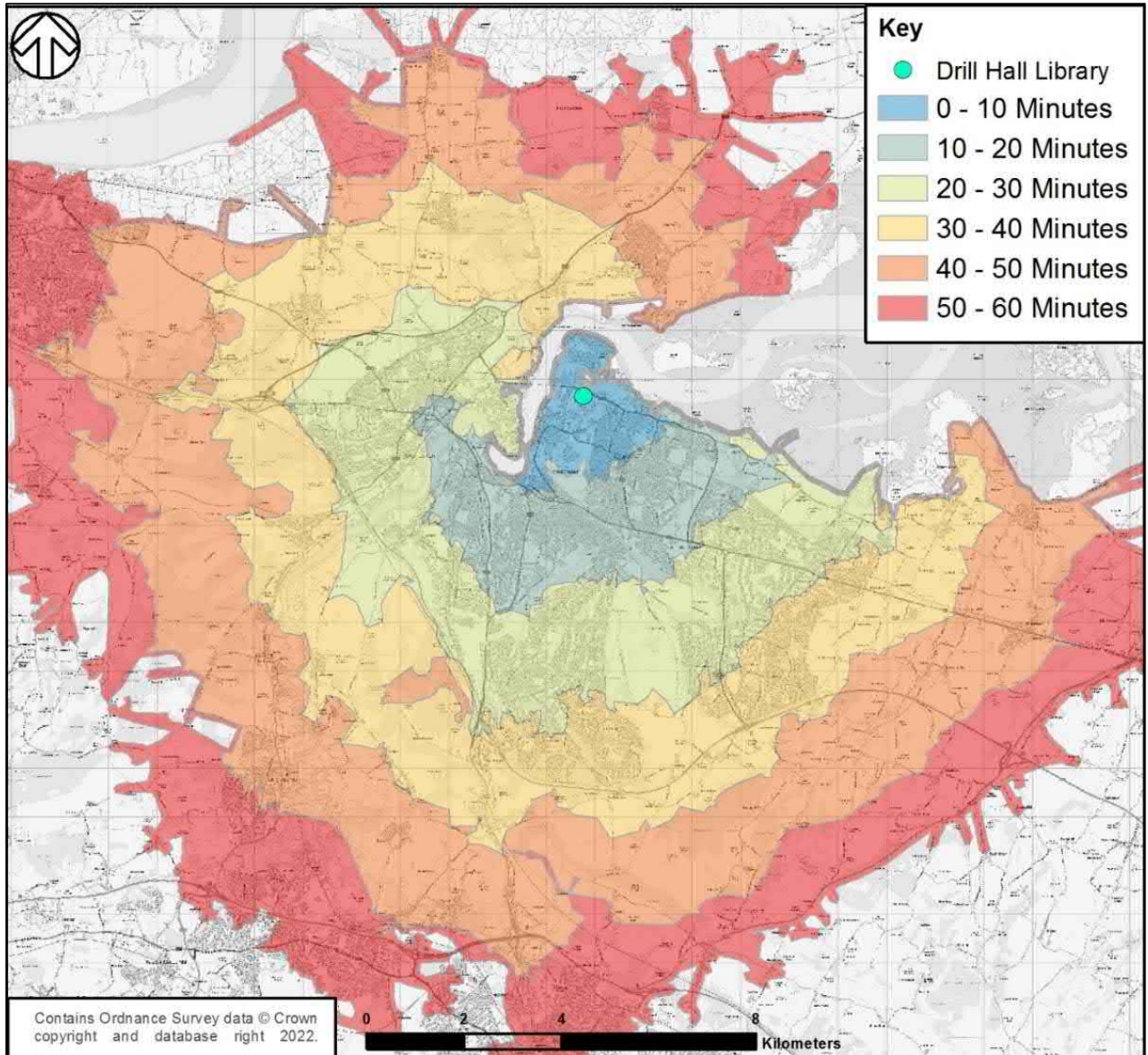


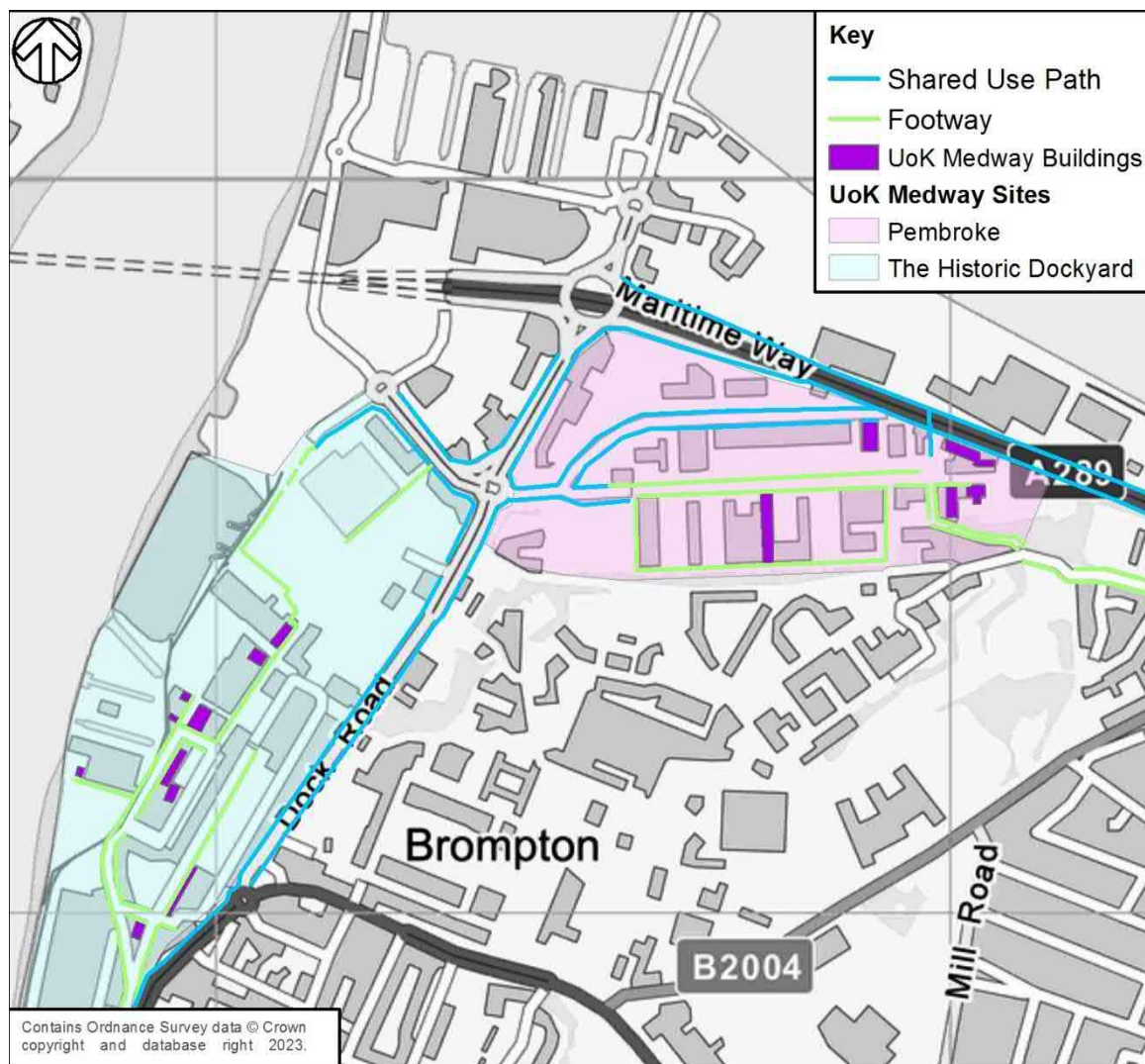
Figure 4-6 - Cycling Isochrones



## 4.10 PEDESTRIAN ACCESSIBILITY

- 4.10.1. There is an extensive network of footways in and around the Medway Campus. Pedestrians can enter the campus from the west via Pembroke and from the east via New Kent Road or from the walkway that connects Pier Road to Central Avenue. Pedestrian and cycling wayfinding signage are present outside of the Pembroke campus, with signs on both sides of the Dock Road signalled crossing.
- 4.10.2. No signage is provided to pedestrians and cyclists relating to the route to the Dockyard campus. There is a shared use path from the Dock Road to Western Avenue and continues along the southern side of Main Gate Road into the Historic Chatham Dockyard complex. A shared use path continues along Western Avenue on the western side. Access to the Historic Chatham Dockyard complex is also accessible from Western Avenue alongside the Travelodge Chatham Maritime (not signed) which connects to an internal footpath.
- 4.10.3. **Figure 4-7** presents the walking connectivity available in and around the campus.

**Figure 4-7 - Walking Connectivity**





**Figure 4-8 - Wayfinding and Pedestrian and Cycling Facilities on and around the Medway campus**



Signpost to Medway Campus on local road



Entrance to Medway Campus



Segregated cyclist and pedestrian facilities



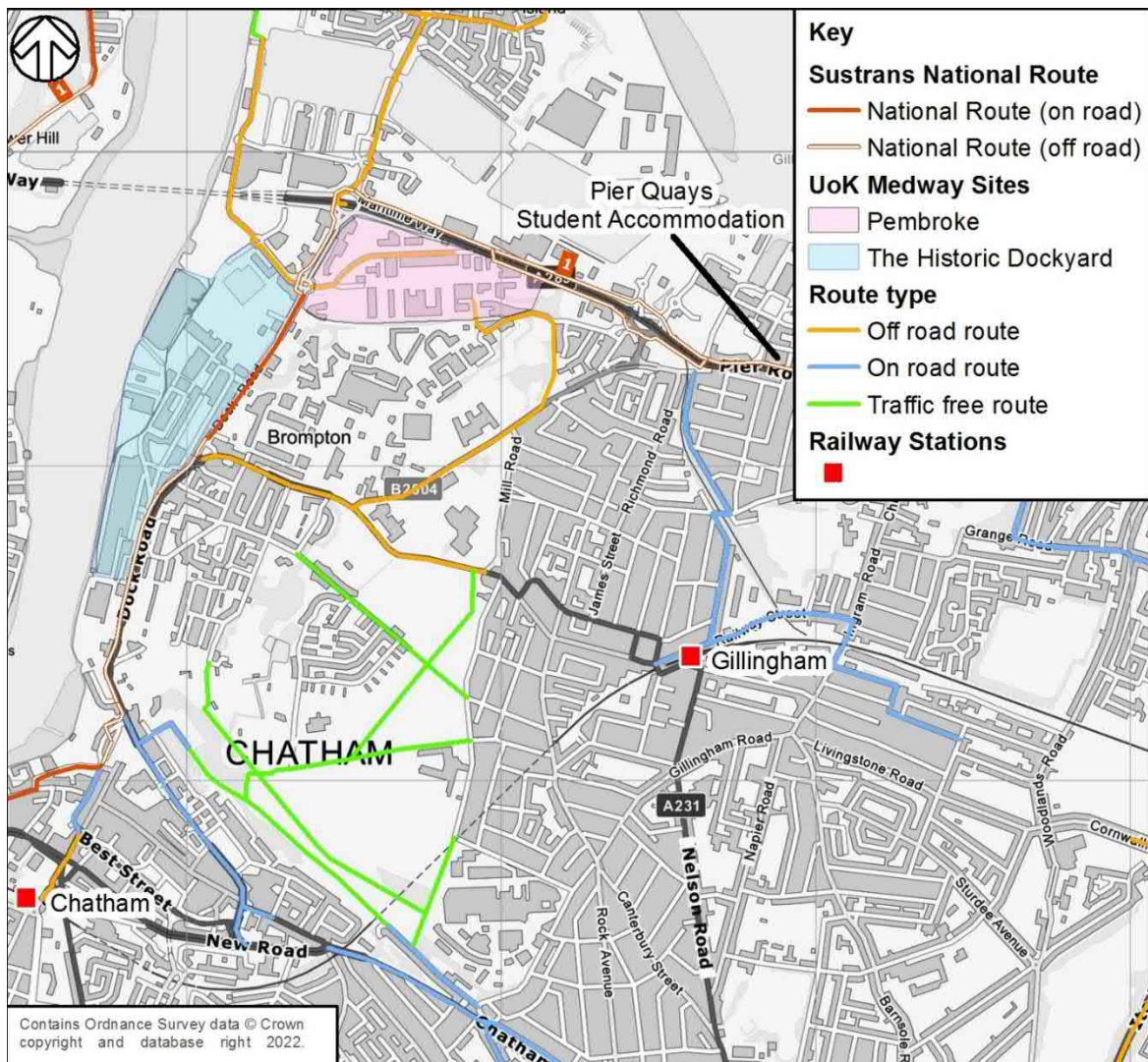
Pedestrian facilities and tactile paving

## 4.11 CYCLE ACCESSIBILITY

- 4.11.1. Sustrans National Cycling Route 1 extends from the south of England to north Scotland and is provided along the northern area of Gillingham along the A289, the A231 and the Dock Road connecting the A289 with the A231.

- 4.11.2. A section of the route is also provided off-road between the Dock Road / Wood Street roundabout down to Marlborough Road close to Medway Park Sports Centre. Sustrans National Cycling Route 17 is a signed route between Rochester and Ashford, which links up with Sustrans National Cycling Route 1.
- 4.11.3. An off-road shared-use path for pedestrians and cyclists is provided along Wood Street and continues along Prince Arthur Road. The route enters Lower Lines Park along Cumberland Road and adjoins Purser Way / Johnson Avenue to enter the University via New Kent Road.
- 4.11.4. **Figure 4-9** presents the cycle connectivity available in and around the Medway campus and connectivity to the local train stations and student accommodation. A wider context plan of cycle routes across the Medway borough is presented in **Appendix D**.

**Figure 4-9 - Cycling Connectivity**





## 4.12 EXISTING BUS SERVICES

- 4.12.1. Two bus routes serve the Medway campus: the no1 (Gillingham The Strand to Chatham Railway Station) and the no116 (Chatham Waterfront Bus Station to Hempstead Post Office) provided by Arriva. Both these routes stop within the Pembroke along New Kent Road, Central Avenue and Cumberland Road. Both these routes provide a good service to the local area. The Arriva no1 also stops along Pier Road, close to Pier Quays Student Accommodation. Pier Road also has a number of bus routes that serve Gillingham town centre and the nearby Asda supermarket.
- 4.12.2. Bus routes along the A231 Dock Road, from Chatham, can be accessed at bus stops approximately 75 - 125 metres from the Pembroke site entrance and approximately 400 metres from the Historic Dockyard site.
- 4.12.3. **Table 4-2** summarises the services available from these stops as of October 2022.

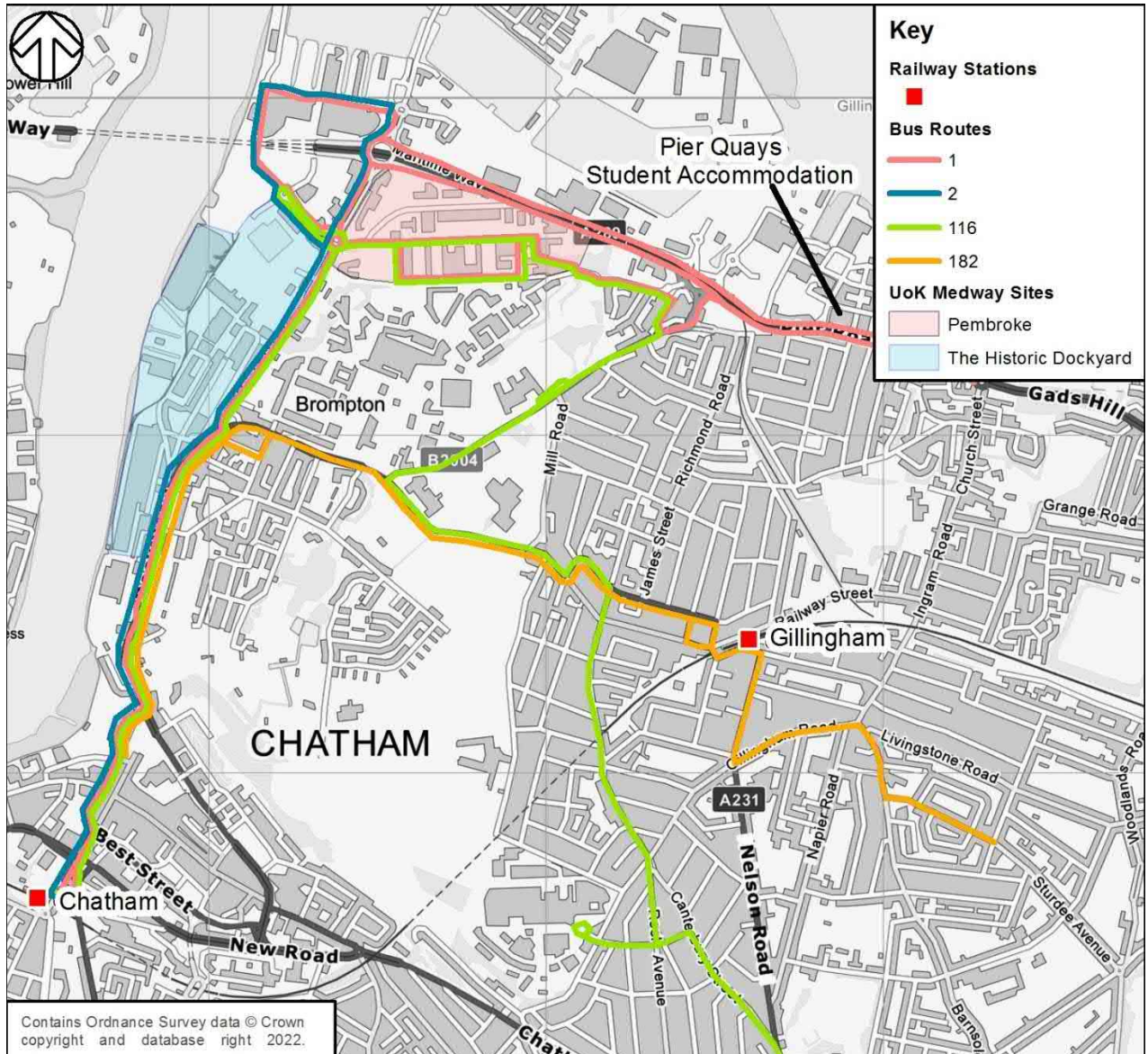
**Table 4-2 – Bus Services – On Campus**

Service	Key Stops	Day	First Bus arriving to campus	Last Bus departing campus	Approx. Freq
1	Gillingham The Strand Asda	Mon - Fri (not Public Holidays)	07:50	19:54	Twice an hour
	Pembroke Campus	Sat	08:38	18 :48	Twice an hour
	Maritime Dockside Outlet	Sun	10:57	17:03	Twice an hour

	Waterfront Bus Station Chatham Railway Station				
116	Hempstead Valley Shopping Centre	Mon-Fri (not Public Holidays)	07:44	18 :24	Twice an hour
	Wigmore Parkwood Rainham Gillingham Chatham	Sat	07:49	16 :49	Twice an hour

4.12.4. **Figure 4-10** presents bus routes on campus and the surrounding roads and connectivity to the local train stations and student accommodation. A wider context plan of bus services across the Medway borough is presented in **Appendix E**.

Figure 4-10 - Bus Routes



4.12.5. The costs of discounted Arriva bus tickets (from 1 December 2022) for students and staff are presented in **Table 4-3 and 4-4.**

**Table 4-3 – Student Bus Costs**

Duration	Cost
Academic Year	£189 (public price £890)
4 weekly	£39 (public price £100)
Weekly	£14.50 (public price £31)

**Table 4-4 – Staff Bus Costs**

<b>Duration</b>	<b>Cost</b>
Academic Year	£378 (public price £1,050)
4 weekly	£50.50 (public price £108)
Weekly	£21.50 (public price £32)

4.12.6. Students can also buy single tickets at a discounted rate by showing a valid student ID when boarding on routes 1, 2, 100, 101, 121 and 182.

### **CAMPUS SHUTTLE**

4.12.7. 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.

4.12.8. 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 F** for the full timetable.

### **COACH TRAVEL**

4.12.9. Coach travel by National Express is provided, Route 260 from Stansted Airport to University of Kent Medway Campus which stops at Dock Road (Chatham Maritime) and Route 007 from Dover to London (Victoria Coach Station) which stops at Gillingham - Hempstead Valley. This connects with the Arriva 116 which goes directly to both Pembroke and Dockyard campuses. **Table 4-5** presents these services.

**Table 4-5 – Coach Services**

Provider	Service	Destination	Frequency
National Express	260	Stanstead Airport – University of Kent (Medway)	Approx 5 services daily
National Express	007	London – Dover Town Centre	Approx 4 services daily

## 4.13 EXISTING RAIL SERVICES

- 4.13.1. The closest railway station to the campus is Gillingham which is approximately 1.5km to the south-east followed by Chatham, it is approximately 2.4m away, to the south-west. The railway stations are a 20- and 30-minute walk, or a 06- and 10- minute cycle journey time respectively. Or both are a short bus journey. South Eastern Railway operate two main services: London to the Medway Towns, Sittingbourne, Sheerness, Faversham, Ramsgate, Medway East and Dover and London to Dartford and the Medway Towns via Woolwich.
- 4.13.2. The average journey times to and from Gillingham and Chatham stations to various destinations are set out in **Table 4-6** (as of October 2022).

**Table 4-6 – Rail Services**

Destination	Average Journey Time to / from Gillingham Station	Average Journey Time to / from Chatham Station	Frequency
Rochester	7 minutes	3 minutes	6 – 8 an hour at peak times
Sittingbourne	14 minutes	18 minutes	6 an hour at peak times
Faversham	22 minutes	27 minutes	4 an hour at peak times
Herne Bay	45 minutes	50 minutes	4 an hour at peak times
Margate	60 minutes	65 minutes	3 an hour at peak times
Ramsgate	75 minutes	80 minutes	4 an hour at peak times
Dover Priory	75 minutes	80 minutes	2 an hour at peak times
Gravesend	22 minutes	18 minutes	3 – 4 an hour at peak times
Dartford	38 minutes	33 minutes	3 – 4 an hour at peak times

London St Pancras International	45 – 90 minutes	40 – 90 minutes	4 an hour at peak times
London Victoria	48 – 65 minutes	44 – 60 minutes	4 an hour at peak times
London Bridge	80 minutes	75 minutes	4 an hour at peak times

## 4.14 CAR PARKING

- 4.14.1. Car parking at the Medway campus is managed via a virtual parking permit system. There are strict eligibility criteria for students to obtain a parking permit. If students hold a Government Blue Badge or have a term-time address outside the exclusion zones, then they are eligible to apply.
- 4.14.2. The exclusion zones for the Medway campus are displayed in **Figure 4-11**.
- 4.14.3. The number of permits issued are based on the number of parking spaces at the university, all eligible applicants are granted virtual permits. Similarly, all staff who apply for a permit will be granted one, with no exclusion zones. Students can park in blue zone car parks only. Staff can park in either pink or blue zone car parks. **Figure 4-12** shows the location of all blue and pink zone car parks.
- 4.14.4. The Mast Pond car park is unregulated and is part of a lease agreement with the Historic Dockyard. It is not managed by the university, but all Medway permits are able to use this car park.



Figure 4-11 - Parking Permit Postcode Exclusion Zones

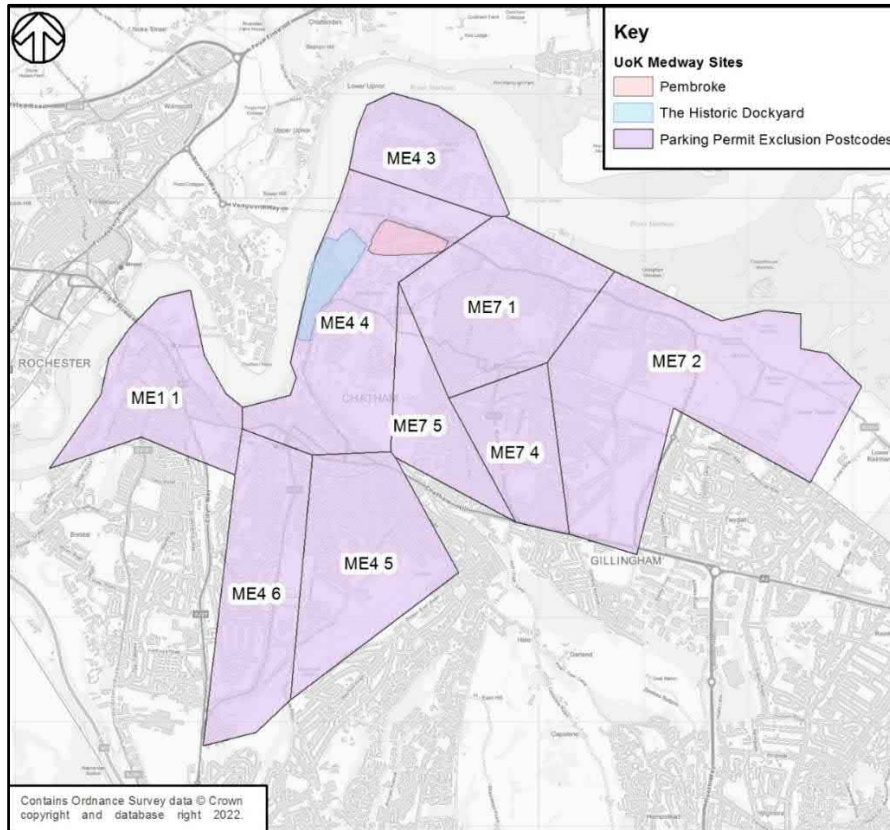
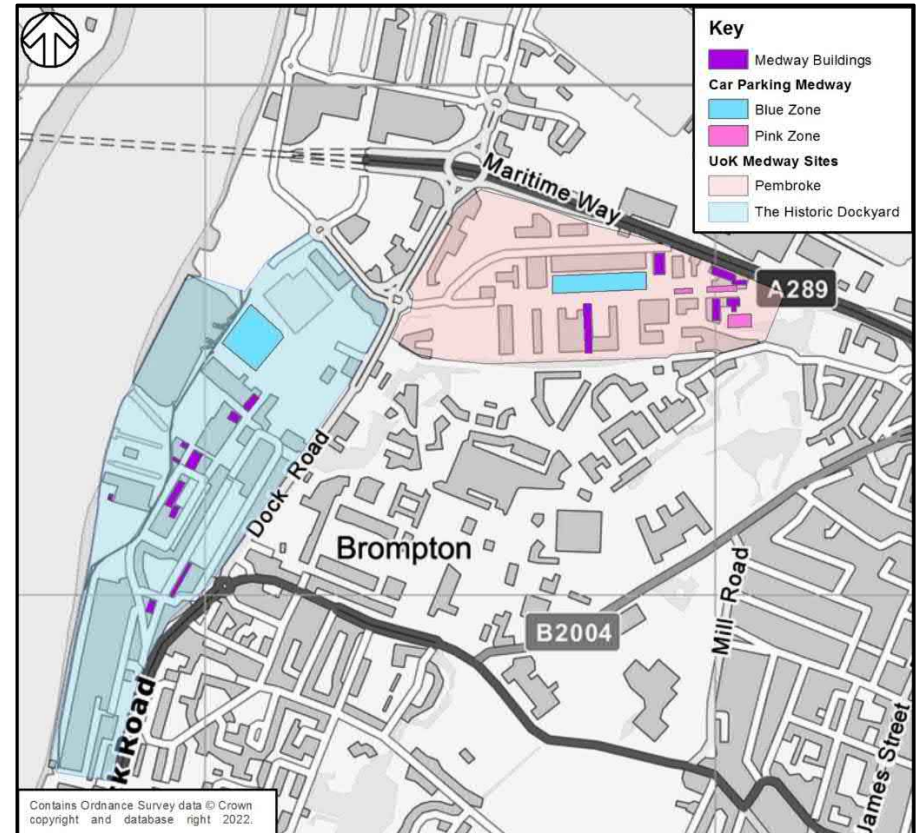


Figure 4-12 - Blue and Pink Zone Car Parks



4.14.5. Parking is offered on a first come – first served basis, with no guarantee of getting a space. There are 424 spaces available at the Medway campus. The breakdown of these spaces is available in **Table 4-7**.

**Table 4-7 – Parking capacity on the Medway campus**

Parking Space Type	Number of Spaces			
	Pink Zone		Blue Zone	
Site	Pembroke	Historic Dockyard	Pembroke	Historic Dockyard
Reserved Bays	9	0	0	0
Accessible Bays	9	0	6	0
Service / Loading Bays	0	0	1	0
Car Share Bays	0	0	0	0
Regular Bays	49	28	210	112
Motorcycle Bays	0	0	0	0
Total	67	28	217	112

4.14.6. Costs for student and staff permits are summarised in **Tables 4-8 and 4-9**. Staff are charged according to their gross salary each month. Pay-as-you-go permits are bought 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.

**Table 4-8 – 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

4.14.7. 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.

**Table 4-9 – Student Permit Prices 2022 / 2023**

Type	Duration	Charge
Season Permit	Academic Year	£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

4.14.8. The cost of parking for students is cheaper if they sign up to 12 months of parking, either by permit or pay as you go. This perhaps encourages students to commitment to parking for longer periods of time. 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 Medway.

## 4.15 UNIVERSITY OF KENT SITE VISIT – SEPTEMBER 2022

4.15.1. WSP undertook a site visit to the Medway Campus on Tuesday 20th and Wednesday 21st September 2022. The purpose of the site visit was to make observations of the existing travel



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 took place during Freshers Week, before teaching had started on campus, but there were students onsite.

- 4.15.2. This section will highlight key observations made during the site visit, relating to different methods of travel at the Medway campus. This section is available in **Appendix G**.

## 5 TRAVEL SURVEY INSIGHT

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### 5.1 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 31<sup>st</sup> October and 15<sup>th</sup> November; however the deadline was extended until the 21<sup>st</sup> 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 main webpage and the [transport news and advice page](#).
- 5.1.3. A pack of example marketing materials can be viewed in **Appendix I**.
- 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 results can be viewed in **Appendix J (Staff) and K (Students)**.

### SURVEY RESULTS

#### Respondent Rates and Demographics

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

**Table 5-1 – Survey Response**

Respondents		Number	Total	Response Rate*
Staff	Full Time	53	73	92%
	Part Time	20		
Student	Full Time	16	18	<1%
	Part Time	2		
Total			91	4%

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

5.1.7. Other demographics of the staff survey respondents include:

- Term time address:
  - 71% of staff live in Medway, Maidstone, Faversham and Isle of Sheppey; and
  - 5% of staff live in Medway;
  - Staff survey respondent postcodes are presented in **Figure 5-1**.
- Disability:
  - 4% of staff respondents selected that they have a disability that affects the way in which they travel to, from or around the campus; and
  - Of this 4%, 67% thought that accessibility around the campus is either partly sufficient or not sufficient for their needs.

5.1.8. Other demographics of the student survey respondents include:

- Term time address:
  - 22% live within the ME7 postcode which includes Pier Quay student accommodation; and
  - 83% live off campus, with 17% of this total living in Medway;
  - Student survey respondent postcodes are presented in **Figure 5-2**.
- Disability:
  - 0% of student respondents selected that they have a disability that affects the way in which they travel to, from or around the campus.

5.1.9. The response rate for the Medway campus students survey was very low, meaning that it is not a statistically accurate representation of the travel behaviours of those travelling to and from the university. The very 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 28% of students said that they have learning and meetings online either four or five days a week. Nearly 29% of staff said they work from home 2 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.

**Figure 5-1 – Survey - Staff Postcodes**

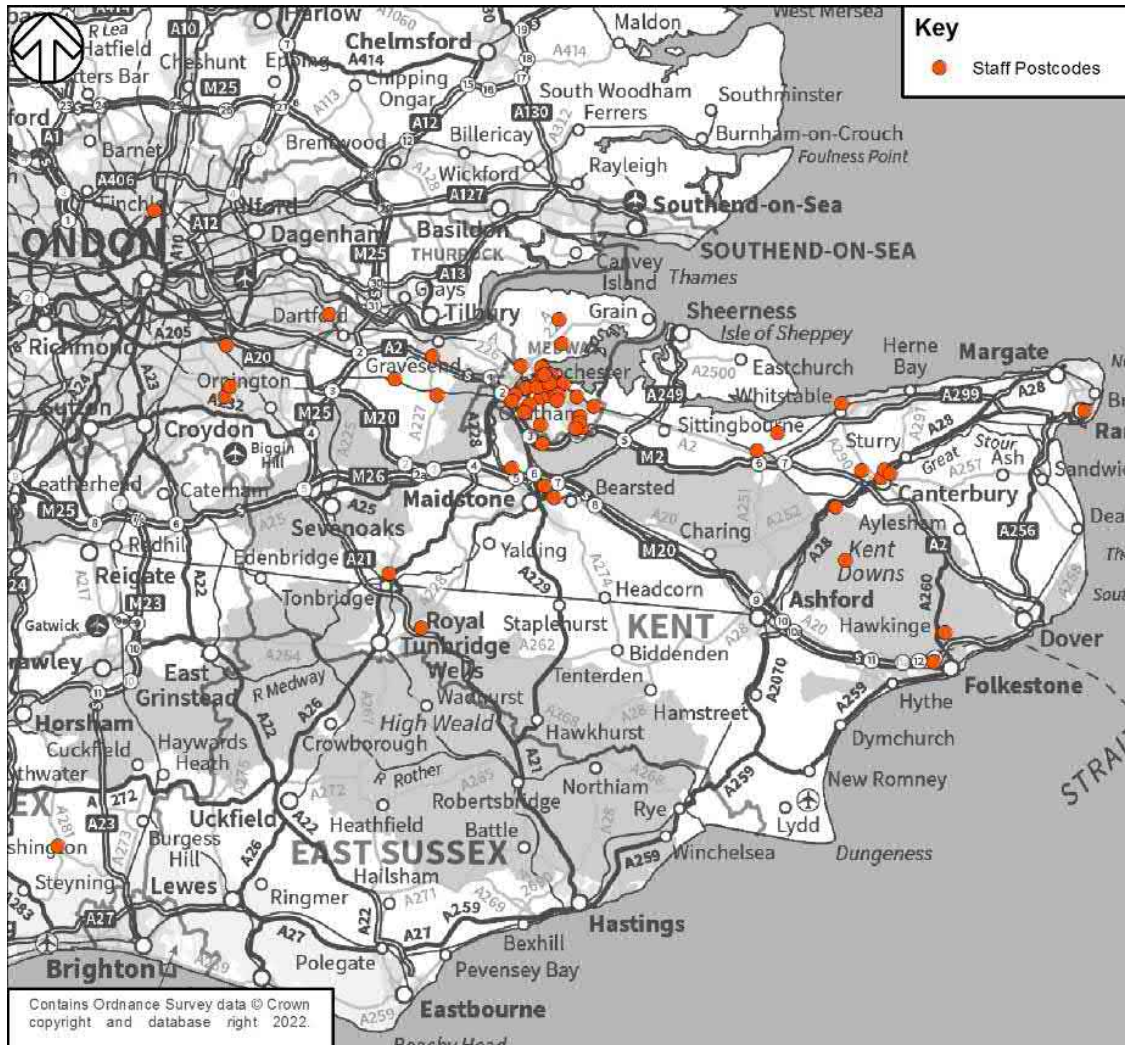
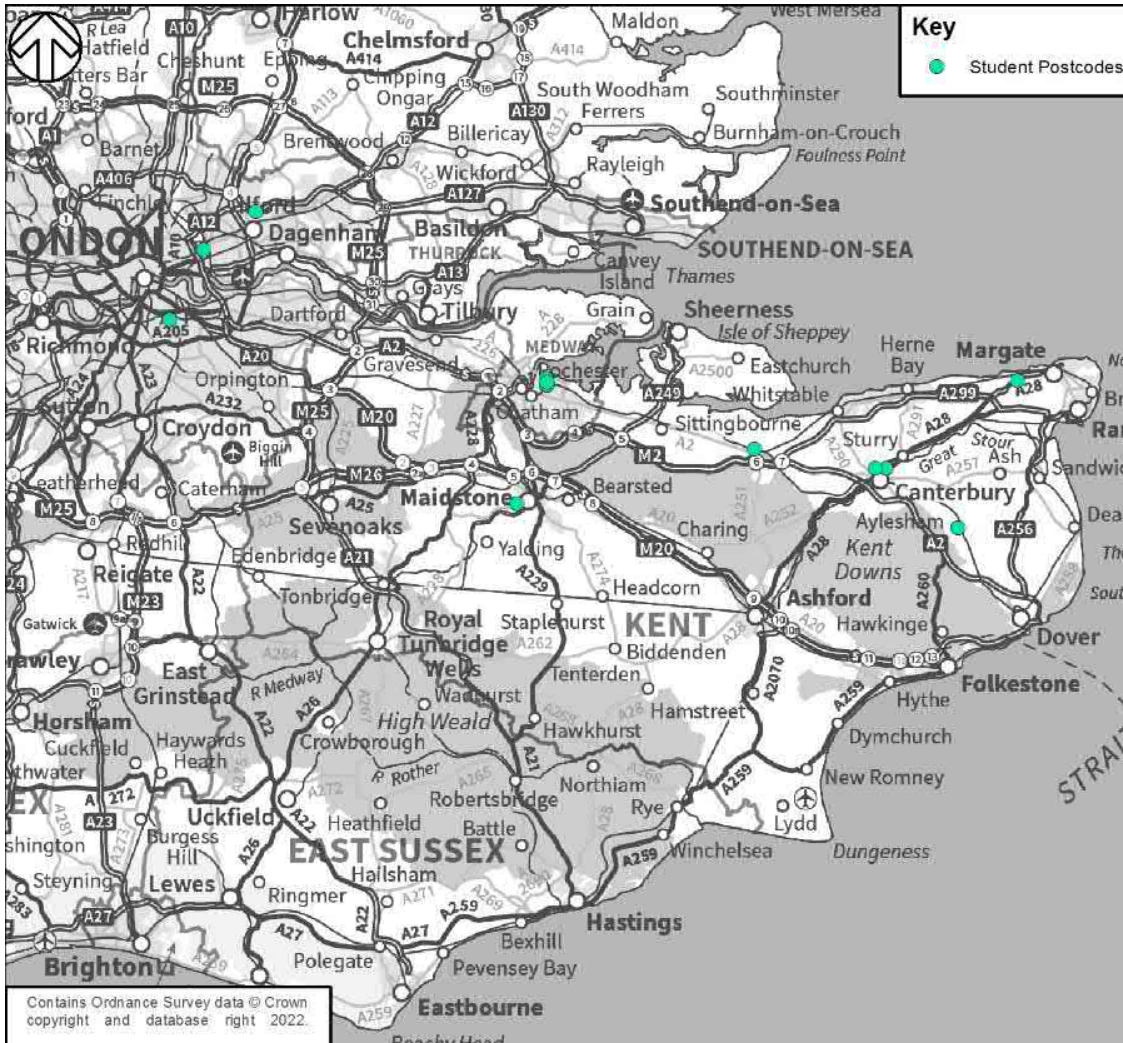


Figure 5-2 – Survey - Student Postcodes

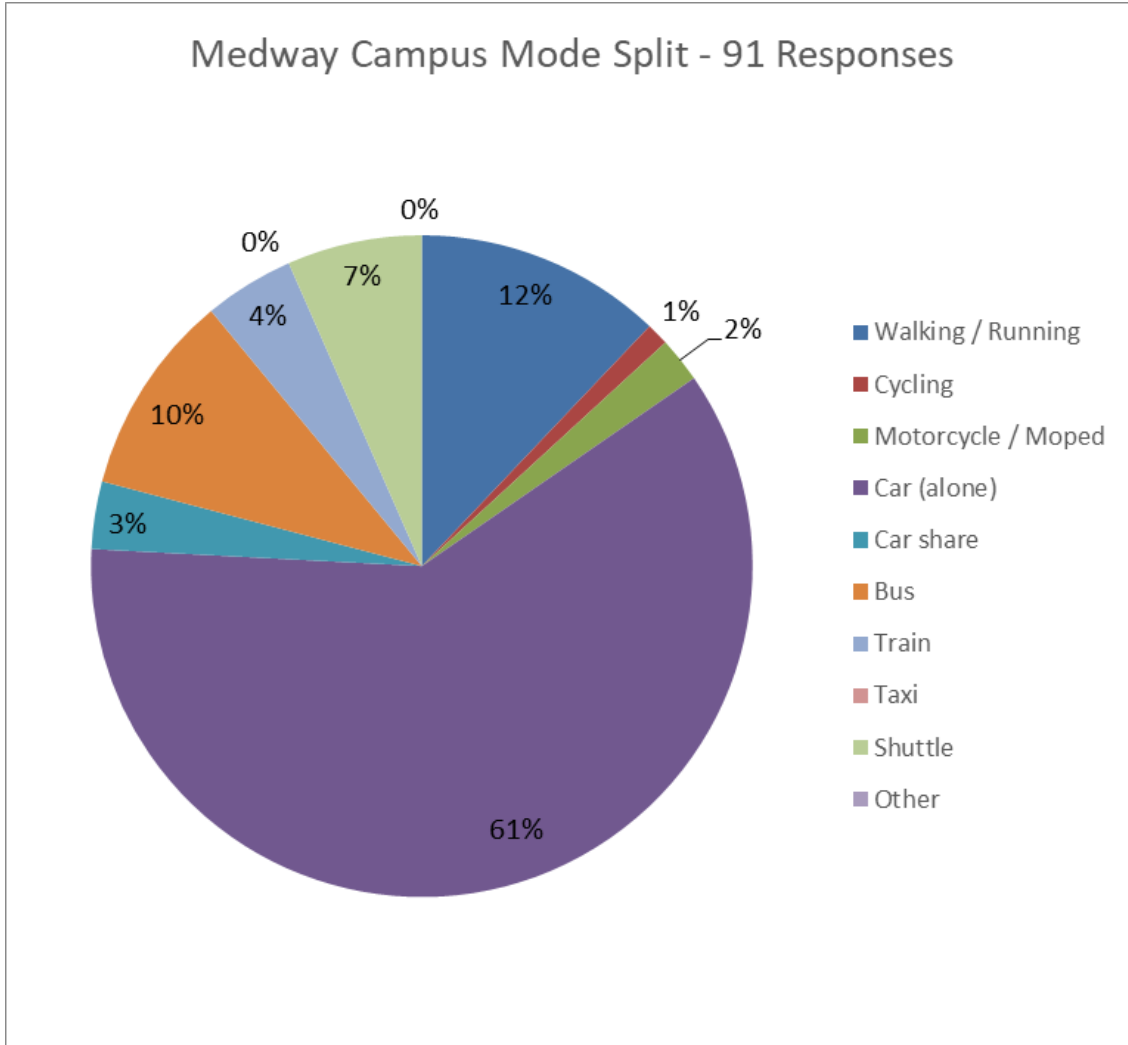




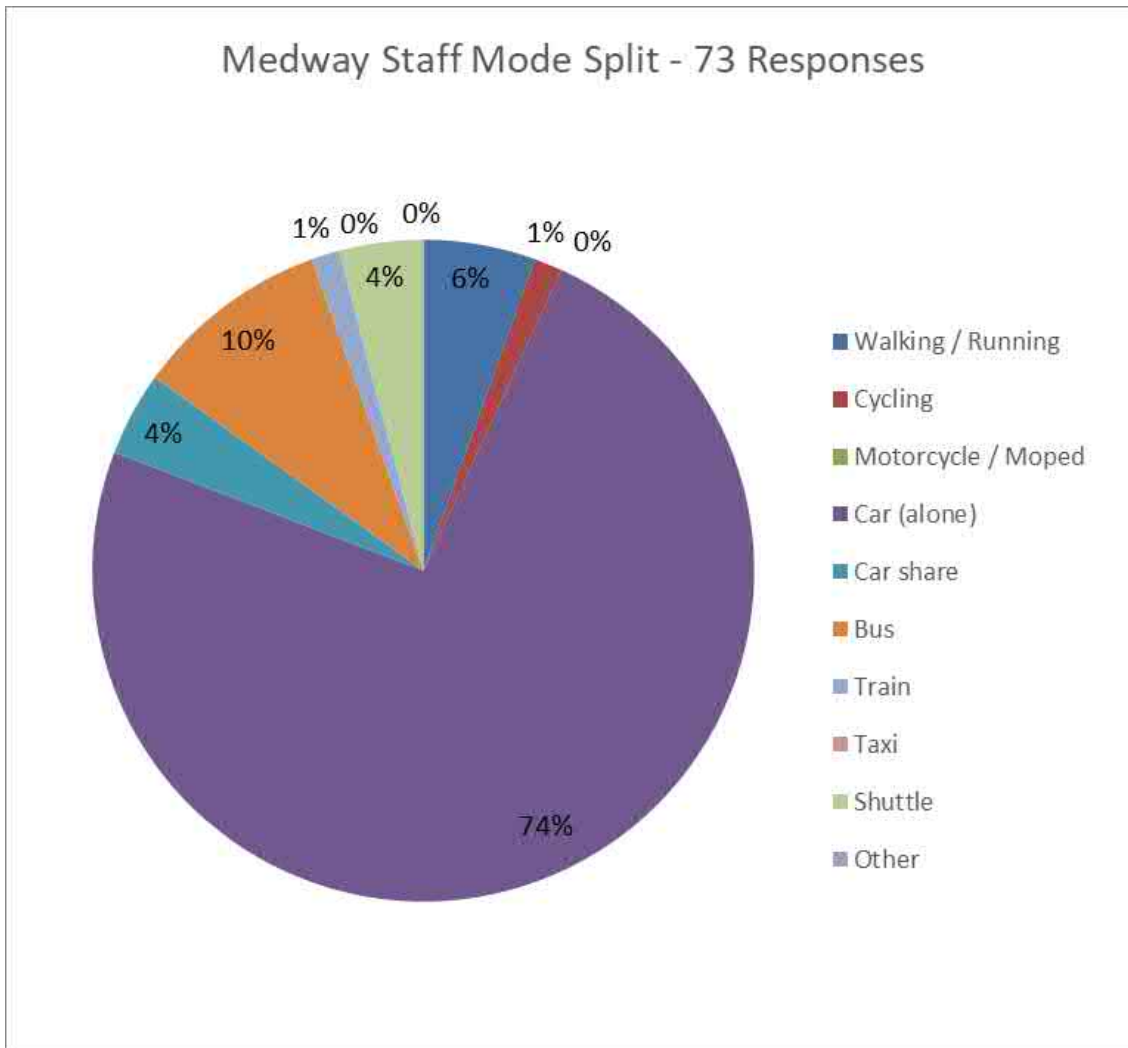
## 5.2 MODAL SPLIT

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

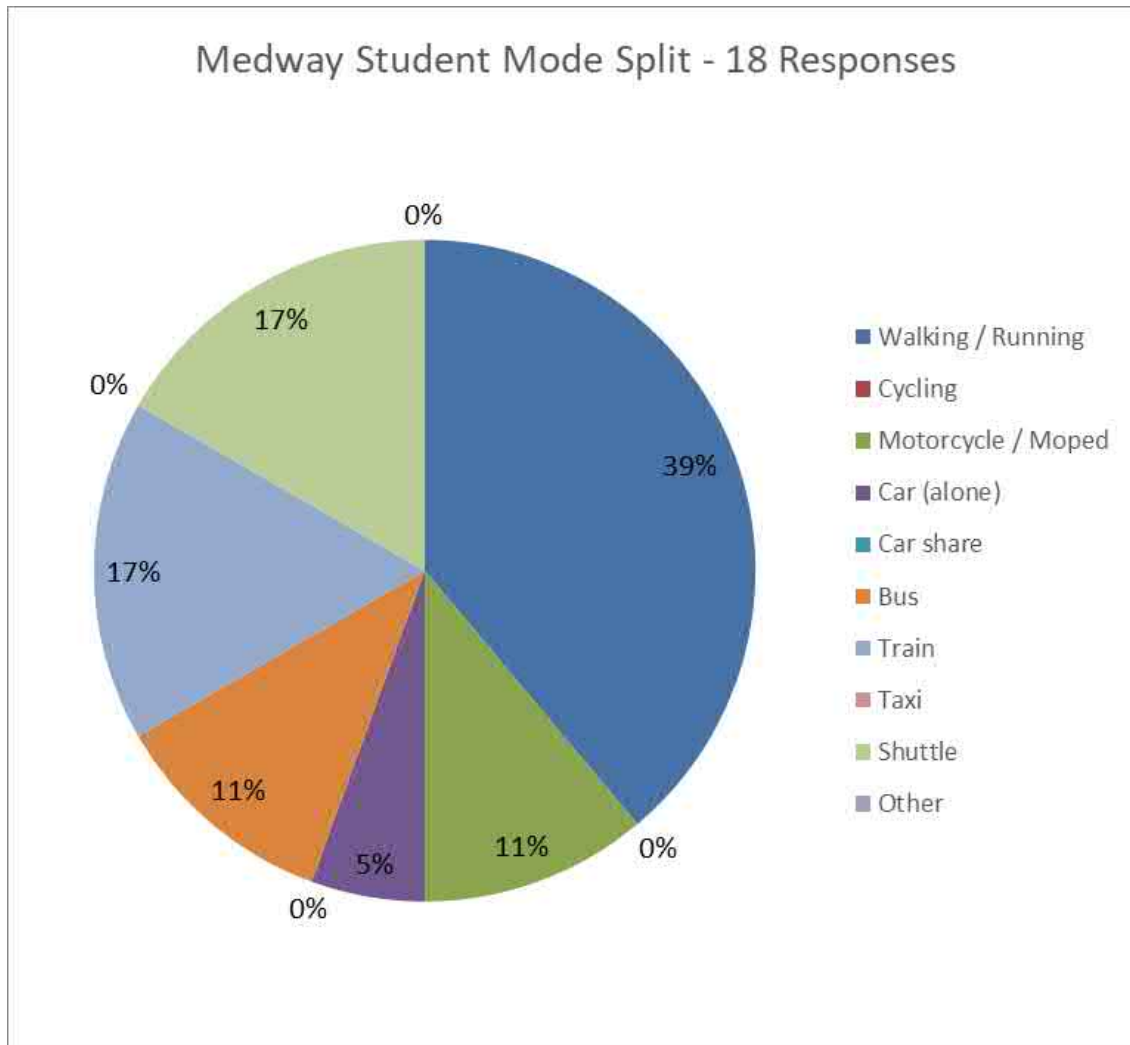
**Figure 5-3 - Combined Staff and Student Transport Modes – 91 Responses**



**Figure 5-4 - Staff Mode Split - 73 Responses**



**Figure 5-5 - Student Mode Split - 18 Responses**



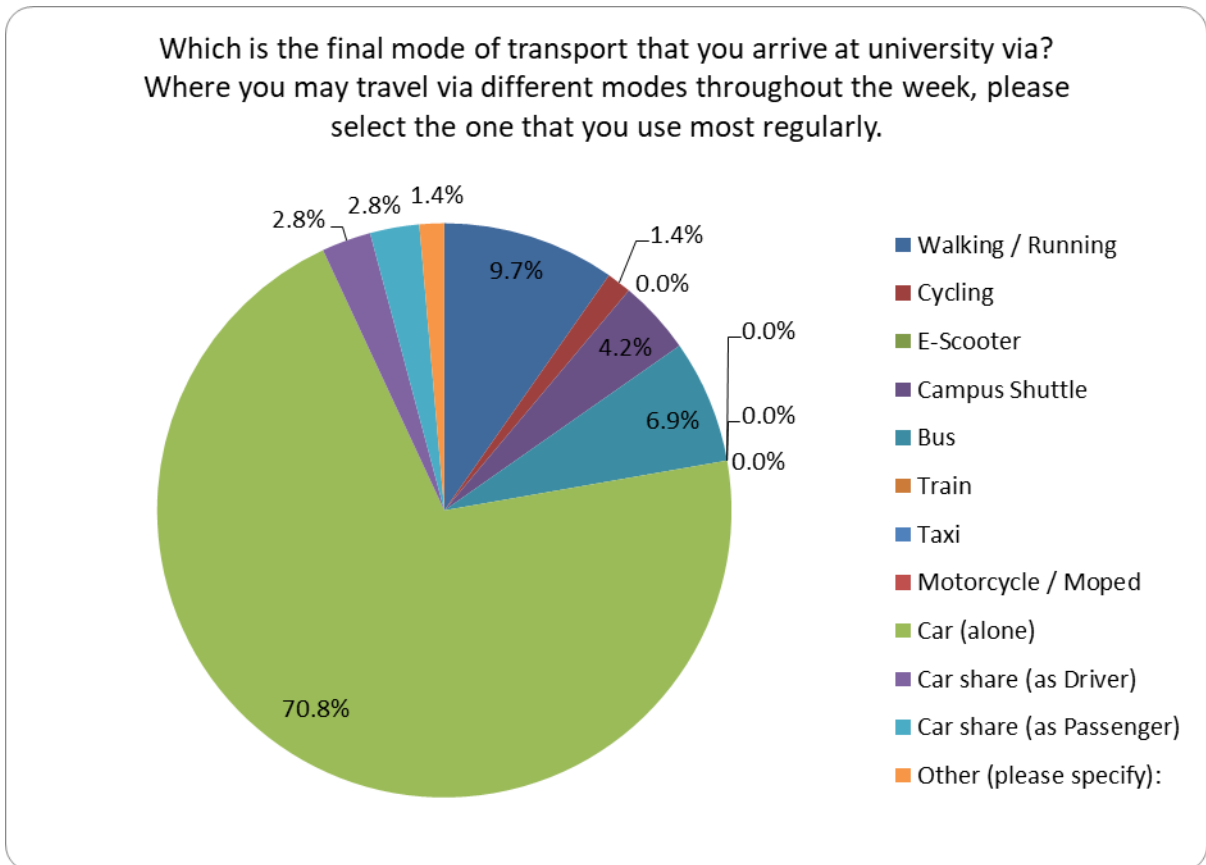
- 5.2.1. As a campus, the mode split is weighted quite heavily to single occupancy vehicle journeys, with 60% of respondents saying that driving alone is commonly majority of their commute. The second largest method of transport is walking / running at 12%, with travel by bus coming in the third most popular at 10%. A very low proportion of students and staff combined responded saying they travel via e-scooter, taxi, or motorcycle.
- 5.2.2. The results also indicate that students are more likely to travel to university via sustainable modes than staff. 39% of students walk / run for their commute, which is a high proportion, in comparison to 6% single occupancy car journey. This could be attributed to lower levels of car ownership or permit eligibility amongst students as 74% of staff drive to work on their own. However, 4% of staff car share either as a driver or passenger. A similar percentage of students (11%) get the bus in comparison to staff (10%).
- 5.2.3. The campus shuttle between Medway and Canterbury campus attributes to 17% of student respondents using this mode for their commute, although all student respondents stated that their

course was mainly assigned to Medway. This could be attributed to students living near Medway and using the shuttle to undertake their course in Canterbury.

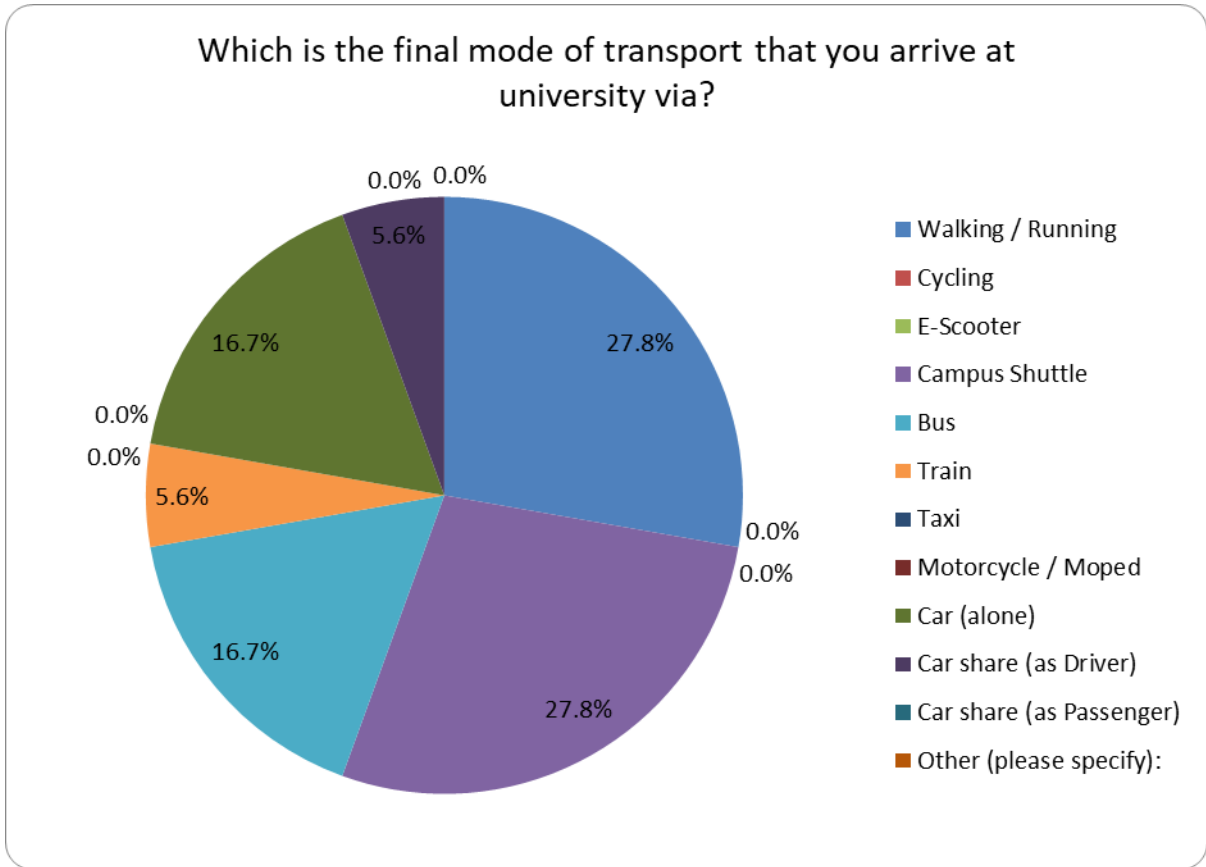
5.2.4. As the above question asked about all modes of transport that staff and students use to travel to and from campus, another question was asked to find out what their final mode of transport was when arriving at the university. This was to establish what end mode infrastructure was necessary.

5.2.5. **Figures 5-6 and 5-7** show the results from this question.

**Figure 5-6 - Staff Responses - Final Mode of Transport – 72 Responses**



**Figure 5-7 - Student Responses - Final Mode of Transport – 18 Responses**

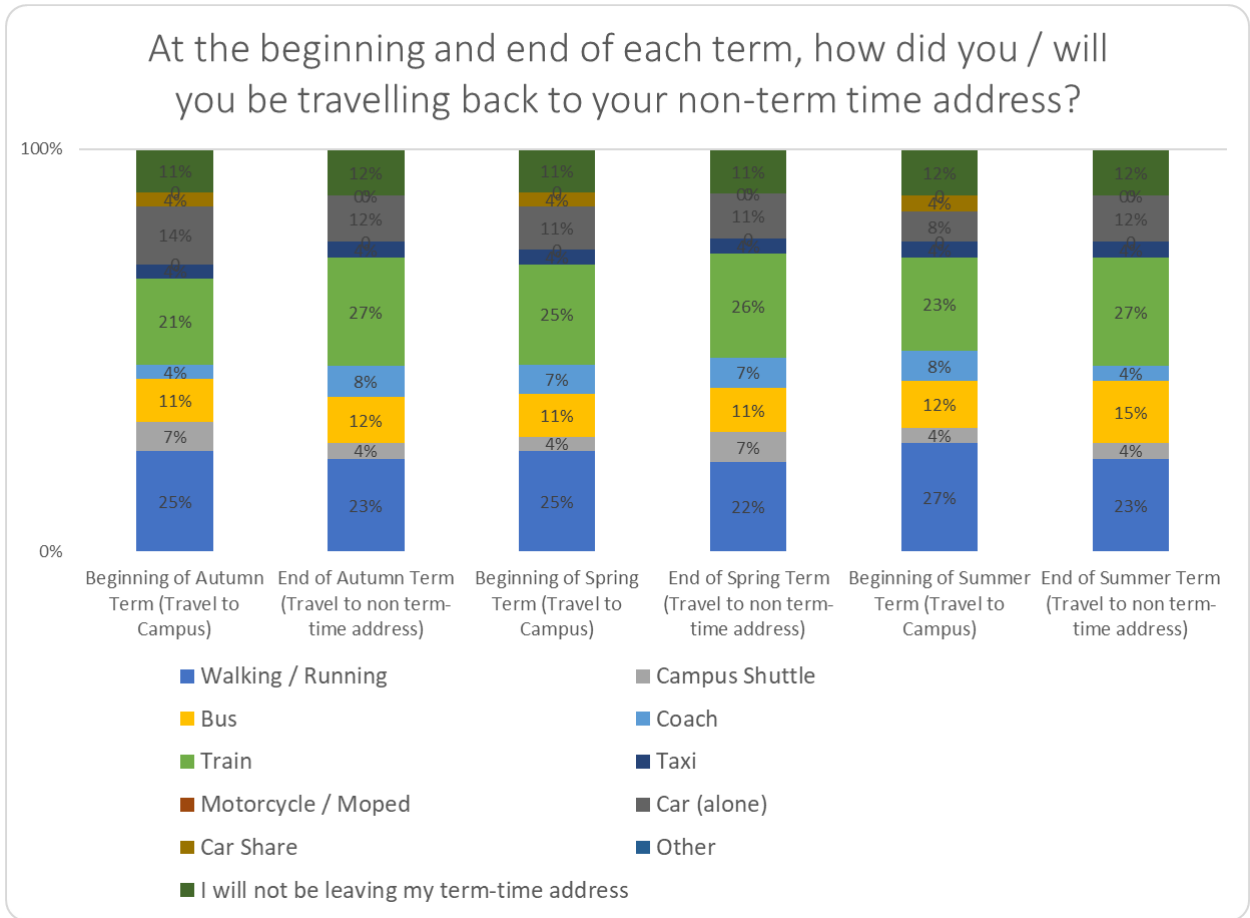


5.2.6. The responses from both staff and students reflected a similar outcome to the previous question, with large percentages of single occupancy car journeys ending on campus, particularly so for staff. However as these figures are lower than the previous question, it could be inferred that many car journeys do not fulfil the entire journey to / from university, with some element of walking or other modes involved.

**MODAL SPLIT – STUDENT START / END OF TERM TRAVEL**

5.2.7. Students were asked about their mode of travel between the university and their home and addresses at the start and end of each term. The figure below shows the outputs of this question.

**Figure 5-8 - Student travel between University and home address – 18 Responses**



5.2.8. Responders were requested to fill out their method of travel for the start and end of each term. **Figure 5-8** shows there is little variation, **Tables 5-2 and 5-3** show the raw and percentage breakdown of responses. Approximately 11% of students do not travel home in between each term. Students that do travel home mainly travel by train, bus, walking / running and car (alone). One student left a comment saying they will be travelling via airplane as they are an international student. A small portion of students travel by car share, coach and campus shuttle.



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

Term	Number of Students Selecting Each Mode												Response Total
	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	
Beginning of Autumn Term (Travel to Campus)	7	0	2	3	1	6	1	0	4	1	0	3	28
End of Autumn Term (Travel to non term-time address)	6	0	1	3	2	7	1	0	3	0	0	3	26
Beginning of Spring Term (Travel to Campus)	7	0	1	3	2	7	1	0	3	1	0	3	28
End of Spring Term (Travel to non term-time address)	6	0	2	3	2	7	1	0	3	0	0	3	27
Beginning of Summer Term (Travel to Campus)	7	0	1	3	2	6	1	0	2	1	0	3	26
End of Summer Term (Travel to non term-time address)	6	0	1	4	1	7	1	0	3	0	0	3	26



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

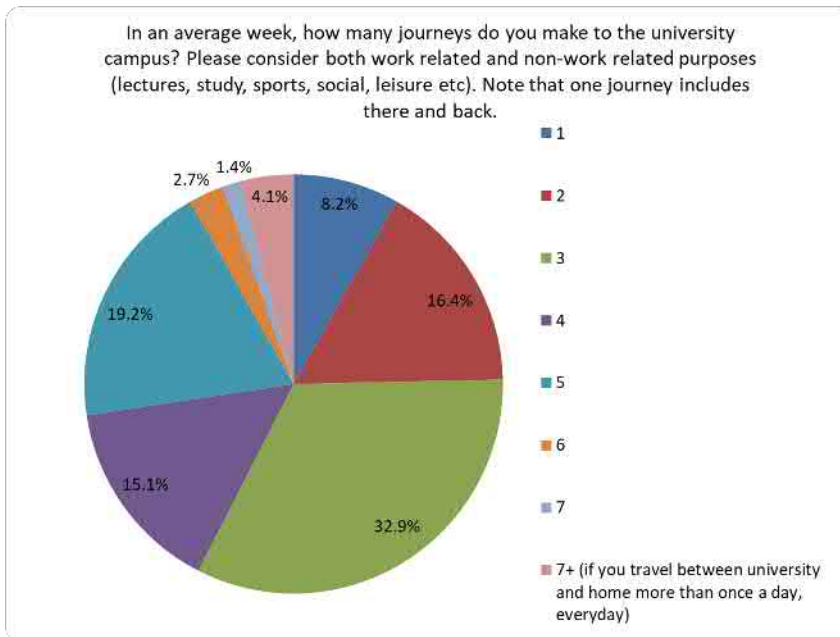
Term	Percentage of Students Selecting Each Mode												Response Total
	Walking / Running	Cycling	Campus Shuttle	Bus	Coach	Train	Taxi	Motorcycle / Moped	Car (alone)	Car share	Other	I will not be leaving my term-time address	
Beginning of Autumn Term (Travel to Campus)	25%	0%	7%	11%	4%	21%	4%	0%	14%	4%	0%	11%	28
End of Autumn Term (Travel to non term-time address)	23%	0%	4%	12%	8%	27%	4%	0%	12%	0%	0%	12%	26
Beginning of Spring Term (Travel to Campus)	25%	0%	4%	11%	7%	25%	4%	0%	11%	4%	0%	11%	28
End of Spring Term (Travel to non term-time address)	22%	0%	7%	11%	7%	26%	4%	0%	11%	0%	0%	11%	27
Beginning of Summer Term (Travel to Campus)	27%	0%	4%	12%	8%	23%	4%	0%	8%	4%	0%	12%	26
End of Summer Term (Travel to non term-time address)	23%	0%	4%	15%	4%	27%	4%	0%	12%	0%	0%	12%	26



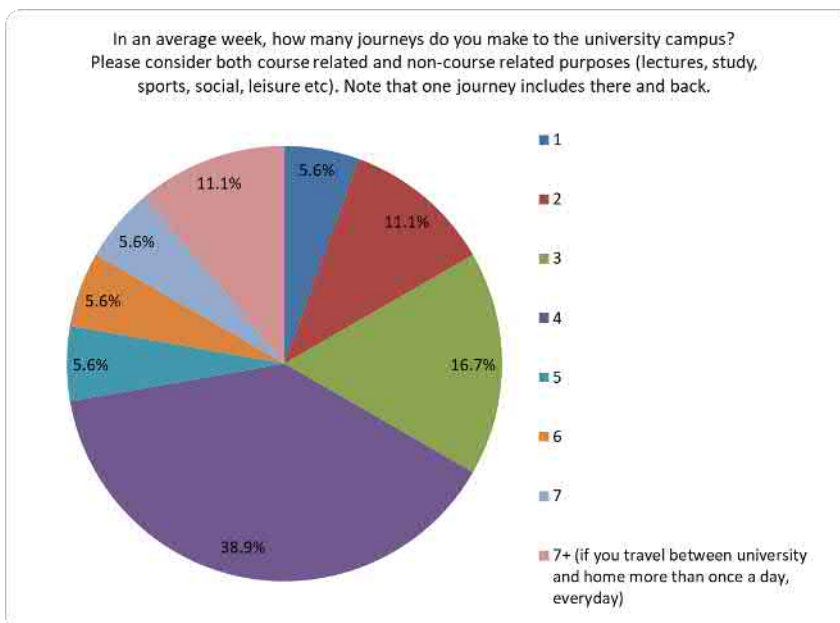
## TRAVEL PATTERNS

5.2.9. Staff and students were asked about how many journeys they make to and from the university a week. **Figures 5-9 and 5-10** show the staff and student responses respectively.

**Figure 5-9 – Travel Patterns - Staff Responses – 73 Responses**

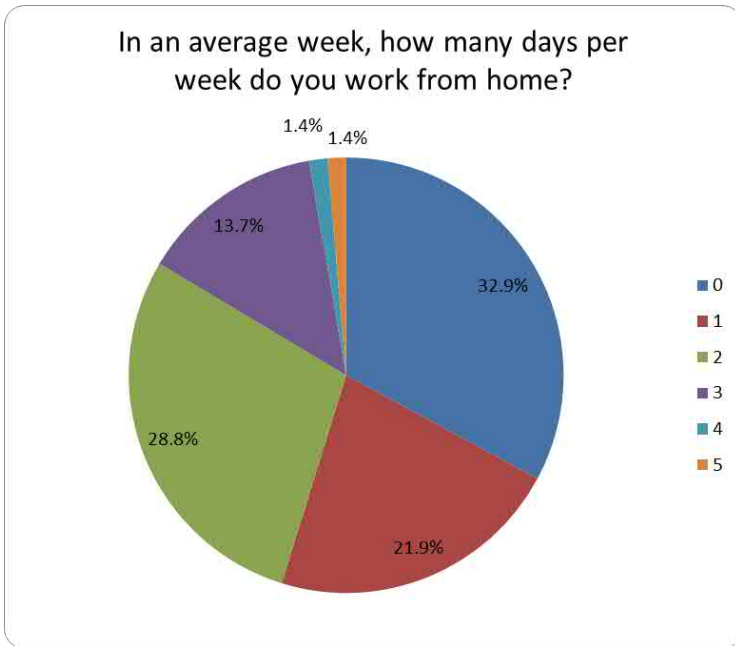


**Figure 5-10 – Travel Patterns - Student Responses – 18 Responses**

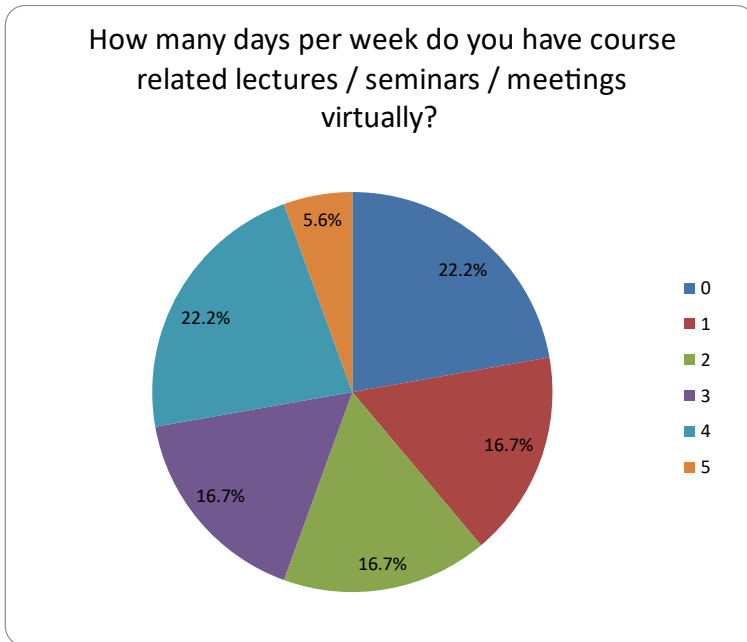


- 5.2.10. Staff who make 3 journeys (there and back) a week make up the largest percentage (33%) with 2, 4 and 5 journeys a week being a similar ratio (16%, 15% and 19% respectively). The largest percentage for students is for 4 journeys a week (39%), with 2 and 3 journeys a week a similar ratio (11% and 17% respectively).
- 5.2.11. During the COVID-19 Pandemic, working and learning was moved online, and since restrictions have lifted, a hybrid approach has been adopted. Students and staff are encouraged to attend work/learning in person, but virtual options are still available. This is reflected in the survey responses to the question presented in **Figure 5-11 and Figure 5-12**.

**Figure 5-11 – Hybrid Working - Staff - 73 Responses**



**Figure 5-12 – Hybrid Working - Student – 18 Responses**

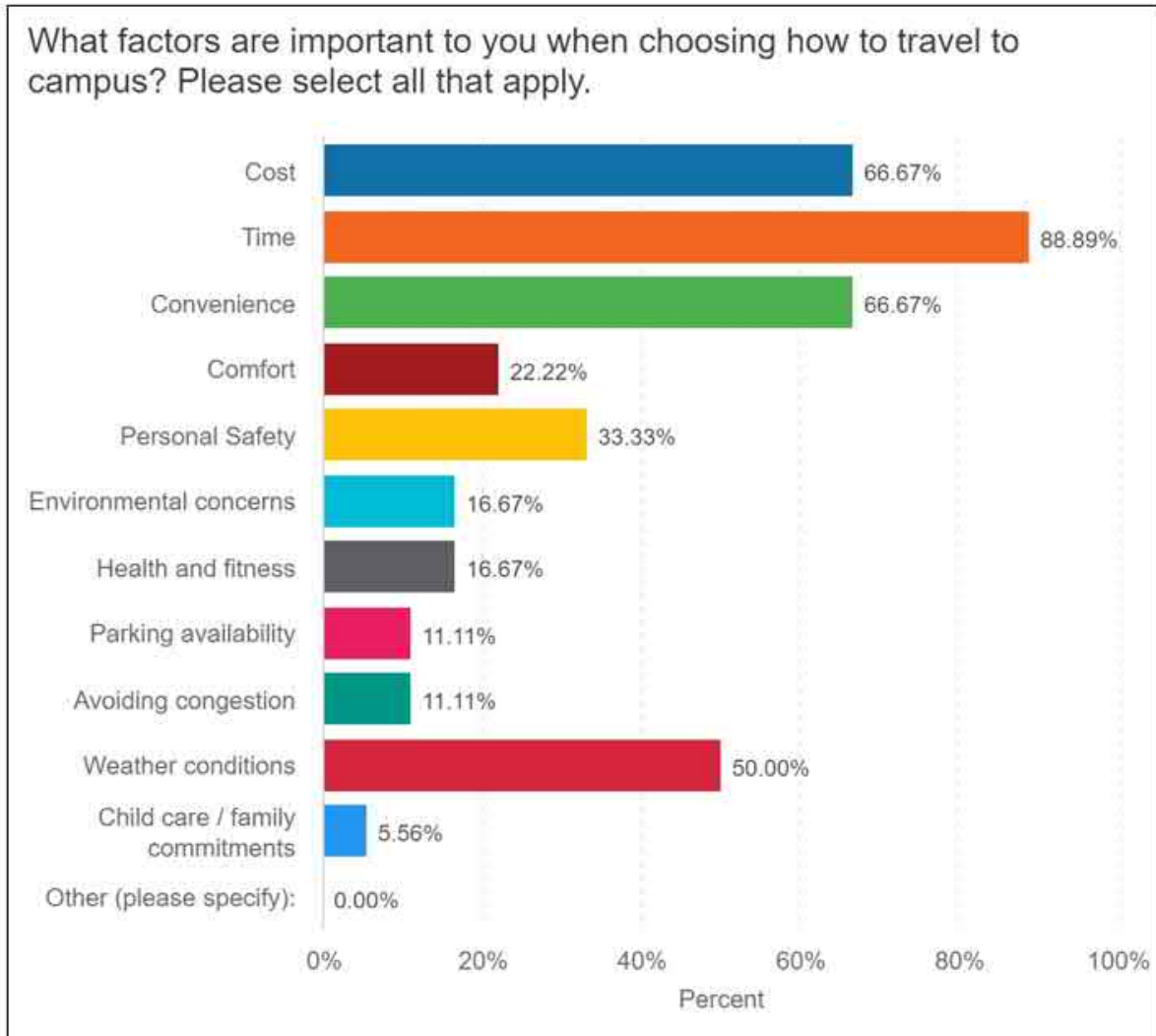


- 5.2.12. The highest percentage, with 36%, was for staff who do not undertake any work virtually, selecting zero days a week.
- 5.2.13. 22% of students do not undertake any course related events virtually, with the remaining 78% having at least one day a week with virtual content. Only 6% of students have virtual sessions five days a week.
- 5.2.14. Long-term post-COVID commuting patterns are still being established, however utilising hybrid alternatives is a good way to reduce journeys by car.

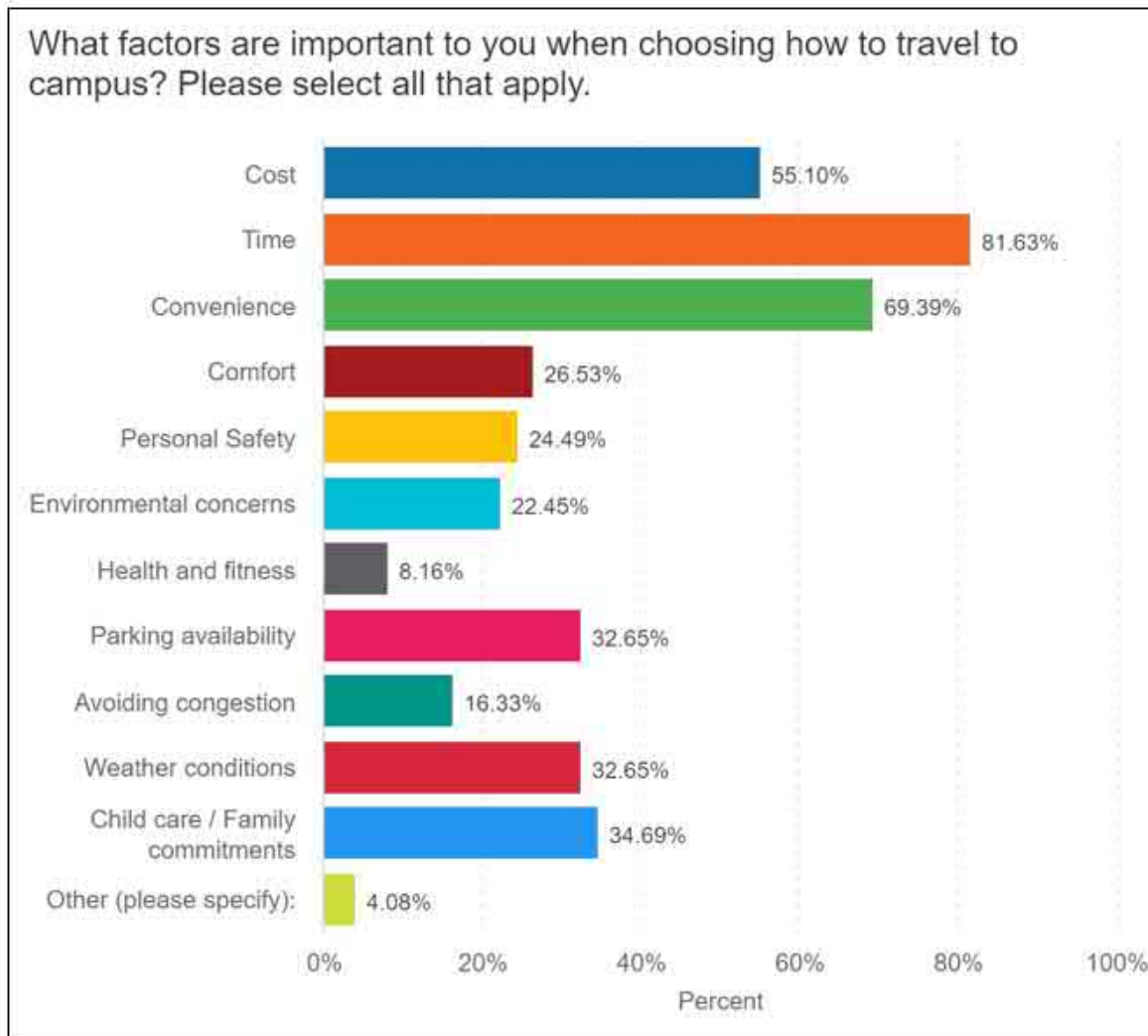
**ENCOURAGING SUSTAINABLE AND ACTIVE TRAVEL**

- 5.2.15. 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 in **Figures 5-13 and 5-14** show the factors that are important to staff and students.

**Figure 5-13 - Important factors when considering travel to Students – 18 Responses**



**Figure 5-14 - Important factors when considering travel to Staff – 73 Responses**



5.2.16. 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, 12% more students selected cost than staff. 33% of staff answered parking availability and weather was a high percentage (50%) for students.

5.2.17. Factors raised under 'other' include (for staff only):

- Wi-Fi on train allows work to be done; and
- Distance

5.2.18. 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.

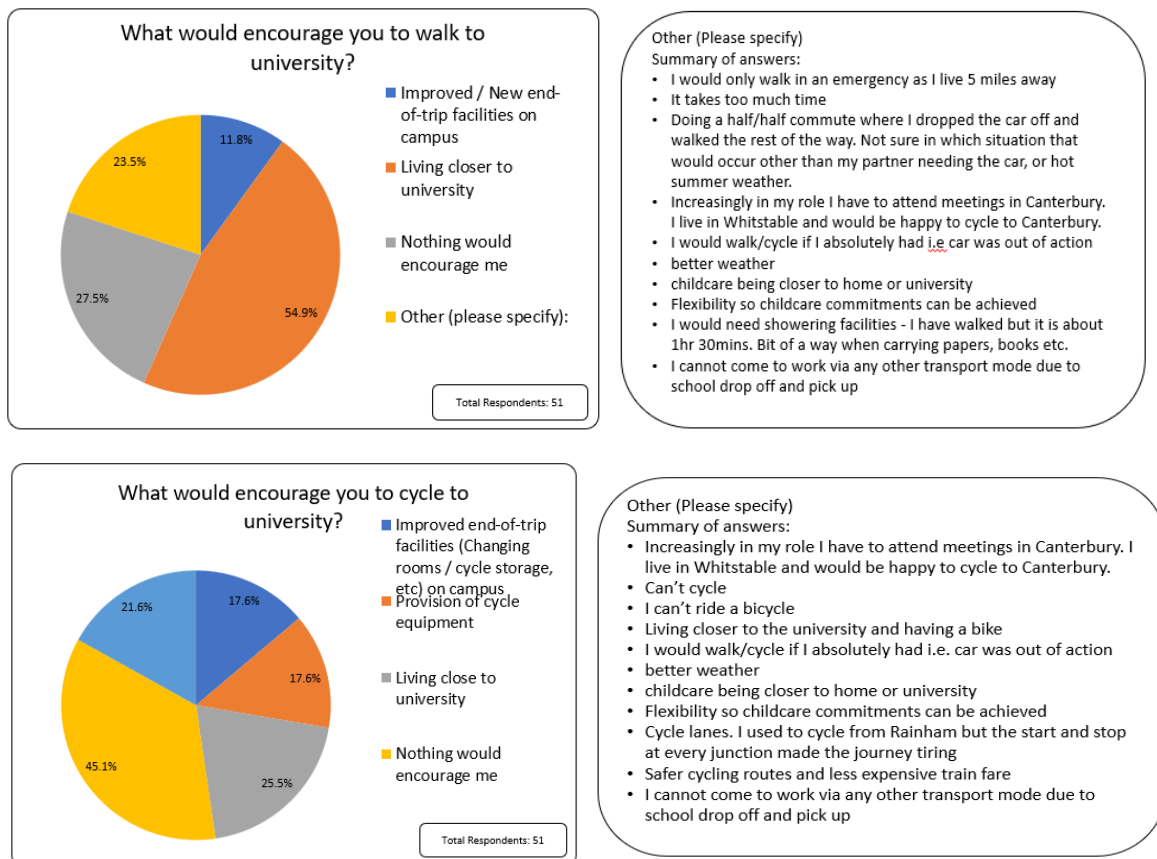
**Table 5-4 – Average minutes travel time considered reasonable**

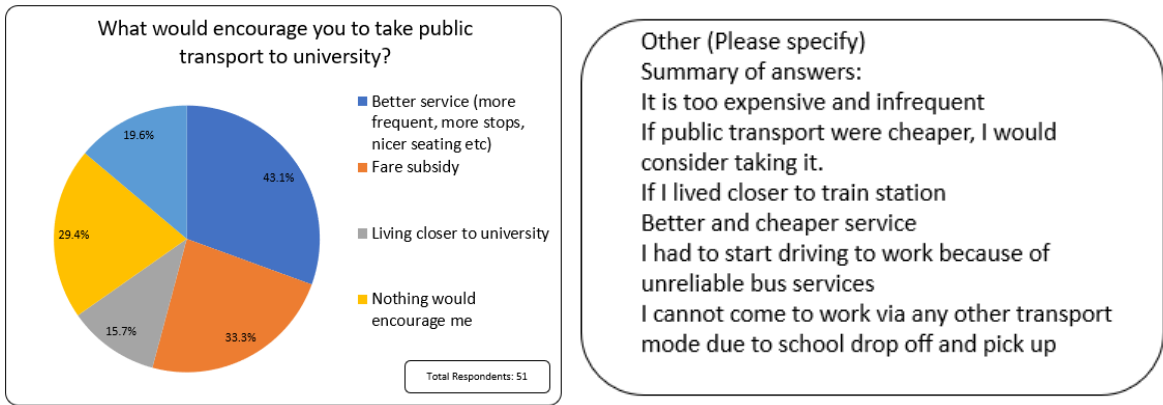
Mode	Average of staff responses	Average of student responses
Walking	25 minutes	24 minutes
Cycling	17 minutes	16 minutes
Public Transport	35 minutes	44 minutes

5.2.19. 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.

5.2.20. The largest proportion of staff responses said that living closer to the university would encourage higher rates of active travel use. 43% of staff selected that an improved bus service would be encouraging as well. More insight was offered into further encouraging measures, as indicated in **Figure 5-15**.

**Figure 5-15 – Staff responses - what would encourage you to travel sustainably – 51 Responses**

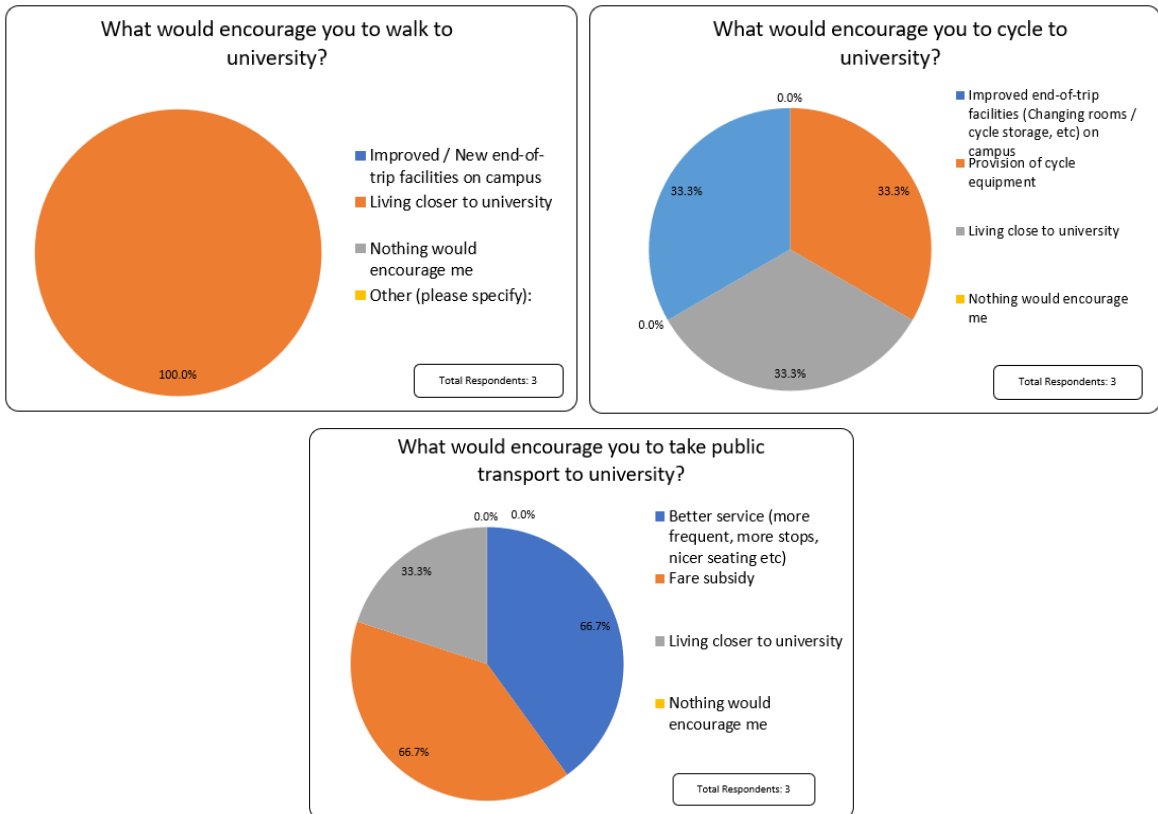




**Other (Please specify)**  
**Summary of answers:**  
 It is too expensive and infrequent  
 If public transport were cheaper, I would consider taking it.  
 If I lived closer to train station  
 Better and cheaper service  
 I had to start driving to work because of unreliable bus services  
 I cannot come to work via any other transport mode due to school drop off and pick up

5.2.21. Student responses are presented in **Figure 5-16**. Living closer to the university would encourage students to walk to campus. Apart from offering student accommodation on campus, this is not something that the university can control. Improved facilities, provision of equipment and living closer was evenly split for encouraging students to cycle to campus. Improving the public transport services that are on offer, such as routes, frequency, reliability, and nicer facilities was selected by 67% of students. 67% of students also would be encouraged by fare subsidy.

**Figure 5-16 - Student responses - what would encourage you to travel sustainably – 3 Responses**



## ADDITIONAL TAKEAWAYS FROM THE SURVEY

5.2.22. 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, followed by 09:00am
- The most common staff departure time was 5:00pm
- The most common student arrival time was 10:00am, followed by 09:00am
- The most common student departure time was 4:00pm

### Awareness of the University of Kent Travel Offer

- 86% of staff have either used or heard of the UoK Transport webpage
- 38% of staff have either used or heard of the travel discounts advertised by the university
- 61% of students have either used or heard of the UoK Transport webpage
- 56% of students have either used or heard of the travel discounts advertised by the university
- Arriva was the most popular discount used by staff; students used discounts associated with both Arriva and Stagecoach.

### Safety to / from campus

- 88% of staff said they feel either somewhat, mostly or very safe travelling to and from campus
- 7% said they felt neutral
- 5% said they feel either somewhat, mostly or very unsafe travelling to and from campus
- 83% of students said they feel either somewhat, mostly or very safe travelling to and from campus
- 17% said they feel either somewhat, mostly or very unsafe travelling to and from campus

### Safety within campus

- 99% of staff said they feel either somewhat, mostly or very safe travelling within campus
- 1% said they feel either somewhat, mostly or very unsafe travelling to and from campus
- 100% of students said they feel either somewhat, mostly or very safe travelling within campus

### Improving safety

- Staff suggested walking lanes through Drill Hall Car Park needed better lighting, and increased security visibility would improve safety on campus.
- Students said that more lighting and increased security visibility would improve safety on campus.

### Car Parking

- 85% of staff have a permit to park.
- 92% of staff thought that a reasonable price for parking was £1 or less per day.
- 17% of student have a permit to park. Of the 78% that do not, only 6% would like one.
- 89% of students thought that a reasonable price for parking was £1 or less per day.

## 5.3 SURVEY CONCLUSION

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

- There is a high dependency on single occupancy vehicles, particularly by staff;



- A high proportion of students use the Campus Shuttle as their main mode of travel for their commute even though their course is based in Medway (as they don't live on campus) and
- There has been a significant increase in hybrid working since the COVID-19 pandemic.

## 5.4 PREVIOUS TRAVEL PLAN TARGETS

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

5.4.2. **Table 5-5** shows the targets set out in the 2018 travel plan and the actual figures achieved, using the results from the updated travel plan survey and information provided by the university. The very 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 Targets Progress**

Target	Target Figure	Actual Figure	Achieved?
Staff travel to work by single occupancy car	10% reduction to 57% from 67% by 2022	Based on the survey, 74% of staff travel to work by single occupancy car	No - Based on survey, 7% increase.
Staff purchasing individual parking permits <sup>2</sup>	10% reduction	Based on 2021 figures provided by the University, 30% of Staff purchased a parking permit	No - In 2020, 29% of Staff purchased a parking permit and in 2021, 32% of Staff purchased a parking permit. Levels remained similar.
Staff and student car sharing	10% increase purchasing permits for car share	Post COVID-19, car share permits have not been issued. However Liftshare membership has increased from ~80 members in 2018 to ~140 members in 2023	Data not available

<sup>2</sup> Based on permits specific to Medway only, does not include permits relating to joint Canterbury and Medway Permits

Staff and student car sharing	5% increase	Based on the survey, 4% of mode share for staff car share. Based on the survey, 0% of mode share for student car share.	No – decrease of 2% for staff. No – decrease of 3% for students.
To increase the number of people utilising Dr Bike Service		No longer implemented on Campus	

## 5.5 STAKEHOLDER ENGAGEMENT

### INTRODUCTION

- 5.5.1. 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.
- 5.5.2. Sustrans, the walking and cycling charity, were also contacted to establish their views on current walking and cycling provision in the campus locality.

### OUTPUTS

- 5.5.3. Arriva, the main bus provider in Kent, responded and stated that Arriva has an arrangement with the three universities at Medway, where a subsidy is paid to Arriva for both student and staff tickets. The No1 route is the core service for the university and was previously had a frequency of every 20 minutes but has recently (October 2022) been reduced to every 30 minutes to reflect post COVID travel patterns. The No116 connects the university to a wider area and has been maintained at every 30 minutes, but has reduced significantly in the peaks, to match current travel patterns.
- 5.5.4. Views were also sought from National Express regarding their routes to both campuses. They responded stating that they currently have two additional vehicles to the standard two coaches per day (Monday to Friday) due to passenger uptake being high.
- 5.5.5. No response was obtained from Sustrans.
- 5.5.6. 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.

## 6 CARBON ASSESSMENT

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### CARBON REDUCTION POLICIES

- 6.1.1. As detailed within Section 4, 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 university's net zero policy 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 have been reproduced below:
- Business travel
    - An interim target of a reduction of 20% by 2030 against the 2018/19 baseline (3,167 tCO<sub>2</sub>)
    - 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 Medway 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 Medway campus which is summarised below. Students living on campus were excluded from the commuter travel mode split assessment.
- 6.1.6. Due to the limited number of staff and student travel survey responses, the mode split analysis for Medway Campus was largely based on Census and Google API data, which presents a key limitation on estimating total travel carbon emissions for this campus.
- 6.1.7. 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.

- 6.1.8. Google Maps Directions API data was used to understand the total travel time, travel distance and VKT between all origin postcodes and the Medway 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 which are detailed in the sections below.

### Calculating Emissions

- 6.1.9. Our carbon assessment establishes baseline travel emissions generated by staff and students, in addition to work from home emissions generated by staff for the Medway campus. Baseline carbon emissions were calculated using mode split proportions, VKT and travel frequency between origin destinations (term time postcode data) and the Medway campus.
- 6.1.10. 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.
- 6.1.11. Due to the low student travel survey counts (17 responses) and staff survey counts (73 responses), a limited representative sample was collected for all Medway Campus postcodes, which may not accurately represent campus wide travel behaviours and in turn reduces the accuracy of carbon emissions calculations, which largely relied on census and Google API data.
- 6.1.12. 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, average journey time for bus and rail trips were assessed based on survey responses for mode choice and Google API data.
- 6.1.13. For the Medway 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.
- 6.1.14. The total estimated carbon emissions for staff and students travelling to and from the Medway campus are presented in **Table 6-1**. The emissions calculated are for the 2023/23 winter term only.

**Table 6-1 – Total Staff and Student Travel Emissions (kg CO<sup>2</sup>e)**

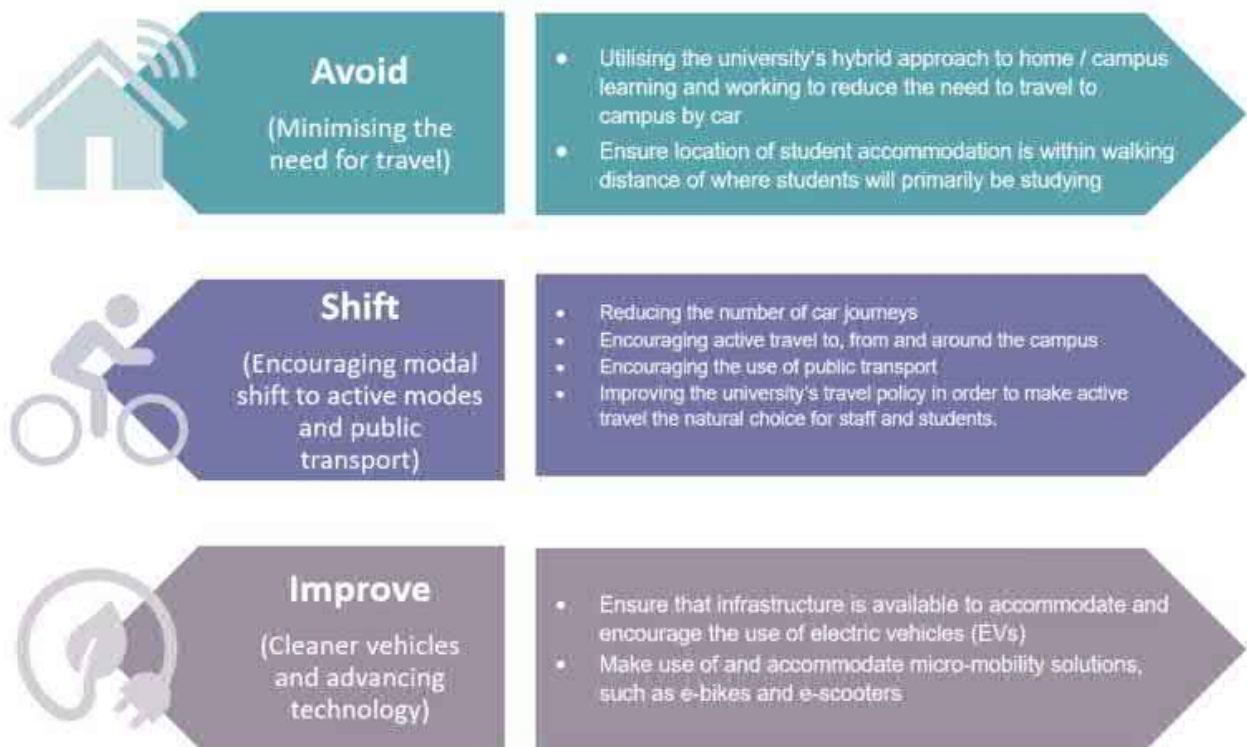
	Public Transport Emissions	Private Vehicle Emissions
Staff	4,226	84,974
Student	120,748	1,822,895

- 6.1.15. Please refer to **Appendix M** for the full carbon assessment.

## 7 OBJECTIVES, TARGETS AND TIMELINES

### 7.1 INTRODUCTION

- 7.1.1. The existing travel plan is a document that has limited impact upon mode shift from single occupancy car to other modes. This may be due to the low prices of the car parking permits. 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.
- 7.1.2. 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**.
- 7.1.3. The following form the objectives of the Travel Plan:



### 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.

### UPDATED TRAVEL PLAN TARGETS

- To reduce the total number of staff purchasing parking permits by 20% by 2027
- Increase the percentage of staff car sharing to 20% by 2027
- Reduce the number of staff single occupancy vehicle journeys to 60% by 2027
- Work towards the carbon related targets outlined in Section 7

7.2.3. The mode split established for the Medway campus from this travel plan is presented in **Table 7-1**. This can be used for comparison in future surveys.

**Table 7-1 – 2022 Mode Split and Targets**

Mode	Combined Percentage	Staff	Student	Target
Walking / Running	12%	5%	39%	-
Cycling	1%	1%	0%	-
Motorcycle / Moped	2%	0%	11%	-
Car (alone)	60%	74%	6%	↓ 60% (Staff only)
Car share	3%	4%	0%	↑ 20% (Staff)
Bus	10%	10%	11%	-
Train	4%	1%	17%	-
Taxi	0%	0%	0%	-
Shuttle	7%	4%	17%	-
Total	100%	100%	100%	-

## 8 MEASURES FOR IMPLEMENTATION

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### 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:

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

8.1.2. The measures proposed below have considered the outcomes of the staff and student 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)**



## Avoid: Minimising the need for travel

### M1: Hybrid Working and Learning

Nurture the opportunity to undertake work virtually, where it does not impact upon the efficiency, quality of working and learning or mental health of staff or students.



Review staff roles and responsibilities and the amount of time needed on campus to fulfil their role and investigate a realistic target for retaining hybrid working.

Continue to facilitate hybrid learning and working policy to reduce the number of journeys being made to and from campus



### M2: Conferencing

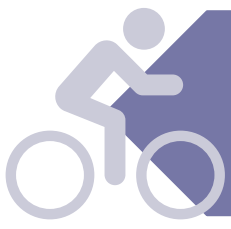
Ensure adequate conferencing facilities are available to staff to allow hybrid meetings and reduce the need for business travel



### M3: Student Accommodation

Review residential placement of students in relation to student learning locations, in order to minimise the need for travel





## Shift: Encouraging modal shift to active modes and public transport



### M4: Travel Information Packs

Provide Travel Information Packs (TIPs) for all new staff and students containing information about local walking and cycling routes and forums, safety, public transport routes and timetables, discounts and other travel information.



### M5: Secure Cycle Shelters

review the current cycle shelters on campus and develop a 5 year plan to extend the roll out of new, secure cycle shelters identifying accommodation and commuting shelters



### M6: Cycle Training

Run free adult cycle training for staff and students on campus.



### M7: Showers and Changing Facilities

Promote use of showers and changing facilities available on campus for those who commute via active travel



### M8: Bike repair service

Reinstate a free Dr Bike initiative and repair service on campus



### M9: Bike Hire Scheme

Continue to provide a bicycle hire scheme on campus for staff and students to use



### M10: CCTV

Implement the review of CCTV locations and deterrent signage to ensure people travelling around campus feel safe in all areas



### M11: Personal Travel Planning Support

Continue to offer personal travel planning support for staff and students to enable them to make active and sustainable journeys



### M12: National Cycle to Work Scheme

Continue to support the national Cycle to Work Scheme to encourage staff to purchase a bike tax-free through salary sacrifice.



### **M13: Bicycle Repair Stands**

Install bicycle repair stands around campus for staff and students to use for free



### **M14: Cycle safety kits and travel accessories**

Offer free or subsidised travel safety kits and travel accessories to encourage safe cycling practices



### **M15: Safety Audits**

Continue to undertake a staff and student-led safety and accessibility audits to identify areas where pedestrians and cyclists feel vulnerable



### **M16: Public Transport Taster Tickets**

Explore the possibility of introducing free taster tickets for new staff and students - to be included in the TIPs



### **M17: Bus Stop Improvements**

Explore the possibility of adding seating, shelters and Real Time Information to all existing bus stops on campus



### **M18: Promotion of Public Transport**

Continue to promote public transport to students and staff



### **M19: Marketing and Promotion**

Continue facilitating promotional events such as 'walk / cycle to work week'

Run competitive challenges and events for staff and students to participate in, with prizes as an incentive



#### **M20: Increased Permit Charges**

Consider annually increasing the cost of on-site car parking, both permits and pay-as-you-go daily vouchers



#### **M21: Parking Space Decrease**

Consider decreasing the total number of parking spaces available on site to reduce the number of vehicles on campus



#### **M22: EV Charging Points**

Introduce EV charging points on campus



#### **M23: Parking Exclusion Zone Expansion**

Introduce exclusion zones or a specific criteria for staff for staff parking permits to reduce the number of vehicles on campus



#### **M24: Visitor Parking Charge Increase**

Consider increasing the parking charges in the pay and display visitor car parks



#### **M25: Vehicle Message Signs (VMS) and Automatic Number Plate Recognition (ANPR)**

Expand the use of VMS and ANPR to inform drivers of car park capacity and monitor the number of vehicles entering and existing the campus and car parks to reduce the number of vehicles driving around campus looking for a parking space



#### **M26: Car Sharing**

Continue to encourage and promote car sharing via the LiftShare Platform



#### **M27: Car Sharing Incentive**

Introduce a car share incentive using mobility ways platform and investigate how this can be implemented into the new electronic permitting system



#### **M28: Dedicated Car Share Bays**

Review current locations for dedicated car sharing bays to encourage car sharing on campus



### **M29: Parking Permit Requirements**

Investigate signing up to the LiftShare platform as a requirement of obtaining a parking permit



### **M30: Car Sharing Promotion – Complimentary Policy**

Review methods to increase the attractiveness of car sharing for staff, including promoting of the 'Guaranteed Ride Home' policy



### **M31: Environmental and Health Benefits**

Inclusion of environmental and health benefits in all promotional messaging



### **M32: Support Local Bus Companies and Authorities**

To assist with the introduction of net zero carbon emissions



### **M33: Continue to provide a Transport Website**

To assist with informing students, staff and visitors about sustainable travel options to, from and around the university



### **M34: Implementation of Soft Road Safety Measures**

Continue to improve road safety in and around campus in order to encourage active travel



### **M35: Implementation of Accessibility Improvements around campus**

Continue to review and improve accessibility across campus to ensure all areas are comfortably and easily accessible for those with mobility challenges



## Improve: Improved efficiency and alternative fuel vehicles



### **M36: EV Pool Cars**

Explore the possibility of procuring EV pool cars, available to staff for business travel



### **M37: Carbon Emissions**

Capture and monitor staff business travel mileage and subsequent carbon emissions in order to create future targets for reducing staff business travel emissions. This will include formalising a methodology and data plan.

## 9 IMPLEMENTATION, MONITORING AND REVIEW

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### 9.1 TRAVEL PLAN 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** outlines the implementation strategy for the measures proposed in **Section 8**. This details the target date for implementation and estimated delivery cost.

**Table 9-1 – Implementation Strategy**

Ref	Travel Plan Initiative	New or Continued	Cost <sup>3</sup>	Priority Score <sup>4</sup>	Responsibility	Timescale
<b>AVOID</b>						
<b>M1</b>	Hybrid Working and Learning: Review and Facilitate	Continued	£	1	STC, IT Department, HR	Ongoing
<b>M2</b>	Hybrid Conferencing	Continued	£	1	STC, IT Department	Ongoing
<b>M3</b>	Student Accommodation Review	New	££	2	STC, Student Housing Department	2023/24
<b>SHIFT</b>						
<b>M4</b>	Travel Information Packs	New	£	1	STC, Student Services	Late 2023
<b>M5</b>	Secure Cycle Shelters	Continued	£££	1	STC	2024
<b>M6</b>	Cycle Training	Continued	£-££	1	STC	2023/24

<sup>3</sup> Estimated cost over five-year TP period. £= £0 - £2,500 ££= £2,500 - £20,000 £££= £20,000 - £200,000 ££££ = £200,000+

<sup>4</sup> Priority over the five-year TP Period in terms of potential for meeting TP targets and objectives. 1 = highest, 3 = lowest



<b>M7</b>	Promoting use of Showers and Changing Facilities	Continued	£	1	STC, Estates Department	Ongoing
<b>M8</b>	Bike Repair Service	Continued	££	1	STC	2023
<b>M9</b>	Bike Hire Scheme	Continued	£			
<b>M10</b>	CCTV Review	Continued	£	2	STC, Security Department	2024
<b>M11</b>	Personal Travel Planning Support	Continued	£	2	STC	2024
<b>M12</b>	National Cycle to Work Scheme	Continued	£	1	STC, HR	Ongoing
<b>M13</b>	Bike Repair Stands	New	££	1	STC	2024
<b>M14</b>	Cycle Safety Kits and Travel Accessories	Improve	£	1	STC	2024
<b>M15</b>	Student and Staff Led Safety and Accessibility Audits	New	£	1	STC, Security Department, Student Services / SU	2024
<b>M16</b>	Public Transport Taster Tickets	New	£££	2	STC	2024
<b>M17</b>	Bus Stop Improvements	New	££££	1	STC/HA	2027
<b>M18</b>	Promotion of Public Transport	Continued	£	1	STC	Ongoing





<b>M19</b>	Marketing and promotion of active travel and public transport	Continued	££	1	STC	Ongoing
<b>M20</b>	Increased permit charges	New	£	1	STC/ Wider university support	Annually
<b>M21</b>	Parking Space Decrease	New	££	1	STC/wider university support	Annually
<b>M22</b>	EV Charging Points	New	£££	1	STC	2025
<b>M23</b>	Parking exclusion zone expansion	New	£	1	STC/wider university support	2023/24
<b>M24</b>	Visitor parking charge increase	New	£	2	STC	2024
<b>M25</b>	VMS and ANPR	Continued	£££	3	STC	2026
<b>M26</b>	Car Sharing	Continued	££	1	STC	Ongoing
<b>M27</b>	Car Sharing Incentives	New / Re-introduce	£	1	STC	Ongoing
<b>M28</b>	Dedicated Car Share Bays	New	££	1	STC	2023/24
<b>M29</b>	Permit Requirements – LiftShare Sign Up	New	£	1	STC	2023/24
<b>M30</b>	Car Sharing Promotion – Complimentary Policy	Continued	£	1	STC	2023/24



<b>M31</b>	Promotion of Environmental and Health Benefits	Continued	£	1	STCTPC	Ongoing
<b>M32</b>	Support Local Bus Companies and Authorities	Continued	£	1	STC	Ongoing
<b>M33</b>	Continue to provide a Transport Website	Continued	£	1	STC	Ongoing
<b>M34</b>	Implementation of Soft Road Safety Measures	Continued	££-£££	1	STC	Ongoing
<b>M34</b>	Implementation of Accessibility Improvements around Campus	Continued	££-£££	1	STC / accessibility groups	Ongoing
<b>IMPROVE</b>						
<b>M35</b>	EV Pool Cars	New	£££-££££	1	STC	2027
<b>M36</b>	Carbon Emission Capture	New	££	1	STC	2027

### 9.3 MARKETING AND DISSEMINATION

9.3.1. Travel information should be presented to staff and students in an easy and accessible format. Methods which could be 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 are offered to students and staff who actively participate in changing their travel patterns.**

### 9.4 MONITORING

9.4.1. Formal monitoring of the TP should be completed in a variety of ways. For each method of the Travel Plan measures, the following monitoring methods shown in **Table 9-2** should be adopted:

**Table 9-2 – Monitoring Methods**

	Monitoring Method
All Modes	Staff and student travel surveys 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 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
Public Transport	Discount uptake Bus Patronage on University Services
Traffic Management	Number of parking permits issued

	<p>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.</p> <p>Electric vehicle charging point usage</p> <p>Residential parking feedback</p> <p>Number of parking fines issued</p>
Car Sharing	<p>Number of users on LiftShare platform</p> <p>Car share permits issued</p>
Smarter Learning and Working	<p>Number of staff working virtually / hybrid</p> <p>Number of lectures being run / attended virtually / hybrid</p>
Marketing and Communication	<p>Membership of user groups</p> <p>Engagement and insights on social media</p> <p>Uptake of initiatives such as walk to work week</p>
Staff Business Travel	<p>Number of business journeys made using each mode</p> <p>Travel expenses claimed</p>

## 9.5 REVIEW PROCESS

- 9.5.1. Ideally, the travel plan should be reviewed by the Sustainable Travel Co-ordinator 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 TP must be an evolving document, with regular update of objectives, targets and measures.

## 10 SUMMARY AND CONCLUSION

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- 10.1.1. The University of Kent is in partnership with two other universities at the Medway campus and the Pembroke and Historic Dockyard sites offer opportunities to access the campus by sustainable modes, with good walking and cycling connectivity and infrastructure around the campus. There are also a variety of sustainable travel options facilitating travel to local facilities, the closest towns of Gillingham and Chatham 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 for the Medway campus had an overall objective to reduce single occupancy car trips to and from the campus during the peak periods. Based on the survey, the target to reduce staff travel by single occupancy car was not achieved and increased to 74% from 67%. However, this could be due to the COVID-19 pandemic, where staff may feel safer to drive alone rather than opt for car share or public transport. Staff purchasing individual parking permits remained stable at around 30%.
- 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. 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 and those which Medway is in partnership with. A shared travel plan with the other adjacent universities could offer many advantages, especially for car parking, offering consistency in eligibility and cost to park being ideal areas to collaborate. It may also offer opportunities to share costs and resources for the future provision of infrastructure, incentives, marketing and information around the benefits of active and sustainable travel choices for all staff and students.
- 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.

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. As it appeared that students could stay in occupy accommodation in Medway and travel to Canterbury to study.
- 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.

10.1.7. 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 parking permits by 20% by 2027
- Increase the percentage of staff car sharing to 20% by 2027
- Reduce the number of staff single occupancy vehicle journeys to 60% by 2027
- Work towards the carbon related targets outlined in Section 7

10.1.8. 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**.

10.1.9. 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.

# Appendix A

## NATIONAL AND LOCAL POLICY





## **NATIONAL AND LOCAL POLICY FRAMEWORK**

### **DECARBONISING TRANSPORT - A BETTER, GREENER BRITAIN (2021)**

The Department for Transport's (DFT) new strategy for decarbonising transport was published in 2021 and focuses on a combination of solutions to move transport away from the use of fossil fuels but also to increase the uptake of active travel and public transport.

A combination of solutions such as those suggested by this travel plan can help the University to contribute to these aims and also provide guidance for the choice of solutions or measures the University chooses to invest in and implement.

### **GEAR CHANGE – A BOLD VISION FOR WALKING AND CYCLING (2021)**

This document has marked the Governments' commitment to promoting active modes, focussing on walking and cycling. It has been backed by significant levels of investment towards infrastructure to support and develop the growth of walking and cycling in our towns and cities across the country. It was supported by the requirement for improvements in the design of all infrastructure. New design guidance in the form of Local Transport Note 1/20 was published in July 2020.

### **FUTURE OF MOBILITY: URBAN STRATEGY (2019)**

This guidance from central government stresses the importance of new technologies which are emerging and the impact that they will have on transforming transport and travel. The use of such new technology can assist with personal journey planning, giving confidence in journey connectivity and make ticketing and payment easy and simple.

Evidence of this was highlighted during the collation of information for this travel plan, such as ticketing and timetabling being available online and via an app at the university.

### **INCLUSIVE MOBILITY: A GUIDE TO BEST PRACTICE ON ACCESS TO PEDESTRIAN AND TRANSPORT INFRASTRUCTURE (2022)**

The Inclusive Mobility document provides guidance and best practice on access to pedestrian and transport infrastructure. It describes features that should be considered for the provision of safe and inclusive infrastructure, and highlights issues related to disabling barriers, such as technology, maintenance, awareness of the needs of disabled people and the importance of engagement.

It is important that all staff, students and visitors, including those with disabilities, feel that their travel needs are met on campus, allowing them to move around campus freely, comfortably and safely, enabling them to fulfil their working and learning arrangements.





## **KENT COUNTY COUNCIL LOCAL TRANSPORT PLAN 4: DELIVERING GROWTH WITHOUT GRIDLOCK 2016-2031**

Kent County Council (KCC) has developed their Local Transport Plan (LTP) which includes the strategic priorities for Kent as well as more countrywide and local priorities.

The LTP aims to provide the following 5 outcomes

1. Economic growth and minimised congestion
2. Affordable and accessible door-to-door journeys
3. Safer travel
4. Enhanced Environment
5. Better health and wellbeing

This travel plan supports the LTP 4 by supporting sustainable transport measures related to the university.

## **MEDWAY LOCAL TRANSPORT PLAN 2011-2026**

Medway's third and current Local Transport Plan is closely aligned to Medway's Sustainable Communities Strategy and Local Plan. It has five overarching priorities that focus on:

- Supporting Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network;
- Supporting a healthier natural environment by contributing to tackling climate change and improving air quality;
- Ensuring Medway has good quality transport connections to key markets and major conurbations in Kent and London;
- Supporting equality of opportunity to employment, education, goods and services for all residents in Medway; and
- Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime.

The Plan also has five Objectives with one specific to students:

*“4. Encourage active travel by supporting students to access the learning quarter by sustainable travel modes, expanding the cycle network, improving accessibility to bus services for people with mobility difficulties, improving public rights of way and delivering the Green Grid and Coastal Access projects.”*

## **KENT COUNTY COUNCIL ACTIVE TRAVEL STRATEGY**

Kent County Council's Active Travel Strategy aims to make active travel an attractive and realistic choice for short journeys in Kent. This strategy provides the “basis on which KCC will be able to prioritise internal resources, influence how new communities are developed and inform bids for external funding.” The travel plan can on focus on short journeys – particularly those undertaken on a daily basis by students when attending the campus and travelling locally within the community for shopping, retail and health reasons.



KCC plans to realise its overarching aim using the following actions: to integrate active travel into planning, provide and maintain appropriate routes for active travel, and support active travel in the community. The University also wants to develop, as part of its on-going master planning of the University, a sustainable campus which is permeable, accessible and safe for staff and students.

This aligns with the new government agency Active Travel England (ATE). The key objective of the agency is for “50% of trips in England’s towns and cities to be walked, wheeled or cycled by 2030”.

## **KENT AND MEDWAY ENERGY AND LOW EMISSIONS STRATEGY: IMPLEMENTATION PLAN 2020-2023**

Transport, travel and digital connectivity is one of the ten high level priorities as set out in the Kent and Medway Energy and Low Emissions Strategy adopted by KCC and Medway’s Cabinet in January 2021. The actions relate to:

- The electric vehicle strategy (2022-2027);
- Delivery of the bus service improvement plan;
- Development of new walking and cycling facilities;
- Implementation the Kent rights of way improvement plan;
- Tackling congestion hotspots;
- Improving air quality; and
- Engaging with universities, schools and colleges to identify and promote safe walking routes.

In order for the university to engage with KCC, this travel plan highlights the key active routes to and from the campuses.

## **MEDWAY COUNCIL BUS SERVICE IMPROVEMENT PLAN (BSIP)**

Medway Council published their Version 1 Bus Strategy Improvement Plan in October 2021. This document outlines the specific targets for the area, including improvements to; bus journey times, reliability, passenger numbers, passenger satisfaction and vehicle emissions.

Supporting and influencing Medway Council in its forward-looking plan for bus travel in the county is important. Especially as many students currently use a bus for their journeys to and from the campus from across the county and there is also potential to influence improvements to services, frequencies, and usage for the benefit of staff and students.

## **MEDWAY LOCAL PLAN 2003**

The Medway Local Plan was adopted in May 2003 and is in place while Medway Council are currently working on a new Local Plan which will cover the period of up to 2037.

The Local Plan was adopted prior to the University being established at the Pembroke site; however, the University of Greenwich was established and the Local Plan does make reference to the site and its potential future expansion, along with acknowledgment of the former clock tower building at The Historic Dockyard, housing an education centre run by the University of Kent.

Policy T14 directly refers to Travel Plans and states that “Travel Plans will be required for all developments which require a transport assessment or as otherwise required by the Council’s vehicle parking standards, including the following:

- *i) all substantial developments comprising employment, retail, leisure and/or service floorspace;*
- *(ii) smaller developments in category (i) which would generate additional traffic movements in or near to air quality management areas or other areas specifically targeted for a reduction in road traffic;*
- *(iii) new or expanded educational facilities;*
- *(iv) where a local traffic problem would otherwise lead to a refusal of planning permission.”*

The travel plan developed for the University can be used to support any planning applications completed for the campus.

## UNIVERSITY OF KENT STRATEGIES AND POLICIES

### UNIVERSITY OF KENT STRATEGY 2025

[The University of Kent 2025 Strategy](#) was published in 2019 and contains the key projects and strategic initiatives that ensures delivery. A mid-term review was published in Autumn 2021 to document their progress to date.

Sustainability is a key priority in the strategy, which states that they will “*work in partnership with organisations in Kent and Medway to support activity which brings resources into the region, enables economic growth and contributes to long term sustainability and quality of life in Kent*” and “*embed sustainability through building the United Nation’s Sustainable Development Goals (SDG) into our research, education, leadership, operations, administration, and engagement.*”

Figure 1.1 presents the UN’s Sustainable Development goals.

**Figure 1-1 - UN Sustainable Development Goals**





As part of the strategy, a series of actions are outlined in order to improve [education and student experience](#). These include improvements to student life, with regular communication and engagement with students.

## **UNIVERSITY OF KENT CARBON STRATEGY 2017/18-2020/21**

[The Estates Team Carbon Strategy](#) committed the university to be a low carbon organisation and to reach a target to reduce their carbon emissions by 23% by 2020 against their 2005 consumption.

The university's fleet, commuting and business travel were identified as an aspect of energy use with infrastructure / equipment, systems / processes and behaviour change being the focus for carbon reduction.

## **UNIVERSITY OF KENT 2020 ANNUAL SUSTAINABILITY REPORT**

- 1.1.1. The University's [2020 Annual Sustainability Report](#) presents some of the University's achievements and sets out the next steps going forward. The document states that over the last decade they have reduced their carbon emissions by over 29% which meant their target was met early.
- 1.1.2. Next steps include streamlining services to be more efficient and working closely with the Sustainability Team and Energy Manager to develop the next Carbon Management Plan which is to include scope 3 carbon emissions from business travel and commuting.

## **UNIVERSITY OF KENT STRATEGY FOR CLIMATE ACTION AND THE SDGS 2021-2025**

- 1.1.3. As part of the University's [Strategy for Climate Action and the SDG's](#), the University aims to achieve net zero scope 1 and 2 carbon emissions by 2040 and scope 3<sup>1</sup> by 2050.
- 1.1.4. The strategy enforces the importance of travel plans by stating that the university aims to *"develop and implement ambitious travel plans and policies to enable our staff, students and visitors to contribute to the reduction of carbon emissions resulting from these activities"*.

## **UNIVERSITY OF KENT SUSTAINABILITY POLICY 2021**

- 1.1.5. The University's Sustainability Policy provides a framework for setting and reviewing sustainability objectives and targets. The policy applies to all staff, students, visitors, contractors, premises and activities under the control of the University and is publicly available on the University's [website](#).

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<sup>1</sup> Scope 1 emissions are the Green House Gas (GHG) emissions that a company makes directly, such as the use of boilers and vehicles.  
Scope 2 emissions are the GHGs emissions that a company makes indirectly.  
Scope 3 emissions are all the emissions associated with an organisation.



- 1.1.6. Sustainable Travel is one objective with the aim to “*Reduce the impacts of transport and travel and encourage sustainable alternatives for travel activities including commuting, fleet management, business travel and deliveries*”
- 1.1.7. Another objective is to “*Communicate with our students, staff and other interested parties to develop resilient partnerships which enhance lives and the local economy and empower our community to develop the knowledge and skills to embody sustainable behaviours.*”

## **UNIVERSITY OF KENT CARBON MANAGEMENT PLAN 2022**

- 1.1.8. The University’s Net Zero Emissions Target was agreed by the University’s Executive group in February 2021. The [2022 Carbon Management Plan](#) sets out the vision and baseline for the targets, details the reporting and responsibilities for delivery and the approach to addressing the climate challenge.
- 1.1.9. Business travel, staff and student commuting (vehicles) are included in Scope 3 emissions. An interim target of a reduction of 20% by 2030 against the 2018/19 baseline (3,167 tCO<sub>2</sub>) has been set for business travel. In relation to staff and student commuting (vehicles), an objective has been set for data methodology to be developed by the end of 2023/24 and for interim targets to be set by 2025. Student commuting on a day to day basis - beginning and end of term, and homeworking, have an objective set for data methodology to be developed by the end of 2023/24 only.
- 1.1.10. In April 2021, the University announced it would bring the net zero carbon target to an earlier date of 2035. The new target will be part of the University Sustainability Strategy currently being developed by the Sustainability Steering Group.

## **SUMMARY**

All of these policies feed into the requirement for travel planning to ensure that the university operates in a sustainable and efficient way, meeting the travel needs of all staff and students.

# Appendix B

## HIGHWAY SAFETY REVIEW

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## HIGHWAY SAFETY

Accident data was obtained for the area surrounding the Medway campus sites using CrashMap. The data covers the period between 2017 and 2021. During this period, a total of 63 incidents occurred. 55 of these incidents were recorded as a 'slight' severity and eight were of a 'serious' severity.

The table below summarises the parties involved against the severity of the incident.

Three of the incidents reported took place within the campus grounds. One was of a slight severity and took place on Central Avenue; one took place along North Road; and one incident took place along Church Lane within The Historic Dockyard. The remaining incidents occurred on the surrounding highway network:

- Seven incidents at the Dock Road / Western Avenue / Maritime Way / Pembroke Roundabout;
- Six incidents at the Pier Road / Maritime Way Roundabout;
- Three incidents along Maritime Way;
- Five incidents along Dock Road;
- One along Main Gate;
- Eleven incidents along Pier Road;
- Two incidents at Purser Way / Bridge Road;
- Eight along Prince Arthur Road / Medway Road; and
- Seventeen along Wood Street.

**Table B1 – Severity of Collisions in area**

Vehicle Type Involved	Slight Severity	Serious severity	Total Incidents
Car	48	7	55
Young Drivers	20	3	23
Pedal Cyclists	6	2	8
Motorcyclists	11	2	13
Goods Vehicles	4	0	4
Bus	4	2	6
Pedestrians	5	3	8

Source: CrashMap.co.uk

# Appendix C

## LOCAL FACILITIES

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## LOCAL FACILITIES

There are a variety of local facilities in and around the Medway campus. The walking and cycling times to these different points of interest are summarised in the tables below, with distances measured from the Drill Hall Library.

**Table 1 – Facilities Within Campus**

Campus Site	Amenity	Approximate distance (m)	Walk time	Cycle time
Pembroke	Touchdown Café	60m	< 1 minute	< 1 minute
	The Venue Café	100m	1 minute	< 1 minute
	Student Hub	100m	1 minute	< 1 minute
	Pembroke Café	200m	2.5 minutes	< 1 minute
	No1 Bistro	250m	3 minutes	< 1 minute
The Historic Dockyard	Galvanising Shop: Café / restaurant / University Reception	700m	9 minutes	3 minutes

**Table C2 – Facilities Outside of Campus**

Amenity	Distance (km)	Walk time	Cycle time
Specsavers Optician	470m	6 minutes	2 minutes
Medway Park Sports Centre	800m	10 minutes	3 minutes
Asda Superstore	900m	11 minutes	3 minutes
Delmergate Pharmacy	900m	11 minutes	3 minutes
Pier Quays	1km	12.5 minutes	4 minutes
Brompton Pharmacy	1km	12.5 minutes	4 minutes
Brompton Medical Centre	1km	12.5 minutes	4 minutes
Gillingham High Street / shopping area	1km	12.5 minutes	4 minutes
High Street Dentist	1.2km	15 minutes	4.5 minutes

Tesco Express	1.2km	15 minutes	4.5 minutes
Gillingham Railway Station	1.5km	19 minutes	5.5 minutes
Waterfront Bus Station	1.8km	22.5 minutes	7 minutes
Chatham High Street / shopping area	2.0km	25 minutes	7.5 minutes
Medway Maritime Hospital	2.0km	25 minutes	7.5 minutes
Chatham Railway Station	2.4km	30 minutes	9 minutes

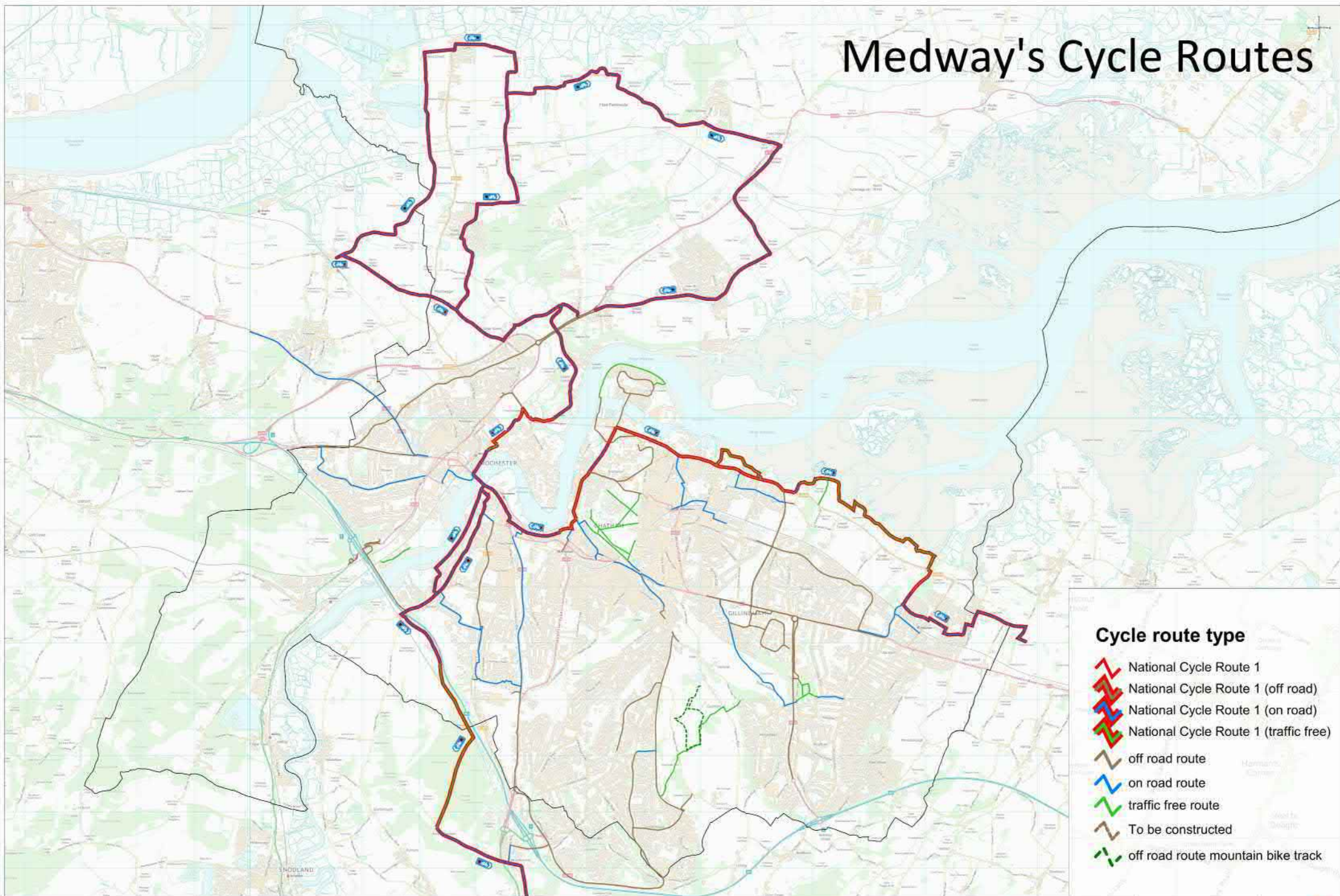
# Appendix D

## CYCLE ROUTES – WIDER AREA

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# Medway's Cycle Routes

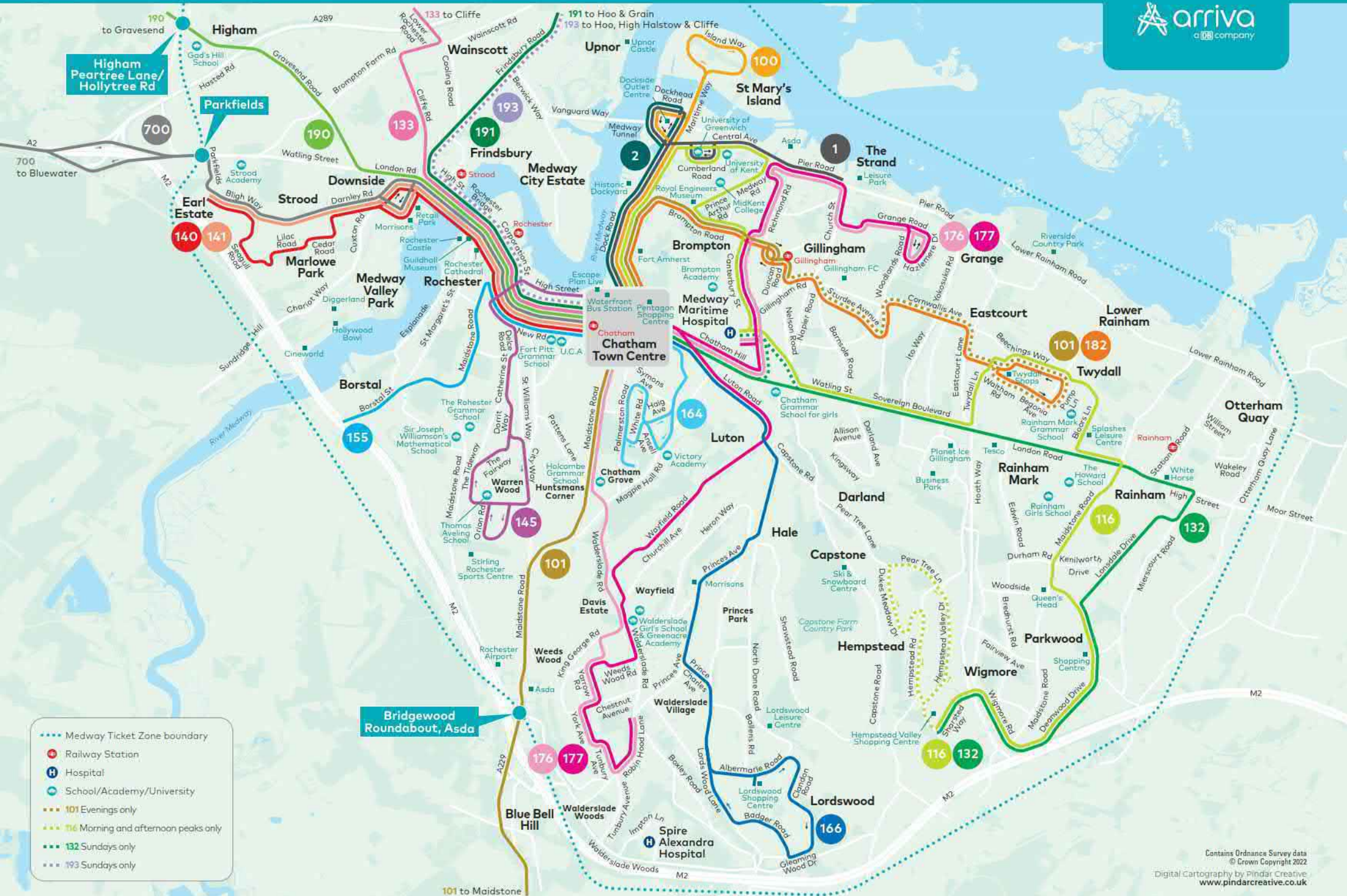


# Appendix E

## **MEDWAY BUS ROUTES – WIDER AREA**



# Our services in Medway



- ⋯ Medway Ticket Zone boundary
- Ⓡ Railway Station
- H Hospital
- Ⓢ School/Academy/University
- ⋯ 101 Evenings only
- ⋯ 116 Morning and afternoon peaks only
- ⋯ 132 Sundays only
- ⋯ 193 Sundays only

# Appendix F

## CAMPUS SHUTTLE TIMETABLE



## Campus Shuttle Timetable 2022/2023: Autumn Term

The Transport Team are monitoring passenger numbers. This timetable may be subject to change if coaches are operating at a low capacity or empty on a regular basis. All updates of any disruption or changes to the timetable are advertised on the @CampusShuttle twitter feed. Please note that the journey time is approximately 45/50 minutes; although this is dependent upon traffic. You should arrive at the boarding point 5 minute prior to the advertised departure time. Where possible, you should consider catching an earlier service to avoid any delays that may be caused on the journey. By boarding the coach, you agree to the [Campus Shuttle's Terms of Service](#). Production of your KentOne card is required when boarding the service.

### Canterbury Departures:

Canterbury Departures: Monday – Friday (Term Time Only)															
Keynes	07:35	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:15	18:15	19:15	20:00	22:00	00:00
<b>No. Coaches</b>	1	1	1	1	1	2	1	1	1	1	2	1	1	1	1
<b>No. Seats</b>	34	53	34	53	34	106	34	53	34	53	87	53	34	53	53

Canterbury Departures: Saturday – Sunday (Term Time Only)								
Keynes	10:00	12:00	14:00	16:00	18:00	20:00	22:00	23:59 (Saturday Only)
<b>No. Coaches</b>	1	1	1	1	1	1	1	1
<b>No. Seats</b>	34	34	34	34	34	34	34	34

### Medway Departures:

Medway Departures: Monday – Friday (Term Time Only)														
Medway Campus (Pembroke)	07:35	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:15	18:15	19:15	21:00	23:00
<b>Historic Dockyard (Western Avenue)</b>	07:45	09:04	10:04	11:04	12:04	13:04	14:04	15:04	16:04	17:19	18:19	19:19	21:04	23:04
<b>Pier Quays</b>	07:50	09:08	10:08	11:08	12:08	13:08	14:08	15:08	16:08	17:23	18:23	19:23	21:08	23:08
<b>No. Coaches</b>	2	1	1	1	1	1	2	1	1	1	1	1	1	1
<b>No. Seats</b>	106	34	53	34	53	34	106	34	53	34	53	34	53	53



Medway Departures: Saturday – Sunday (Term Time Only)							
<b>Medway Campus (Pembroke)</b>	11:00	13:00	15:00	17:00	19:00	21:00	23:00 (Saturday Only)
<b>Historic Dockyard (Western Avenue)</b>	11:04	13:04	15:04	17:04	19:04	21:04	23:04
<b>Pier Quays</b>	11:08	13:08	15:08	17:08	19:08	21:08	23:08
<b>No. Coaches</b>	1	1	1	1	1	1	1
<b>No. Seats</b>	34	34	34	34	34	34	34

# Appendix G

**SITE VISIT**



# 1 UNIVERSITY OF KENT SITE VISIT – SEPTEMBER 2022

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## 1.1 INTRODUCTION

- 1.1.1. WSP undertook a site visit to the Medway Campus on Tuesday 20<sup>th</sup> and Wednesday 21<sup>st</sup> September 2022. The purpose of the site visit was to make observations of the existing travel 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 took place during Freshers Week, before teaching had started on campus, but there were students onsite.
- 1.1.2. This section will highlight key observations made during the site visit, relating to different methods of travel at the Medway campus.

## 1.2 SITE WALKOVER AND OBSERVATIONS

- 1.2.1. As part of the site visit, we undertook a walkover of the campus, including the following locations:
- Pembroke:
    - North Road and Central Avenue;
    - Drill Hall Library Parking Area;
    - Medway Building, Rochester Building, and Gillingham Building;
    - Gillingham Parking Area;
    - Shuttle Bus Shelter;
  - The Historic Dockyard:
    - The Clock Tower Building;
    - The Drilling Shed;
    - Royal Dockyard Church;
  - Dock Road Toucan Crossing;
  - Western Avenue;
  - Pier Road;
  - Student Accommodation Pier Quays; and
  - Medway Park Sports Complex.
- 1.2.2. Pembroke has varying levels. North Road and the Drill Hall Library / Car Parking is significantly at a lower level than Central Avenue, New Kent Road and Cumberland Road. Lifts and steps are provided to navigate between two levels.



## WALKING OBSERVATIONS

- 1.2.3. Pedestrian walkways within the Pembroke campus are clearly defined and in good condition. North Road has shared use paths on both sides for pedestrians and cyclists made of red bricks. North Road has one Zebra at the western end of the road with no other formal or informal crossings. Central Avenue has wide tarmac footways with car parking along the highway with a number of Zebra crossings, although parked vehicles could impede visibility when using the crossing.





- 1.2.4. Pedestrian walkways within the Historic Chatham Dockyard are clearly defined and in good condition. Signs and maps are provided around the site and shows a route to the University of Kent buildings.



## CYCLING OBSERVATIONS

- 1.2.5. The shared use paths along North Road in Pembroke are not ideal for cycling, as the ground surface is made from small bricks and not continuously smooth.
- 1.2.6. Cycle parking facilities range from large lockable bicycle sheds, present within the Gillingham Staff Car Park, to Sheffield stands adjacent to the large wall at the southern boundary of the Drill Hall Parking Area, some covered, some not.
- 1.2.7. Some bike stands in the Drill Hall Car Park are close to car parking spaces and don't provide enough space for the length of a bicycle.



1.2.8. Within The Historic Dockyard, cycle parking is present in small numbers (up to 10) at four locations for a total of 28.

1.2.9. In terms of bike theft, there have been between 20 and 40 bikes being stolen a year over the last five year period (across both campuses). This is a low figure considering that bike theft from universities is a national problem, with other universities experiencing thousands of thefts per year<sup>1</sup>. It should be noted that these universities are located within towns and city centres and subsequently include off-campus theft. As explained above, there are plenty of secure bicycle parking

<sup>1</sup> <https://www.cyclinguk.org/press-release/tough-lessons-englands-universities-are-bike-theft-hot-spots>

opportunities around the campus which perhaps explains the low theft rate experienced, as well as the out-of-town location of the campus. Full stolen bike data is available in Appendix H.

**INCLUSIVITY & MOBILITY IMPAIRED ACCESSIBILITY**

- 1.2.10. The accessibility of the campus is suitable for those with mobility impairments due to the provision of wide, even footways and designated crossing points, along Central Avenue.
- 1.2.11. However, North Road shared use paths are narrower and crossing points are limited to one Zebra crossing at one end of the road. Disabled parking spaces and drop off points are located conveniently outside key buildings for those requiring accessibility support.
- 1.2.12. Lifts are provided to navigate between the Drill Hall Library / Car Parking lower level and the higher level of Central Avenue.

**PUBLIC TRANSPORT OBSERVATIONS**

- 1.2.13. Bus stops are present along Central Avenue, Cumberland Road and New Kent Road within the Pembroke site and along Dock Road and Western Avenue for The Historic Dockyard site. Details about bus services are provided in section 4.10.
- 1.2.14. A bus shelter is present on Central Avenue with benches and another bus shelter is present close to the Medway Building which is the stop for the inter campus shuttle. No shelter is present for the bus stops along New Kent Road or Cumberland Road.



- 1.2.15. A bus shelter is present on the eastern side of Dock Road with benches; however, no shelter is present on the western side of Dock Road. A bus shelter is present on the eastern side of Western Avenue.

- 1.2.16. Timetables are present at all bus stops, although no Real Time Information is provided. Arriva has a mobile phone bus app with real time information and smart ticketing.

### **PARKING OBSERVATIONS**

- 1.2.17. Drill Hall Library Car Park has a Resin Bound Gravel Surface with limited markers to distinguish parking bays. Considering that teaching had not officially started at the time of the site visit, an estimated 30% occupancy mid-morning and 70% occupancy mid-afternoon was observed.
- 1.2.18. Mast Pond Car Park has a permeable gravel grid surface with limited markers to distinguish parking bays. This car park serves The Historic Dockyard Museum as well as the University. At the time of the site visit, an estimated 10% occupancy mid-morning was observed.





## **GENERAL OBSERVATIONS**

- 1.2.19. Movement around the campus are focused around the main two linear streets in the Pembroke site. Central Avenue is lined with trees with highways and footways in good condition. Street furniture is kept minimal along Central Avenue. The Historic Dockyard site is more open with more connections between the main routes of Main Gate Road and Church Lane / Officers Terrace.

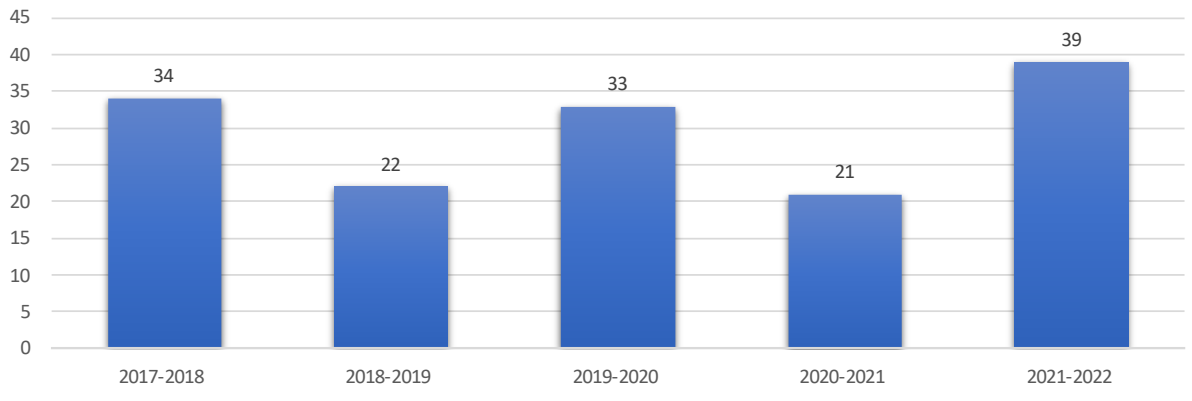
# Appendix H

## STOLEN BIKE DATA

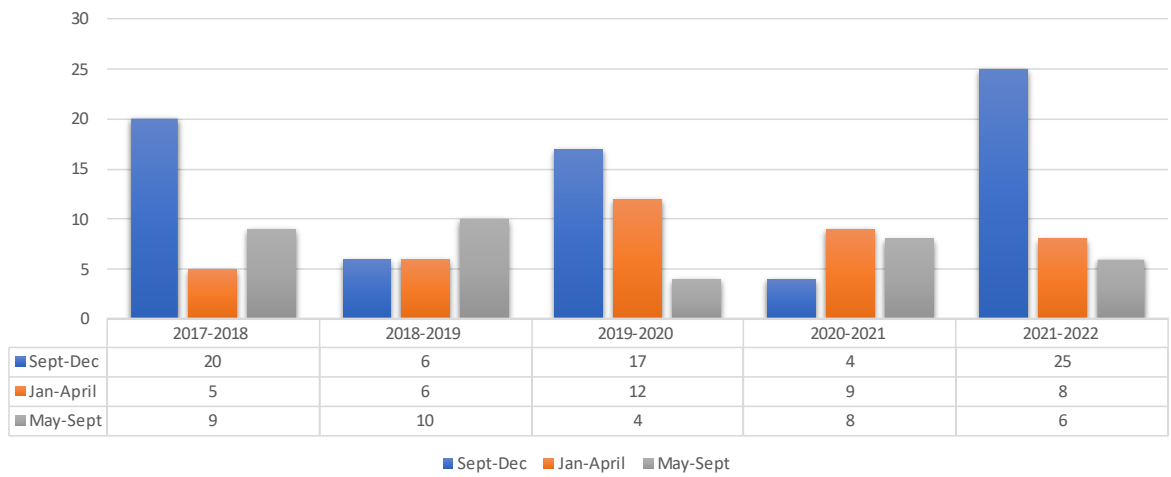
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### Bike Thefts - 5 Year Comparison

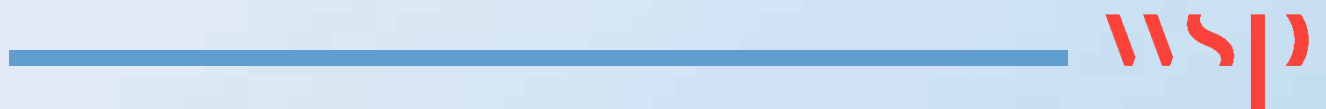


### Bike Thefts - Yearly Comparison



# Appendix I

## **SURVEY PROMOTIONAL MATERIALS**



## Travel Plan Survey

By Kelsey Lallier-Smyth

31 October 2022



### Have your say!

It is that time of year where the Transport Team are working on developing a New Travel Plan and we want to hear from staff and students about your commute to and from the University and travel within the local area.

By completing the survey, you help us plan our future transport strategies, understand what current services are working well, what improvements or changes Staff and Students would like to the current transport options provided, and help us with our carbon emissions research.

Plus complete the survey for the chance to win £150, £75 or £50 added to your KentOne card.

The survey has been extended to 11.59pm on **Monday 21st November 2022**.

**Students Survey:** [www.emaosurvey.co.uk/N/0XAZ3/](http://www.emaosurvey.co.uk/N/0XAZ3/)

**Staff Survey:** [www.emaosurvey.co.uk/N/0Y7H2Z/](http://www.emaosurvey.co.uk/N/0Y7H2Z/)

This is a featured version of a blog post and may differ from the original. [View the original blog post](#)

**Transport Team**  
5,970 Tweets

**Transport Team**  
@unikent\_travel

Transport news and information from the University of Kent, Transport Team. Monitored 9am-5pm Monday-Friday. Social media rules at: [ow.ly/ae0X5](http://ow.ly/ae0X5)

South East, England @kent.ac.uk/transport. Joined November 2013.  
167 Following 682 Followers

Not followed by anyone you're following.

Tweets Tweets & replies Media Likes

**Transport Team** @unikent\_travel · 3h  
Have your say! Complete our travel plan survey to help us with our carbon emissions research - you could win up to £150 on your KentOne card!  
Students: [ow.ly/PFyn50LprGe](http://ow.ly/PFyn50LprGe)  
Staff: [ow.ly/BAU50Lpsoz](http://ow.ly/BAU50Lpsoz)  
[@unikentool](https://twitter.com/unikentool) [@KentUnion](https://twitter.com/KentUnion) [@UKC\\_access](https://twitter.com/UKC_access) [@UKM\\_Access](https://twitter.com/UKM_Access) [@unikentfood](https://twitter.com/unikentfood)

**Have your Say!**  
We are developing a New Travel Plan and we want to hear from staff and students. Help us with our carbon emissions research.  
Complete the survey and enter to win up to £150 on your KentOne Card.  
Survey closes: 21 November 2022

## Travel Survey Have your say!

University of Kent

SURVEY CLOSES:  
15 November

We are developing a New Travel Plan and we want to hear from staff and students.

Help us with our carbon emission research.

Complete the survey and enter to win up to £150 on your KentOne card.



STUDENTS  
SCAN ME



STAFF  
SCAN ME

**transport**  
@CampusShuttle

Have your say! Complete @UniKent travel plan survey to help us with our carbon emissions research - you could win up to £150 on your KentOne card!  
Students: [ow.ly/PFyn50LprGe](http://ow.ly/PFyn50LprGe)  
Staff: [ow.ly/BAU50Lpsoz](http://ow.ly/BAU50Lpsoz)  
[@unikentool](https://twitter.com/unikentool) [@KentUnion](https://twitter.com/KentUnion) [@UKC\\_access](https://twitter.com/UKC_access) [@UKM\\_Access](https://twitter.com/UKM_Access) [@unikentfood](https://twitter.com/unikentfood)

**Have your Say!**  
We are developing a New Travel Plan and we want to hear from staff and students. Help us with our carbon emissions research.  
Complete the survey and enter to win up to £150 on your KentOne Card.  
Survey closes: 15 November 2022

8:50 am · 2 Nov 2022 · Hootsuite Inc.

# Travel Survey Have your say!

University of Kent

SURVEY CLOSES:  
15 November

We are developing a New Travel Plan and we want to hear from staff and students.

Help us with our carbon emission research.



Complete the survey and enter to win up to £150 on your KentOne card.



STUDENTS  
SCAN ME



STAFF  
SCAN ME



# Appendix J

## STAFF SURVEY RESULTS

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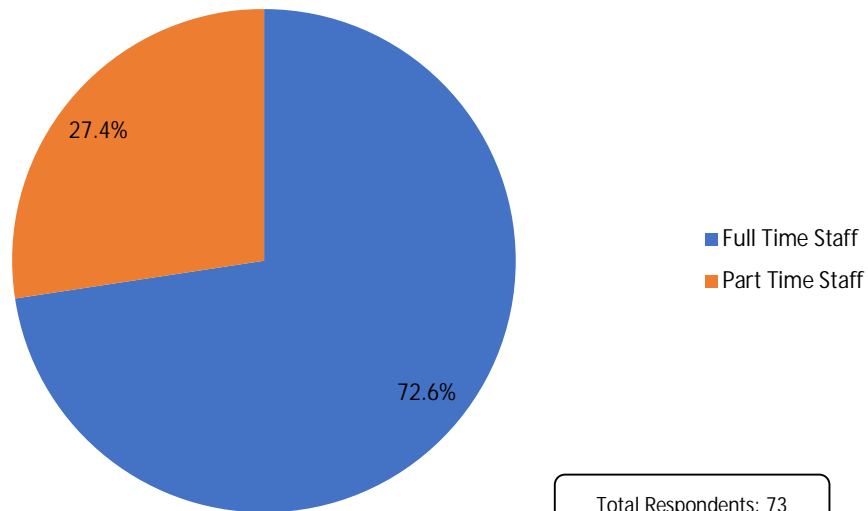


# Appendix J - Full Survey Outputs

Medway campus - Staff

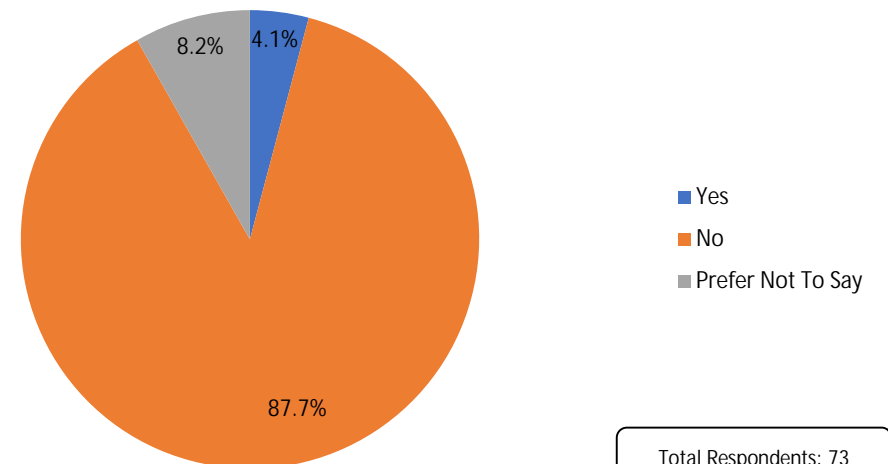
Total Respondents for Medway Staff	73
------------------------------------	----

Are you a full time or part time member of staff at the University of Kent?



Total Respondents: 73

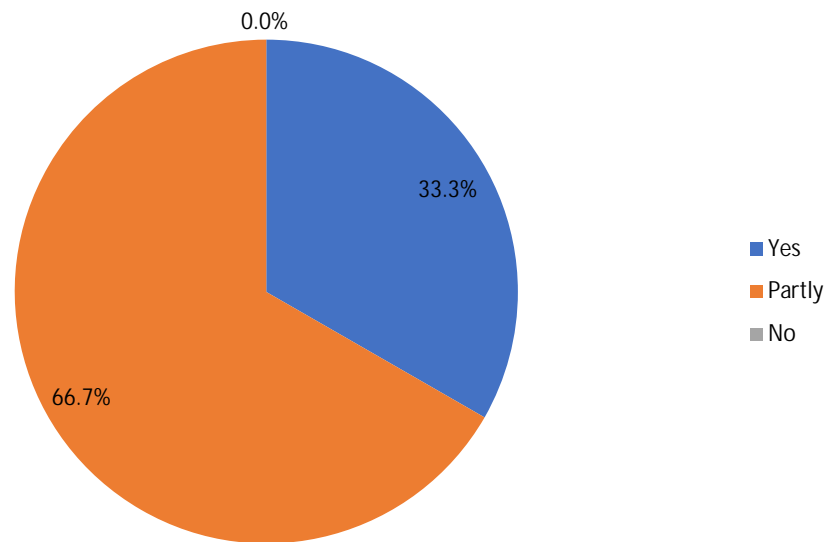
Do you have a disability which affects the way in which you travel to / from or around the campus



Total Respondents: 73



Do you believe accessibility around the campus is sufficient for your needs?



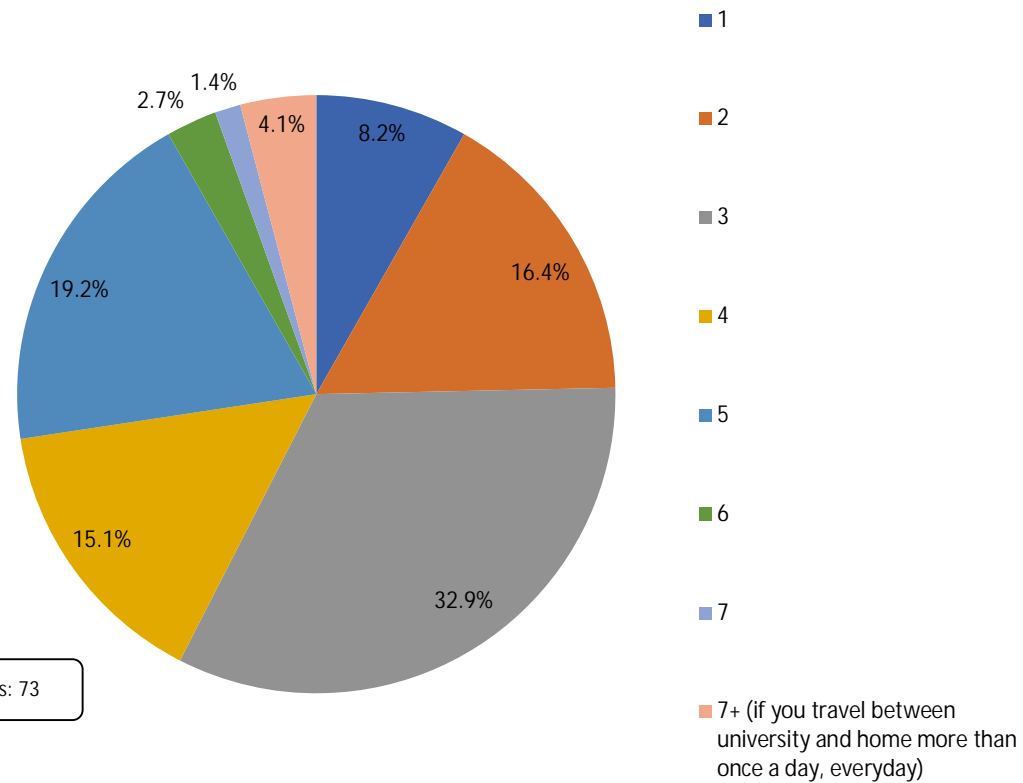
Total Respondents: 3

Please provide a reason for your answer.

Summary of answers:

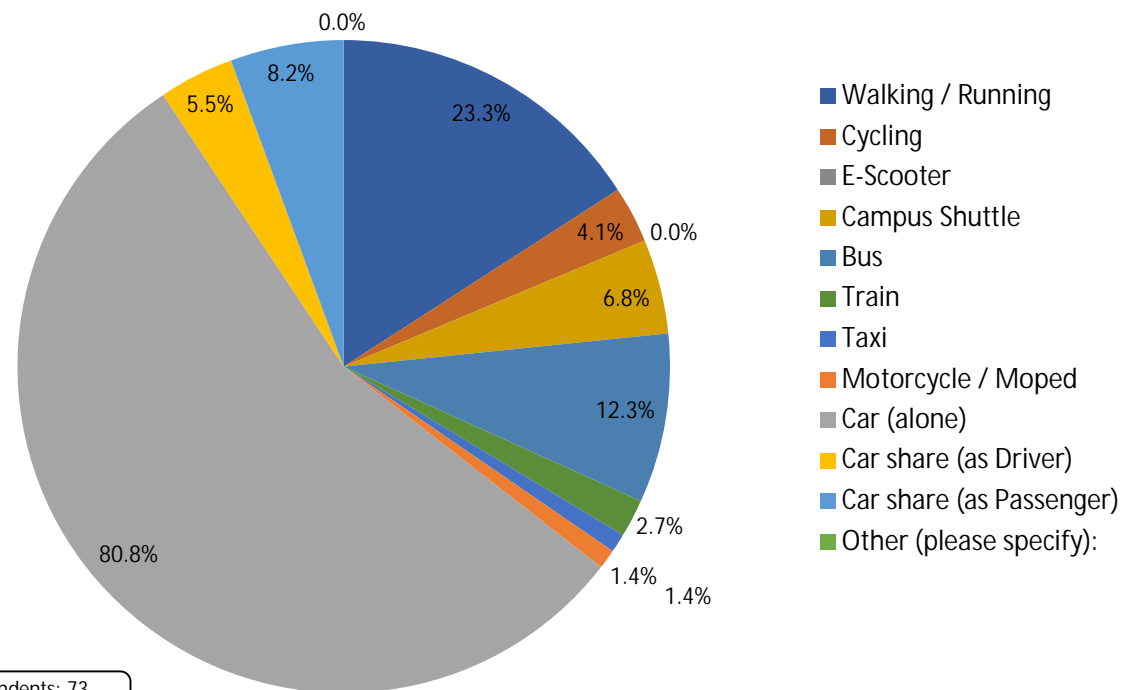
- There are lifts that I can use instead of stairs but due to Fire Safety issues and not being able to get out quick enough, I am now working from home for the foreseeable future.
- Toilet access not always sufficient.

In an average week, how many journeys do you make to the university campus? Please consider both work related and non-work related purposes (lectures, study, sports, social, leisure etc). Note that one journey includes there and back.



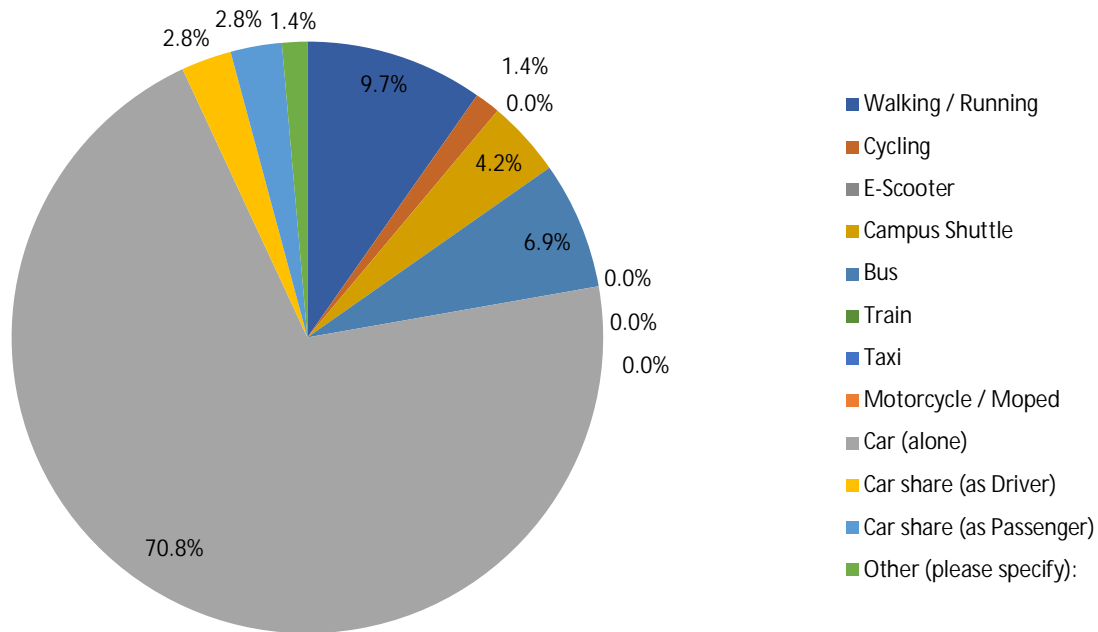
Total Respondents: 73

In your typical commute to / from your university campus, which modes do you use? You can select more than one, for example if you drive to the train station, take the train and then walk to the campus, please select all three modes.



Total Respondents: 73  
Staff only

Which is the final mode of transport that you arrive at university via? Where you may travel via different modes throughout the week, please select the one that you use most regularly.



Total Respondents: 73

Other (Please specify)  
 Summary of answers:  
 • Car - alone/ driver/ passenger as car share is onto campus but with a non-UoK colleague

### Thinking in terms of distance, what percentage of your journey was by each mode?

Eg. if you drive 2km and take a train 7km and walk 1km, enter 20% drive, 70% train and 10% walk. You could estimate this or use (for example) Google Maps journey planner to tell you the distance values for each leg of your journey. If you only use one mode of transport, please enter 100% for that mode. If you use more than one combination of modes throughout the week/year, please try and reflect this in the proportions below. For example, if you ride your bike to the office two days, but walk three days, enter 40% bike and 60% walk.

	Item	Average	Min	Max	Std. Deviation	Total Responses
1	Walking / Running	37.5	10	100	36.31	16
2	Cycling	36.7	20	60	17	3
3	Car (alone)	89.5	5	100	24.9	59
4	Car share	60	25	100	25.5	5
5	Bus	65	20	100	28.72	10
6	Train	57.5	30	85	27.5	2
7	Taxi	30	30	30	0	1
8	Shuttle	71.67	40	95	23.21	3
answered						73

On a normal day, what time do you generally...

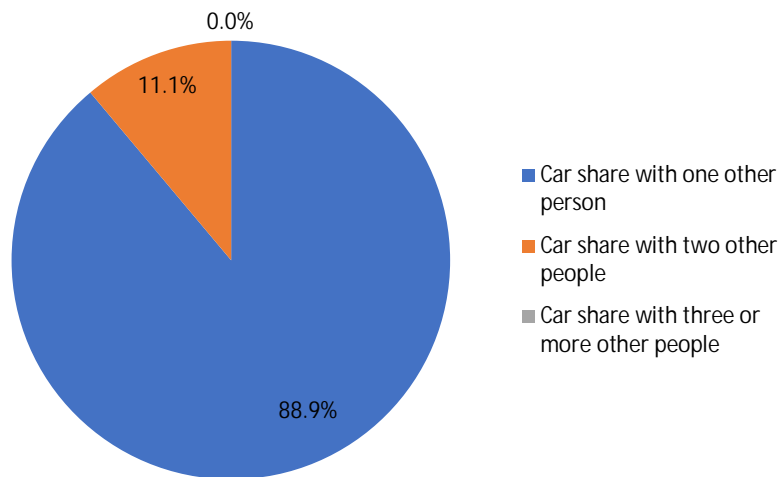
Arrive on campus?

Row Labels	Count of Arrive on campus?
06:00	1
06:20	1
07:25	1
07:45	1
07:50	1
08:00	9
08:15	6
08:20	3
08:30	15
08:45	8
08:50	3
08:55	2
09:00	13
09:15	1
09:20	1
09:25	1
09:30	1
10:00	4
14:00	1
Grand Total	73

Leave campus?

Row Labels	Count of Leave campus?
03:00	2
04:00	1
05:00	4
13:19	1
14:00	1
14:15	1
14:45	1
15:55	1
16:00	10
16:15	1
16:20	1
16:30	8
16:35	1
16:45	1
16:50	1
16:55	1
17:00	18
17:05	2
17:15	5
18:00	7
18:15	1
18:20	1
18:30	3
Grand Total	73

If you commute by car share (for any distance), did you

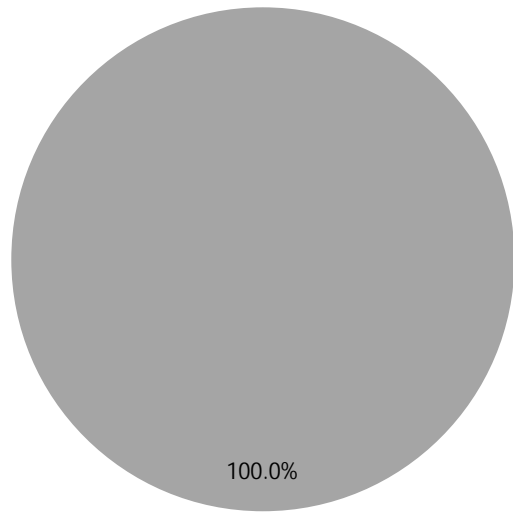


Total Respondents: 9

### What type of car do you use to commute to / from the university?

Answer Choice	Response Percent	Response Total
Petrol car: Small (less than 1.4 litres)	33.3%	21
Petrol car: Medium (1.4 to 2.0 litres)	30.2%	19
Diesel car: Medium (1.7 to 2.0 litres)	12.7%	8
Diesel car: Small (less than 1.7 litres)	7.9%	5
Diesel car: Large (more than 2.0 litres)	3.2%	2
Hybrid (non-plug-in): Medium	3.2%	2
Battery electric vehicle: Medium	3.2%	2
Petrol car: Large (more than 2.0 litres)	1.6%	1
LPG: Medium	1.6%	1
Battery electric vehicle: Small	1.6%	1
Unknown fuel / car size	1.6%	1
<b>Total</b>		<b>63</b>

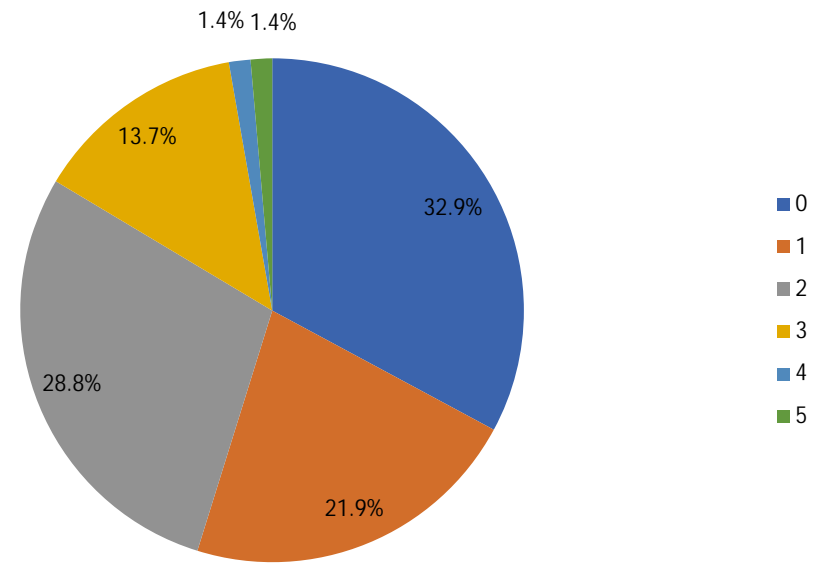
### What type of motorcycle / moped do you use to commute to / from the university?



- Petrol: Small (up to 125cc)
- Petrol: Medium (125cc to 500cc)
- Petrol: Large (more than 500cc)
- Electric
- Unknown fuel / motorcycle size

Total Respondents: 1

### In an average week, how many days per week do you work from home?

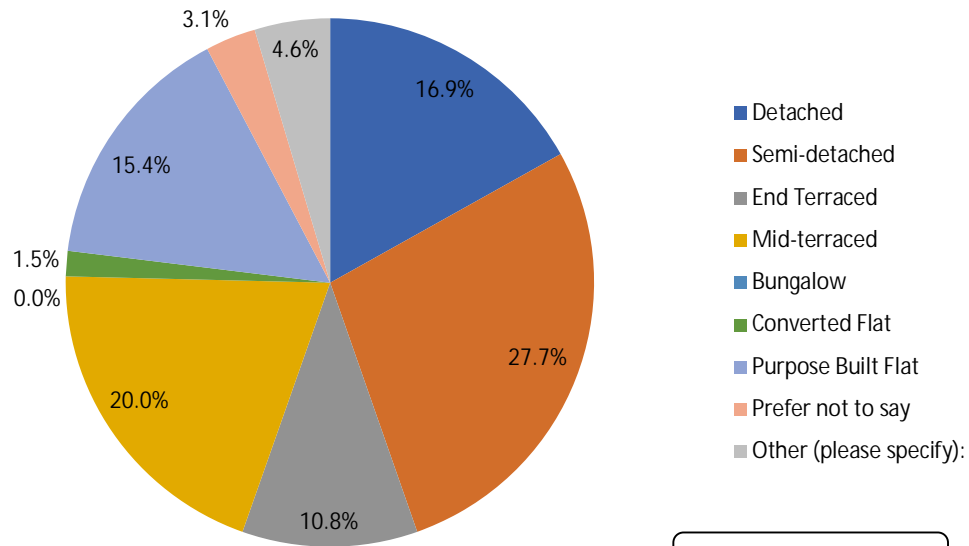


- 0
- 1
- 2
- 3
- 4
- 5

Total Respondents: 73

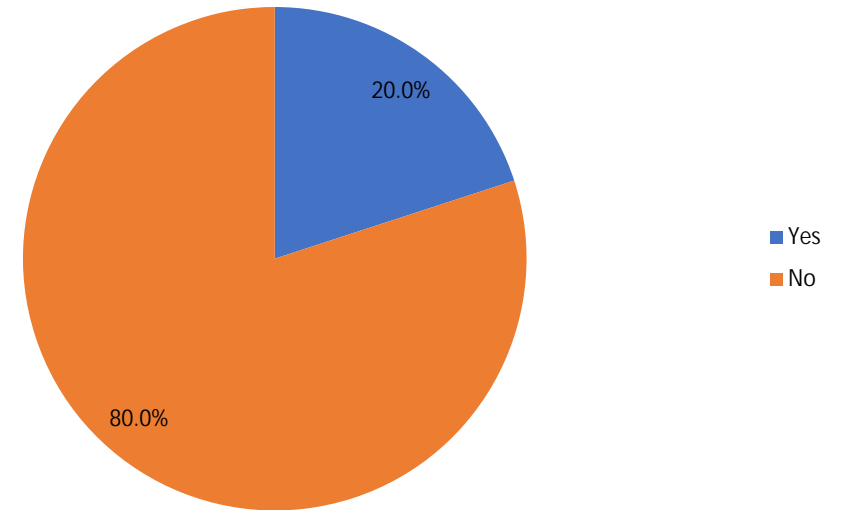


### What type of dwelling do you work from when working from home?



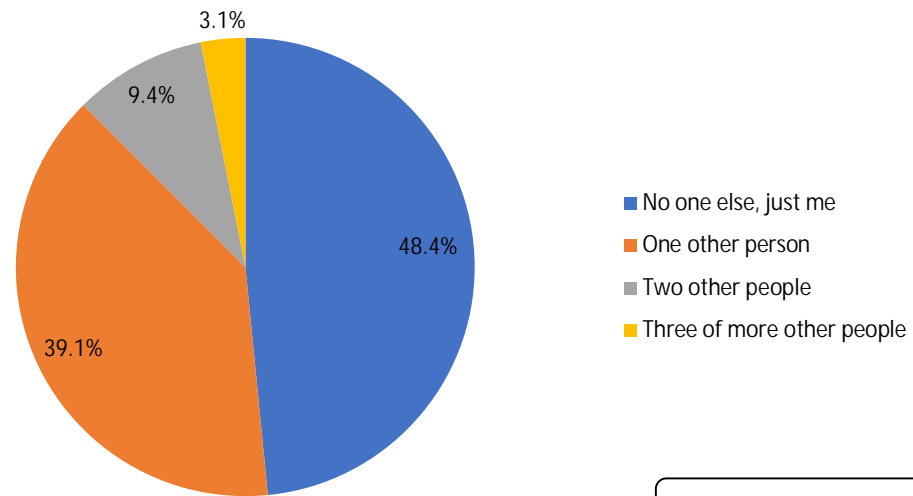
Total Respondents: 65

### Is this dwelling supplied with 100% renewable electricity? If you are unsure, please select 'No'.



Total Respondents: 65

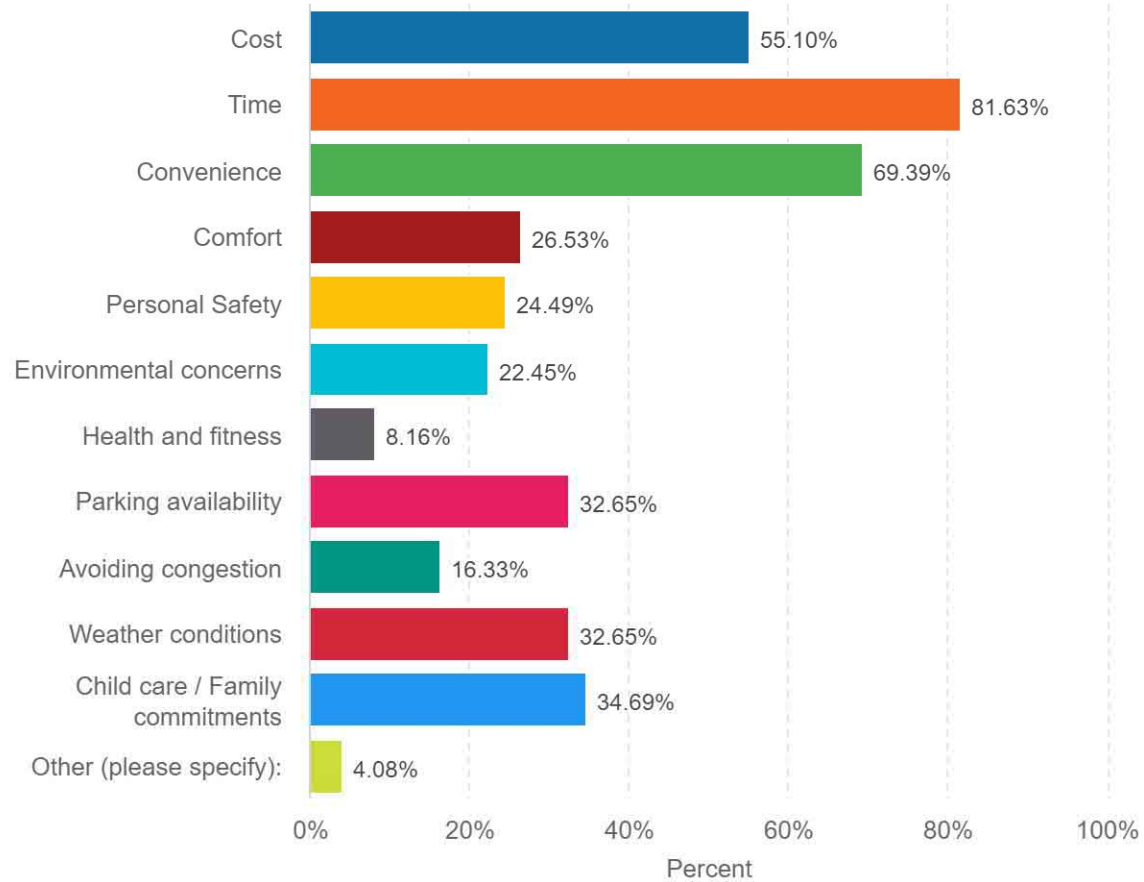
When you work from home, how many others are also at home with you at the same time?  
Select what is the most typical occurrence.



Total Respondents: 64

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

GVO



Other (Please specify)

Summary of answers:

- Wifi on train means I can work, whereas I cannot work in car/on a bus (due to nausea)
- Distance

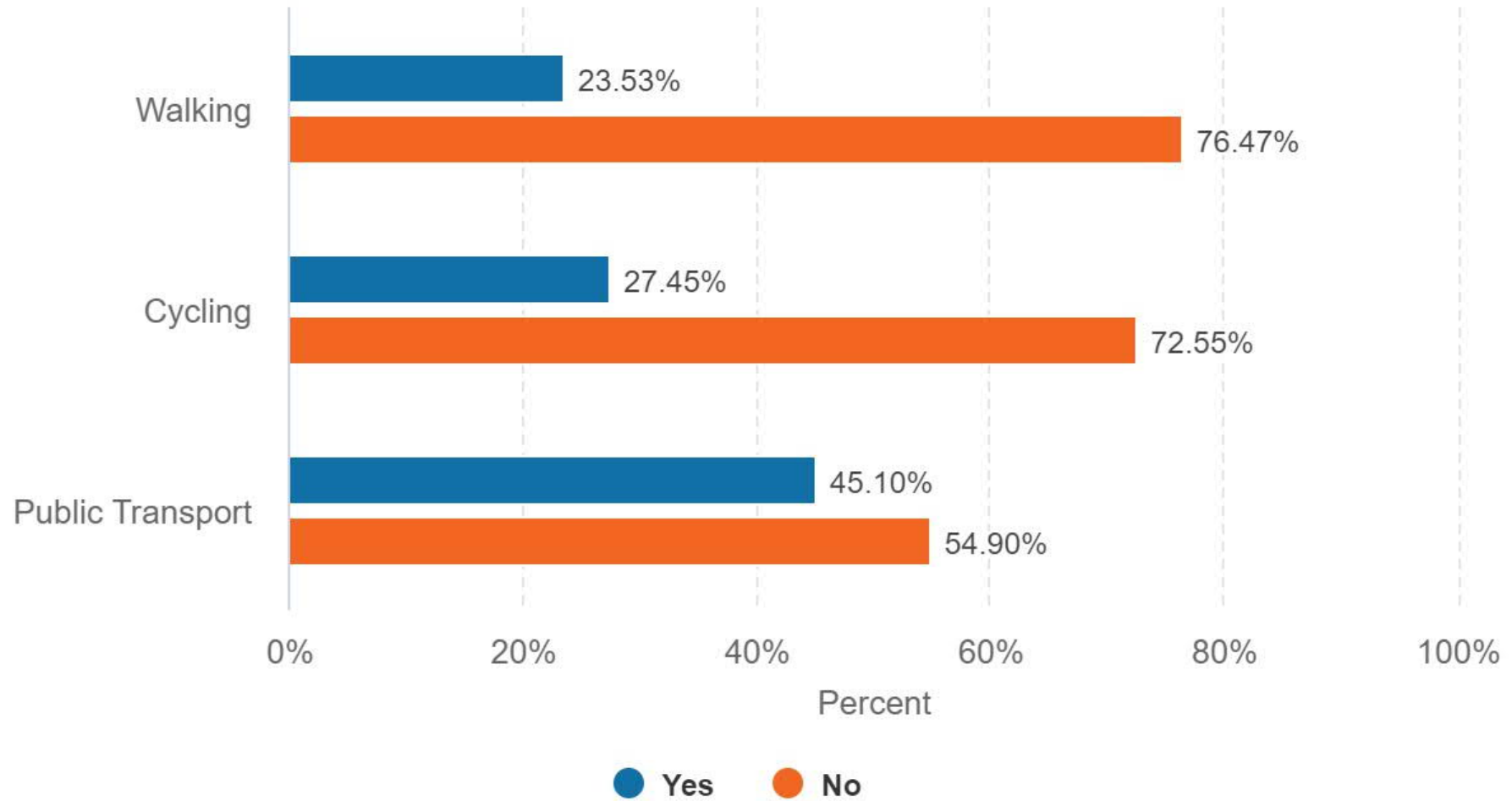
Total Respondents: 49

GVO

TO UPDATE

Gouge, Vicky, 2022-11-24T15:49:50.128

Considering your commute only, could you get to work by the following modes?

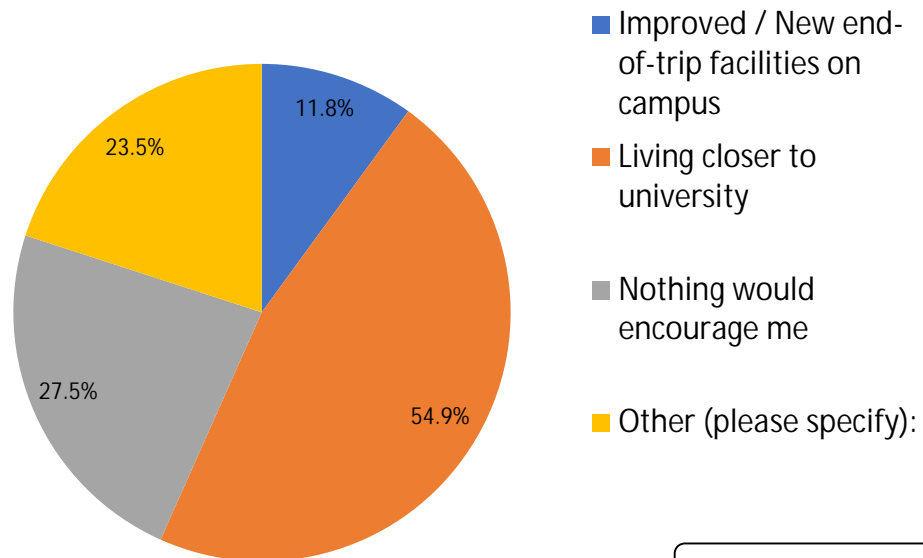


GVO

**Q21 NOT PRESENTED**

Gouge, Vicky, 2022-11-24T15:50:23.406

## What would encourage you to walk to university?



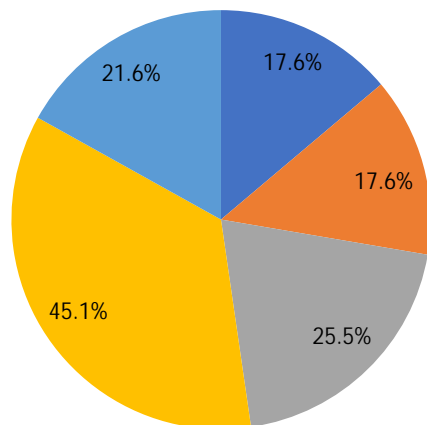
Total Respondents: 51

### Other (Please specify)

#### Summary of answers:

- I would only walk in an emergency as I live 5 miles away
- It takes too much time
- Doing a half/half commute where I dropped the car off and walked the rest of the way. Not sure in which situation that would occur other than my partner needing the car, or hot summer weather.
- Increasingly in my role I have to attend meetings in Canterbury. I live in Whitstable and would be happy to cycle to Canterbury.
- I would walk/cycle if I absolutely had i.e car was out of action
- better weather
- childcare being closer to home or university
- Flexibility so childcare commitments can be achieved
- I would need showering facilities - I have walked but it is about 1hr 30mins. Bit of a way when carrying papers, books etc.
- I cannot come to work via any other transport mode due to school drop off and pick up

## What would encourage you to cycle to university?



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

Total Respondents: 51

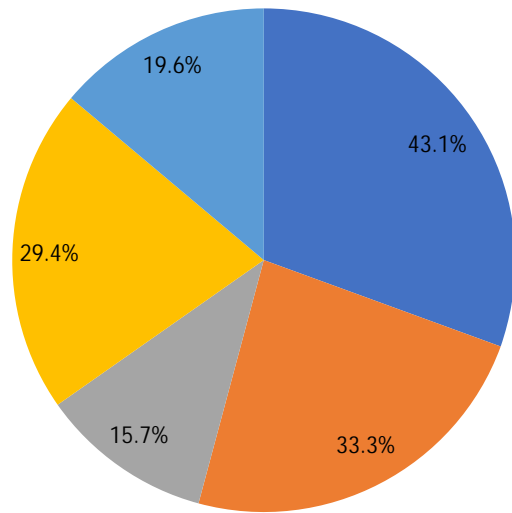
### Other (Please specify)

#### Summary of answers:

- Increasingly in my role I have to attend meetings in Canterbury. I live in Whitstable and would be happy to cycle to Canterbury.
- Can't cycle
- I can't ride a bicycle
- Living closer to the university and having a bike
- I would walk/cycle if I absolutely had i.e. car was out of action
- better weather
- childcare being closer to home or university
- Flexibility so childcare commitments can be achieved
- Cycle lanes. I used to cycle from Rainham but the start and stop at every junction made the journey tiring
- Safer cycling routes and less expensive train fare
- I cannot come to work via any other transport mode due to school drop off and pick up



### What would encourage you to take public transport to university?



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

Total Respondents: 51

#### Other (Please specify)

Summary of answers:

It is too expensive and infrequent

If public transport were cheaper, I would consider taking it.

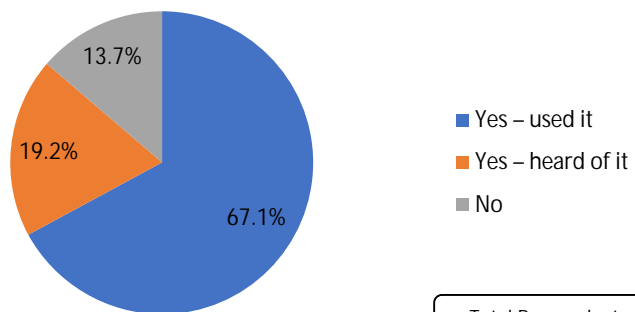
If I lived closer to train station

Better and cheaper service

I had to start driving to work because of unreliable bus services

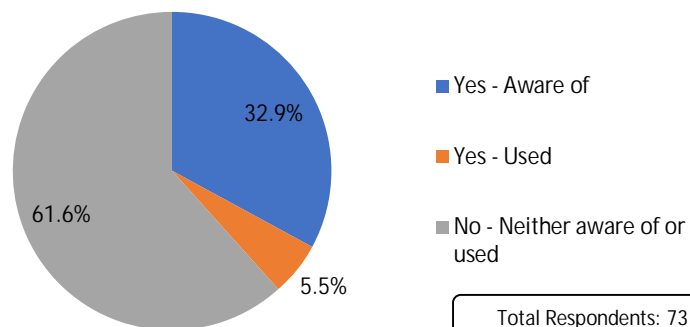
I cannot come to work via any other transport mode due to school drop off and pick up

### Have you ever used / heard of the University of Kent Transport webpage?



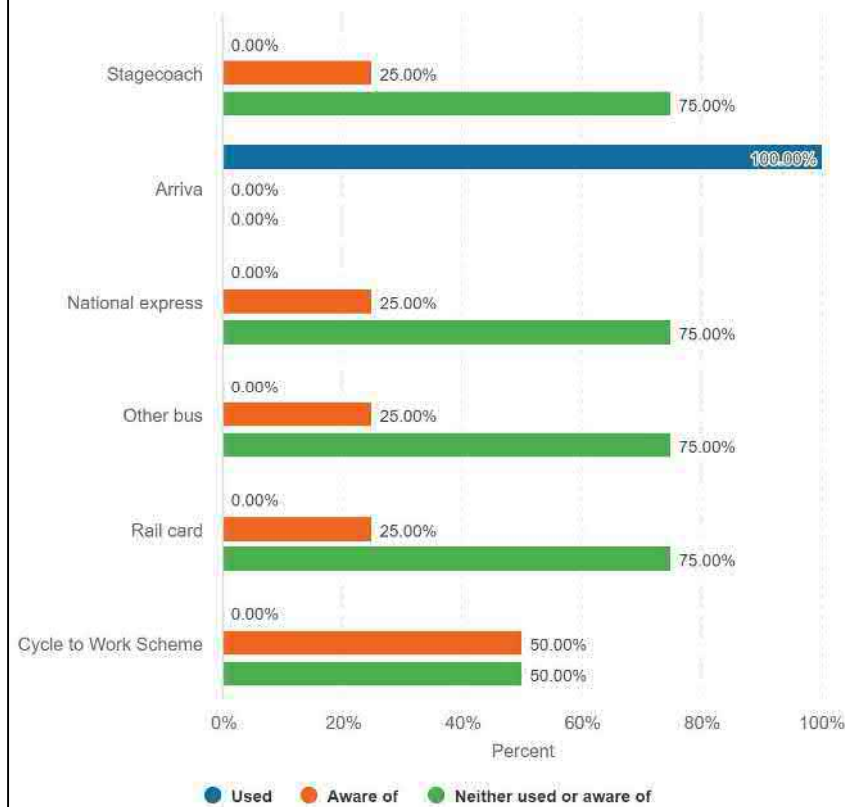
Total Respondents: 73

### Are you aware of / do you use travel discounts advertised by the University?



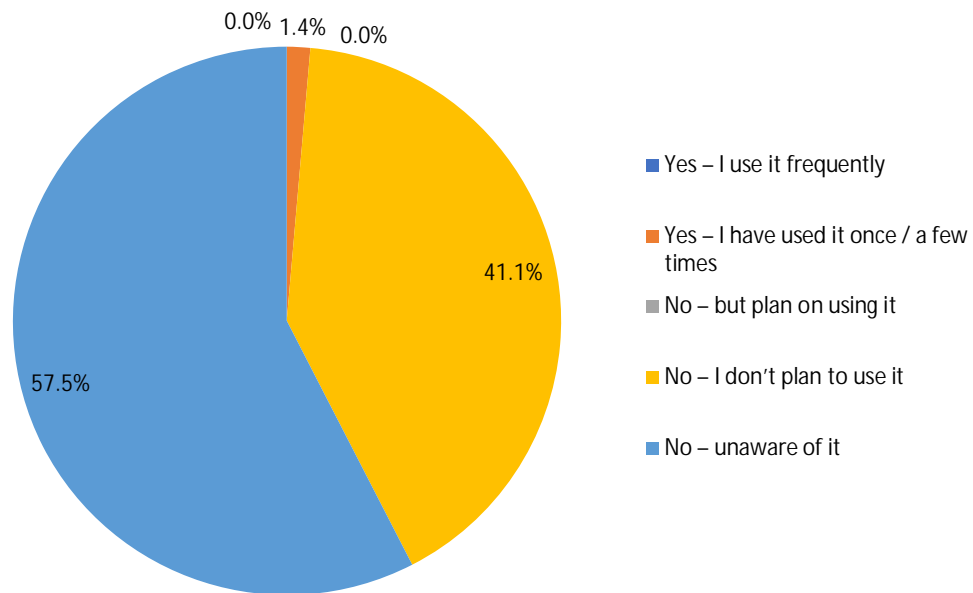
Total Respondents: 73

### What discounts do you use / are you aware of?



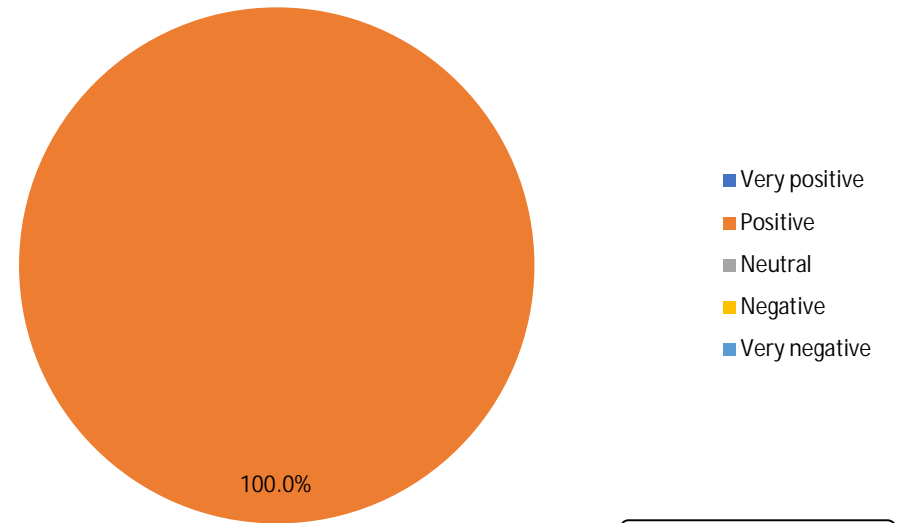
Total Respondents: 61

### Have you used the Bird E-scooter hire scheme?



Total Respondents: 73

### What was your experience with using a Bird E-scooter?

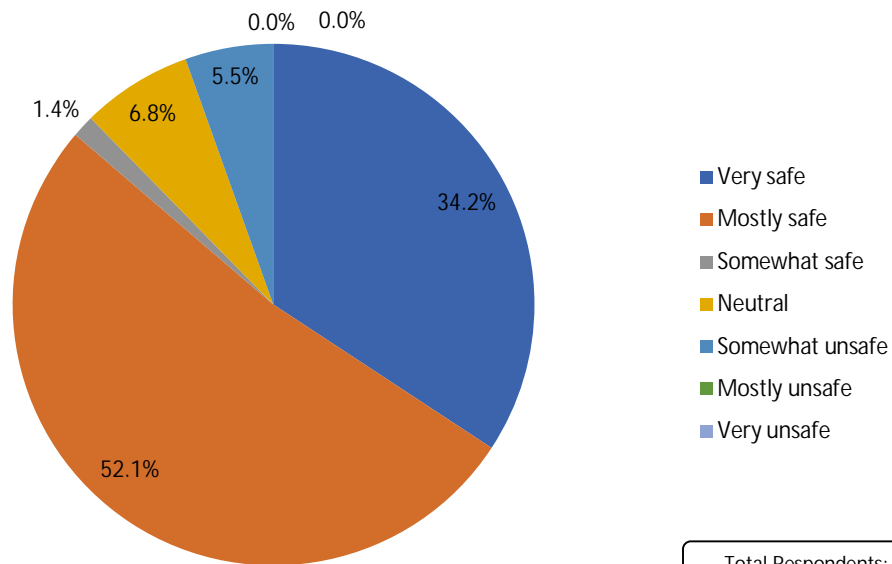


Total Respondents: 1

#### Summary of comments:

- It was good, but the speed zones meant it was quicker to walk across campus than use the scooter.

## How safe do you feel travelling to / from campus?

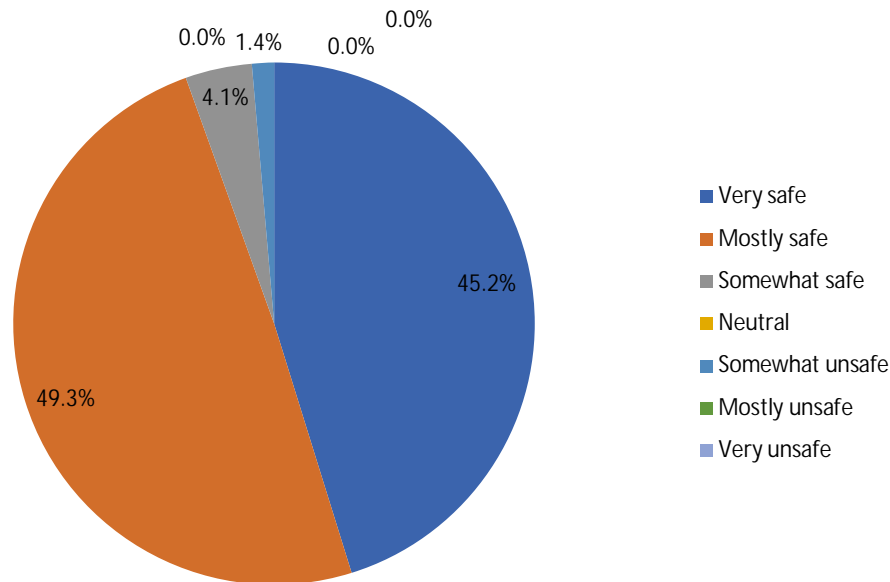


Total Respondents: 73

### Summary of comments:

- I work shift work so could leave at midnight
- There is always a risk
- My only concern is the level of congestion through Chatham with the addition of cyclists. It can be cramped on the road and I sometimes worry I am too close to the cycling lane, especially as roads merge from 2 to 1 lane. There is also often emergency services travelling up/down Chatham centre. This discourages me from cycling to work.
- Never had any problems using public transport or walking
- I live close to campus, I know the area well and can use well lit routes. I'm also arriving/leaving while there is still plenty of activity on campus
- The walk to the car on the Medway campus can be slightly daunting as there are few staff on the Medway campus.
- I am in my own car, I know the area and I park on campus. When I have had to walk to my car off campus I have not felt safe.
- Traveling from Whitstable to Canterbury by car - very safe. Whitstable to Medway by car - reasonably safe. The M2 motorway is pretty dangerous. If I travel to Medway by train I feel 'somewhat safe' walking through Gillingham to get to the campus.
- The lighting on Central Avenue on the Medway campus is very poor. This is particularly noticeable on very dark nights.
- Well lite car park and only travel between 9-5
- Although the actual journey is quite circuitous it is all on well lit, main roads and the campus feels safe. I am not often travelling after dark.
- Using the roads may be tricky with no dedicated cycle paths
- Because I drive and on arrival it's well lit and plenty of people around
- In a vehicle with lockable doors and don't have to worry about route I walk and if daylight. Am aware of issues on the route I would walk in past years.
- I currently travel by car. I can ensure I am fully alert and drive to my own expectations. This does not account for other drivers though.
- I generally feel safe driving to and from work, but I did not like the walk through the Lines when I did have to get the train from Gillingham. It's still not pleasant
- Cycling is dangerous

## How safe do you feel travelling in and around campus?



Total Respondents: 73

### Summary of comments:

- Good lighting , usually busy and never had a reason to feel unsafe
- Very safe feel
- I have only been on campus after hours a few times for work activities, and it has felt no more unsafe than during the day.
- Depending on time of the day or type of events, there are a lot of cars moving around the campus.
- Never had any problems, security staff around
- "Low speed limit, Small campus"
- Medway campus is small, there are few areas where you feel alone or out of site.
- That's campus. Students are there and colleagues, I feel safe around them.
- I'm generally on the campuses during daylight/working hours and other people are around. I feel in Canterbury that there are a lot of people around, the atmosphere is generally relaxed and there is a visible security presence. In Medway there are fewer people around and less security visibility. On both campuses it feels as though anyone could wander into pretty much any building - though this hasn't happened to me.
- Always people and security when I work
- The campus is well lit. There are usually people around and I am aware of the location of the security staff
- It's a safe environment
- I feel safe at the University of Kent because I feel familiar with the setting and there is security in place and people around to seek help if needed
- Never had any issues on Campus so no reason not to
- Well-lit and people around
- plenty of people around
- Lighting in car park at the Drill Hall is very poor. Not good when leaving work late at night, when doing a later shift.
- Everybody is driving slowly and in safe areas to park.
- The lighting outside of the Drill Hall Library is ineffective. When leaving work in the dark. People are almost walking into each other, it is so dark. Also bad lighting on the steps from the parade ground to the upper campus
- Traffic leaving New Kent road onto Central Avenue does not give way to pedestrians, I have seen a number of near misses. (Medway Campus)
- I tend not to be an anxious person so don't consider danger as a constant thought. I am however aware and know how to look after myself
- Aware of issues on/near campus in past but also very deserted/dark at times...
- The parking barriers have been lifted for a number of months. I have seen non university drivers in the car parks not driving the correct way in a one way zone and driving too fast.
- As a 40-something woman with a not-very-exciting car who leaves by later afternoon, I feel very safe! It's outside of those times when things can feel a little sketchy, and you can feel isolated. This was very true during lockdown in 2021 when I came back to campus earlier than other colleagues. The Safezone app is helpful, though.
- Low traffic-low speed. Busy campus.
- I would qualify this by saying that I am aware that my experience of travelling on campus is different to some others. I'm a white male who works mainly in daylight hours.
- It is fairly well lit and there is the safety app. If I am nervous - I will usually leave earlier.
- Medway dockyard is deserted in the evenings. I avoid being in the buildings and on campus alone because this does not feel safe.

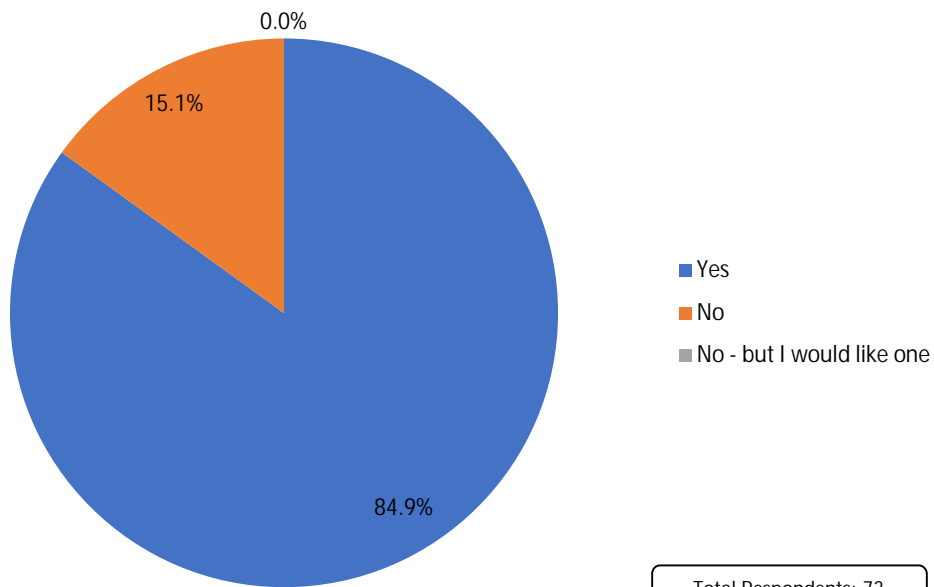
## What measures could be taken to improve safety on campus?

### Summary of answers:

- improved lighting? Particularly in the tunnel from the Medway building to the car park. increased footfall.
- Cycling lanes if people wanted them. Walking lanes through Drill Hall car park. Signage with security team contact details, and maybe signage to the nearest police station or GP in case of emergency. Looking into the pot-holes on Central Avenue would be good if possible!
- Lorries and trucks should not be allowed to use smaller lanes such as Giles Lane.
- Better lighting on Medway campus
- Due to the heritage of the campus, some areas aren't as brightly lit as maybe they could be and CCTV isn't always obvious
- Greater security presence when the campus is dark.
- It feels safe to me.
- More visibility of security staff, particularly after reception shuts in Medway buildings.
- Nothing specific - the Medway campus is less populated and can feel a bit less safe particularly at the end of the day when most people have gone home etc.
- Additional lighting in Central Avenue, Medway campus.
- More visibility of security staff
- Have the security staff more visible. I am aware on the Medway campus where the Greenwich security hub is but I am unaware whether Kent have any security staff at their end of the campus and where they are actually located.
- More security, this could be volunteers staff and student with a visible vest. More telephone emergency points.
- Better and brighter lighting for car park
- Due to hybrid working the offices are generally empty during quiet times at the uni but this is due mostly to hybrid working
- Better road markings and signage
- Better lighting/visibility? Information re frequency of security patrols and CCTV on campus - also acts as a deterrent to undesirable activity
- Better lighting in Drill Hall car park during dark evenings
- Lower the barriers
- I think Medway can feel very 'open' at times, partly because of the kind of estate it is. On the one hand, this does mean that there are relatively few hidey holes for people to get up to no good; on the other, if you are walking alone late at night and you become aware of other people... then you feel very exposed. Lighting is important in this, for sure.
- Clearer walking routes
- More security
- This is difficult. The Medway campus is under-served in many ways. It doesn't have the lively venues and events that are enjoyed in Canterbury, which maintain a good number of people on campus. UoK students do not live on campus, they live a short walk away. So students who choose to be on campus at night are often alone or vulnerable. They have to walk on dark roads to and from the library or other services. But under current economic/student recruitment conditions there is very little chance of this changing.
- Leaving early. More security close by (not via an app that merely contacts security who could be anywhere across a broad area)relocating MAT to a place which has more human presence at the ends of the day.

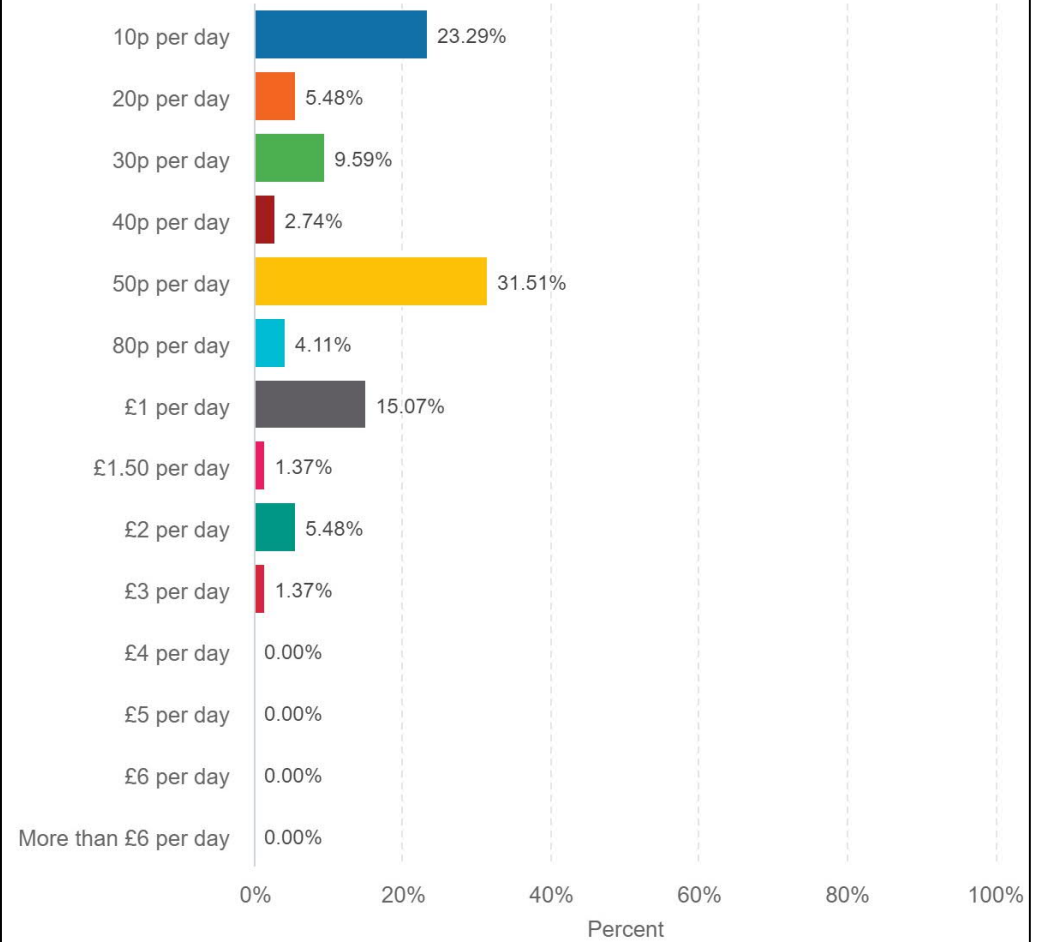
Total Respondents: 30

### Do you have a permit to park?



Total Respondents: 73

### What do you think is a reasonable price for a term time parking per day?



# Appendix K

## STUDENT SURVEY RESULTS

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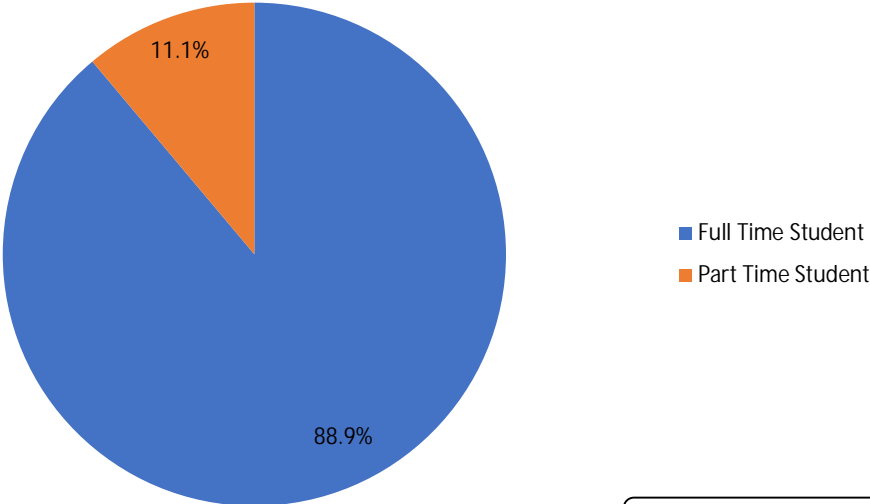


# Appendix K - Full Survey Outputs

Medway campus - Students

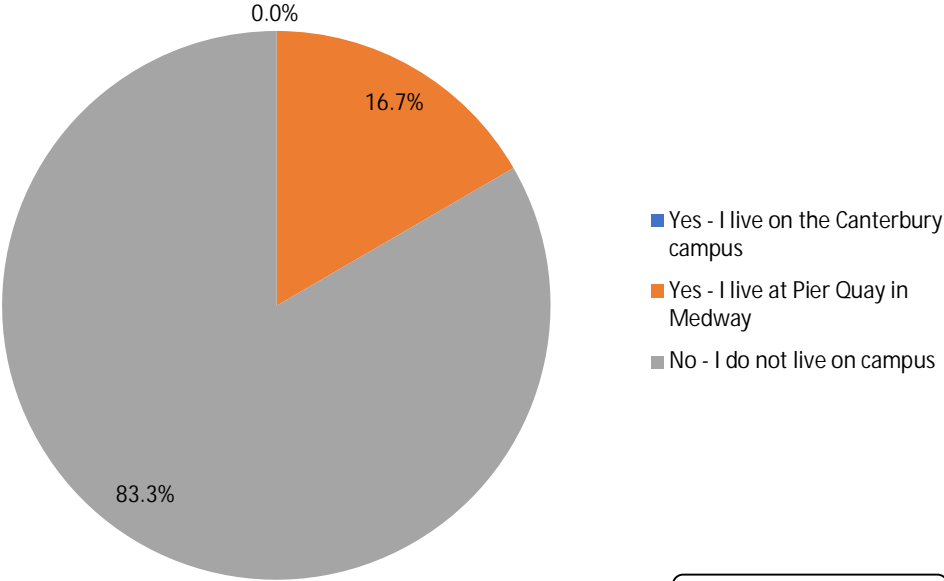
Total Respondents for Medway Students	18
---------------------------------------	----

### Are you a full time or part time student at the University of Kent?



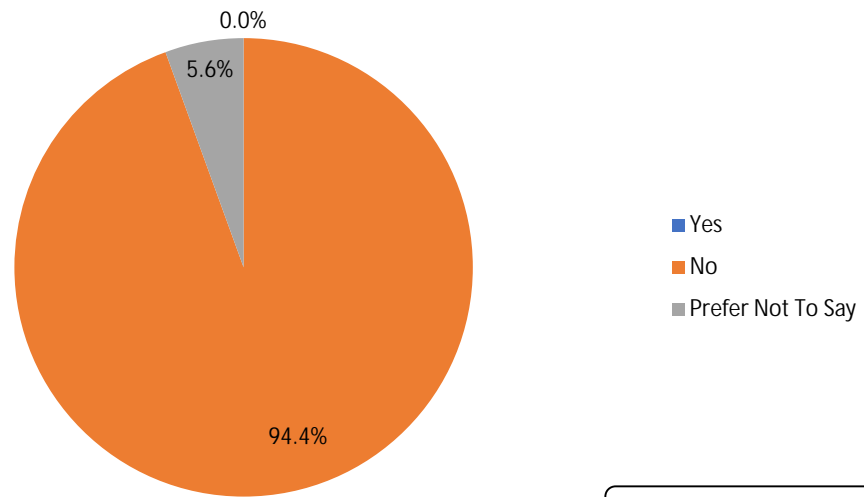
Total Respondents: 18

### Do you live on campus?



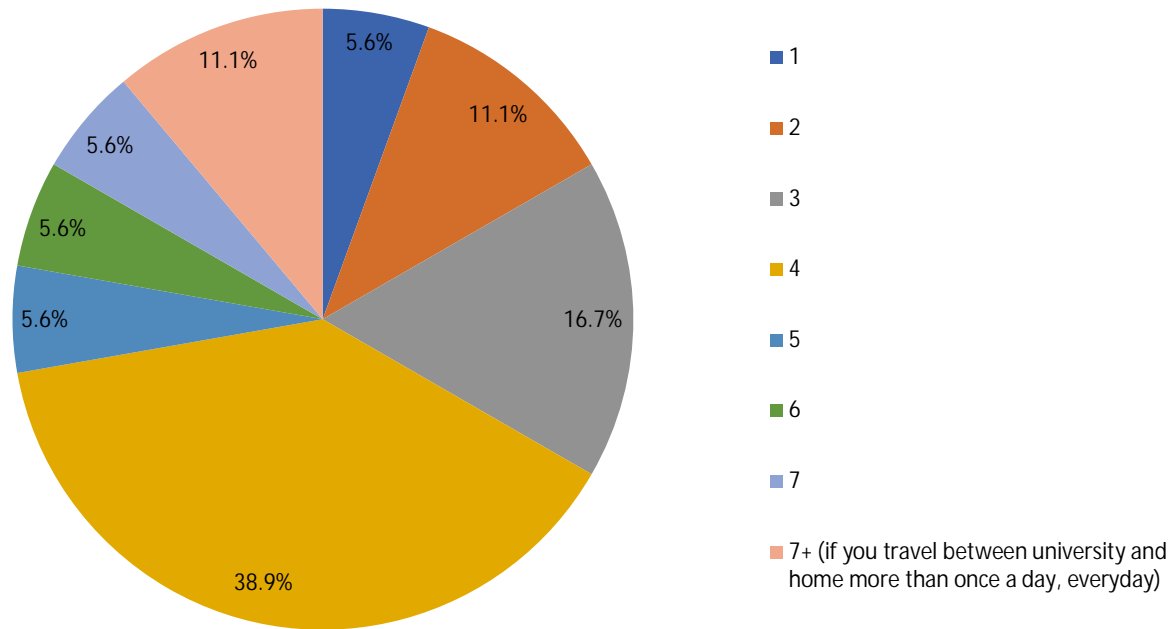
Total Respondents: 18

Do you have a disability which affects the way in which you travel to / from or around the campus



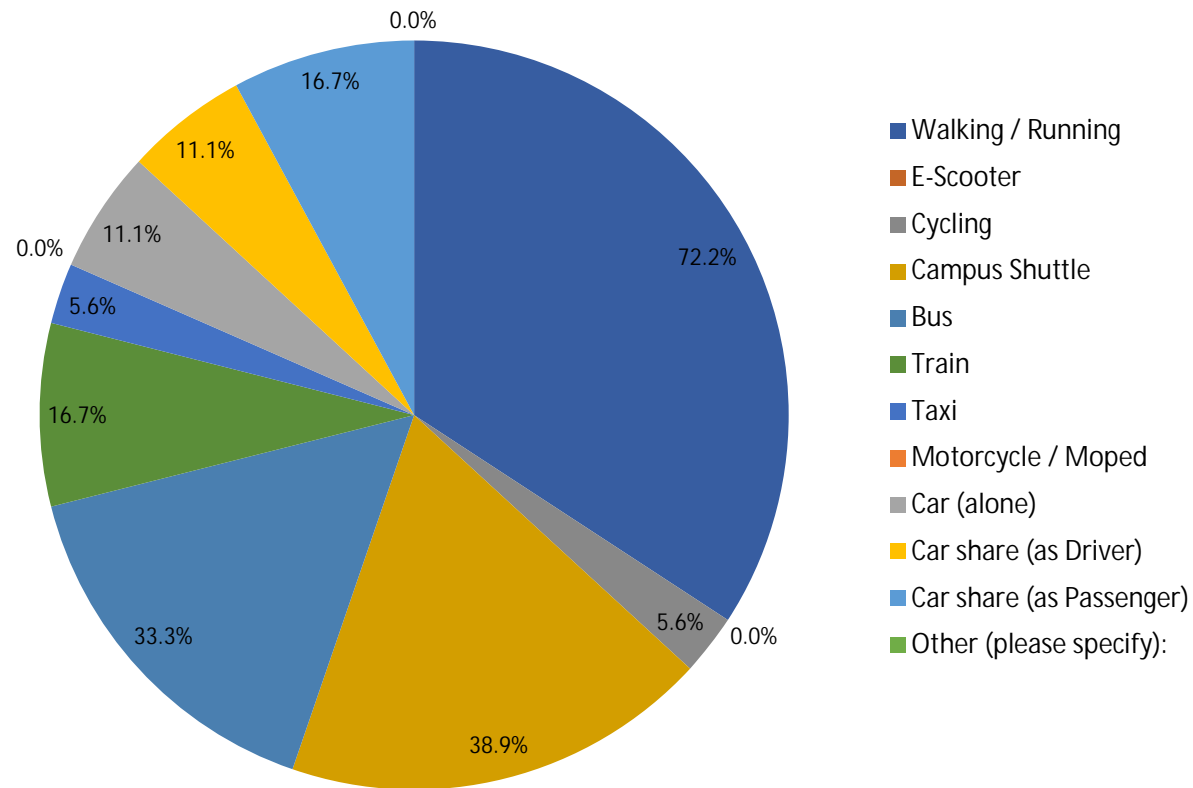
Total Respondents: 18

In an average week, how many journeys do you make to the university campus? Please consider both course related and non-course related purposes (lectures, study, sports, social, leisure etc). Note that one journey includes there and back.



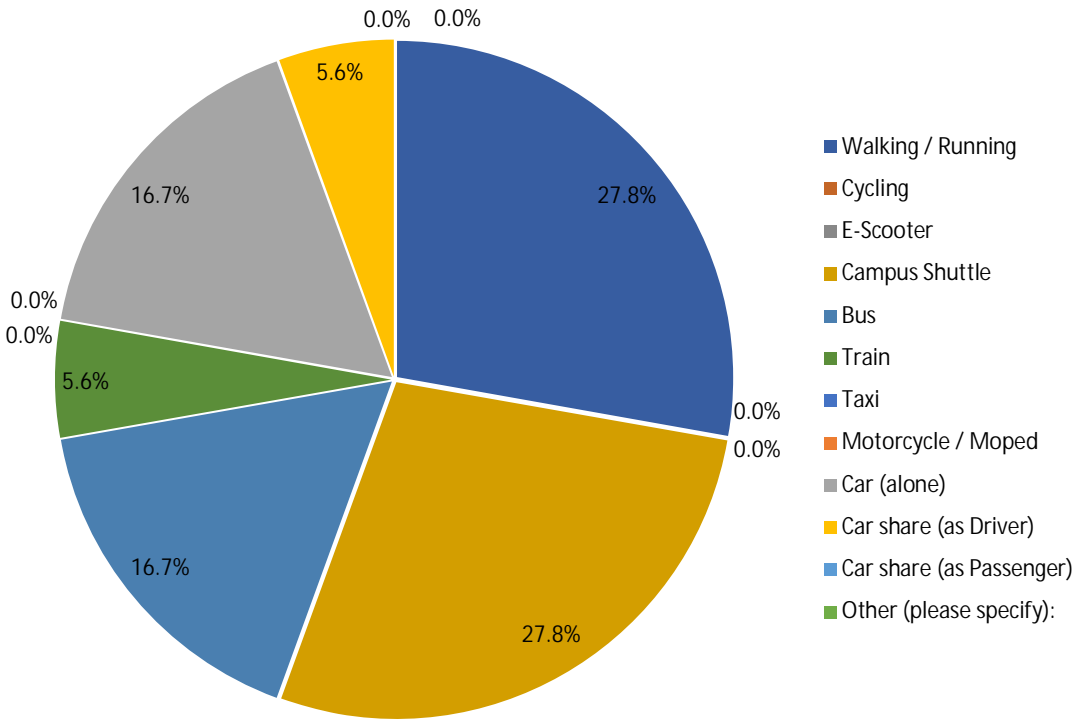
Total Respondents: 18

In your typical commute to / from your university campus, which modes do you use? You can select more than one, for example if you drive to the train station, take the train and then walk to the campus, please select all three modes.



Total Respondents: 18  
Students only

### Which is the final mode of transport that you arrive at university via?



Total Respondents: 18

## Thinking in terms of distance, what percentage of your journey was by each mode?

Eg. if you drive 2km and take a train 7km and walk 1km, enter 20% drive, 70% train and 10% walk. You could estimate this or use (for example) Google Maps journey planner to tell you the distance values for each leg of your journey. If you only use one mode of transport, please enter 100% for that mode. If you use more than one combination of modes throughout the week/year, please try and reflect this in the proportions below. For example, if you ride your bike to the office two days, but walk three days, enter 40% bike and 60% walk.

	Item	Average	Min	Max	Std. Deviation	Total Responses
1	Walking / Running	60.42	5	100	38.7	12
2	Cycling	10	0	20	8.16	3
3	Motorcycle	0	0	0	0	1
5	Car (alone)	66.67	0	100	47.14	3
6	Car share	50	0	100	50	2
7	Bus	6.67	0	10	4.71	3
8	Train	37.5	0	100	35.56	6
9	Taxi	47.5	0	80	29.47	4
10	Shuttle	51.67	5	75	22.85	6
Answered						18

On a normal day, what time do you generally...

Arrive on campus?

Row Labels	Count of Arrive on campus?
00:00	1
08:30	1
08:50	1
08:55	1
09:00	5
09:30	1
10:00	6
Grand Total	16

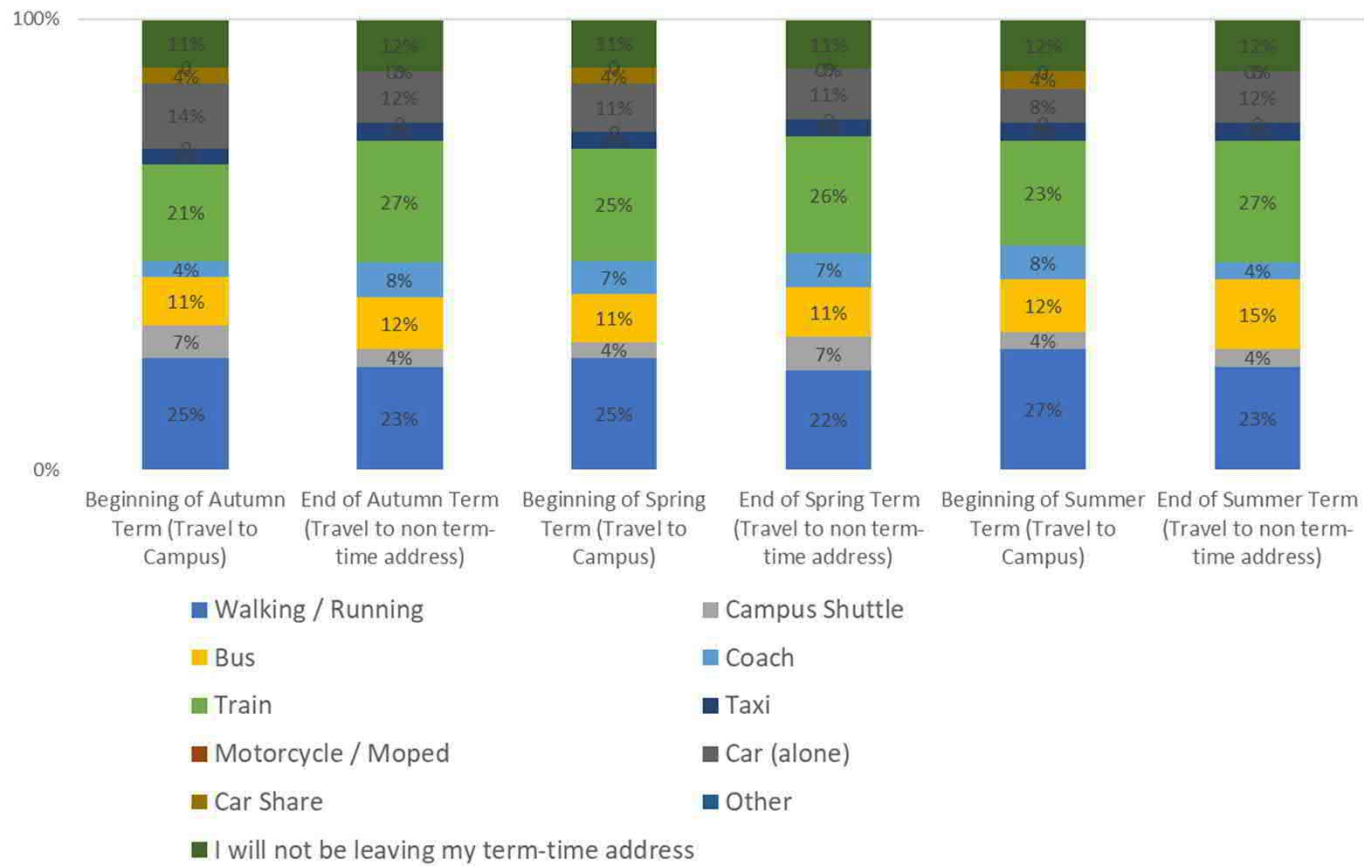
Leave campus?

Row Labels	Count of Leave campus?
02:00	1
03:30	1
04:00	1
04:15	1
06:00	1
12:00	1
16:00	3
17:00	2
17:05	1
17:15	1
18:00	1
19:00	1
Grand Total	15

Total Respondents: 16



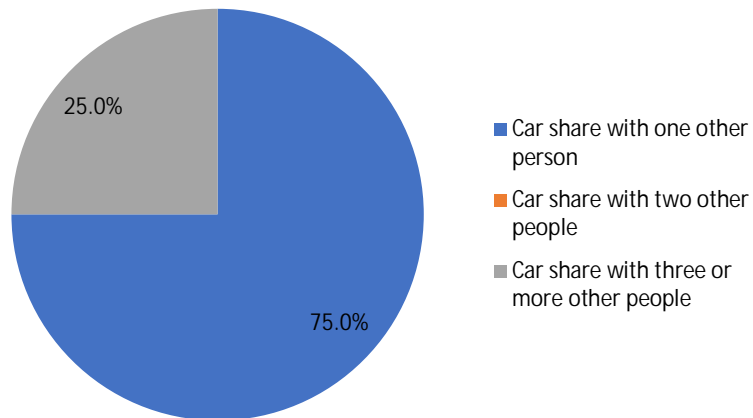
## At the beginning and end of each term, how did you / will you be travelling back to your non-term time address?



Other (Please specify)  
 Summary of answers:  
 • Airplane

Total Respondents: 18

### If you commute by car share (for any distance), did you

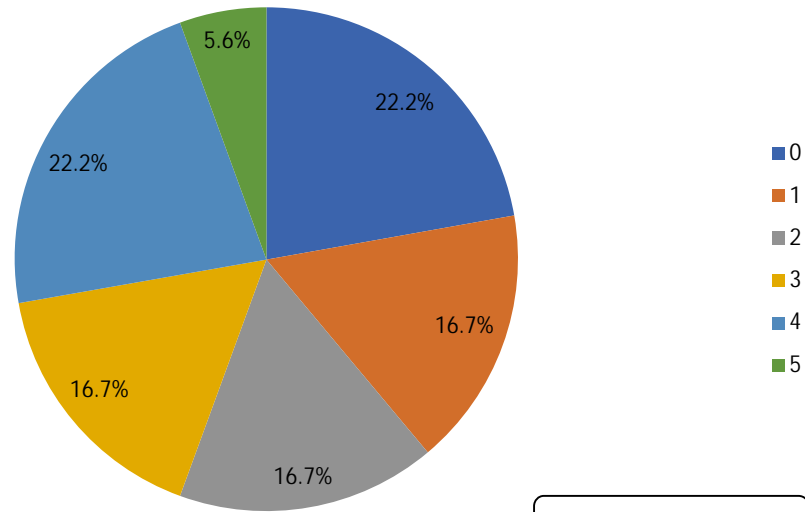


Total Respondents: 4

### What type of car do you use to commute to / from the university?

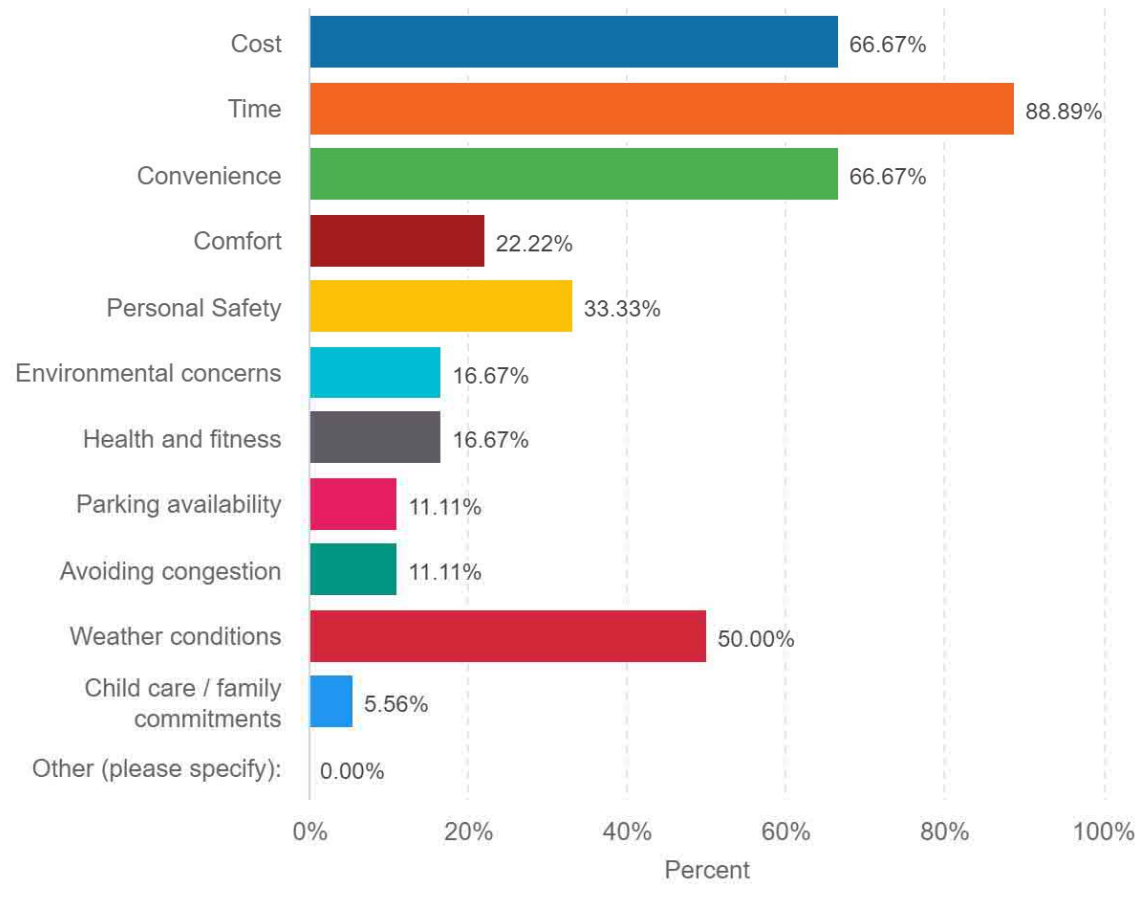
Answer Choice	Response Percent	Response Total
Petrol car: Small (less than 1.4 litres)	0%	0
Petrol car: Medium (1.4 to 2.0 litres)	20.0%	1
Diesel car: Medium (1.7 to 2.0 litres)	0.0%	0
Diesel car: Small (less than 1.7 litres)	40.0%	2
Diesel car: Large (more than 2.0 litres)	0.0%	0
Hybrid (non-plug-in): Medium	0.0%	0
Battery electric vehicle: Medium	0.0%	0
Petrol car: Large (more than 2.0 litres)	0.0%	0
Hybrid (non-plug-in): Small	0.0%	0
Plug-in hybrid electric vehicle: Medium	0.0%	0
Plug-in hybrid electric vehicle: Large	0.0%	0
Battery electric vehicle: Large	0.0%	0
Unknown fuel / car size	40.0%	2
Hybrid (non-plug-in): Large	0.0%	0
Battery electric vehicle: Small	0.0%	0
Plug-in hybrid electric vehicle: Small	0.0%	0
LPG: Medium	0.0%	0
LPG: Large	0.0%	0
CNG: Medium	0.0%	0
CNG: Large	0.0%	0
<b>Total</b>		<b>5</b>

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



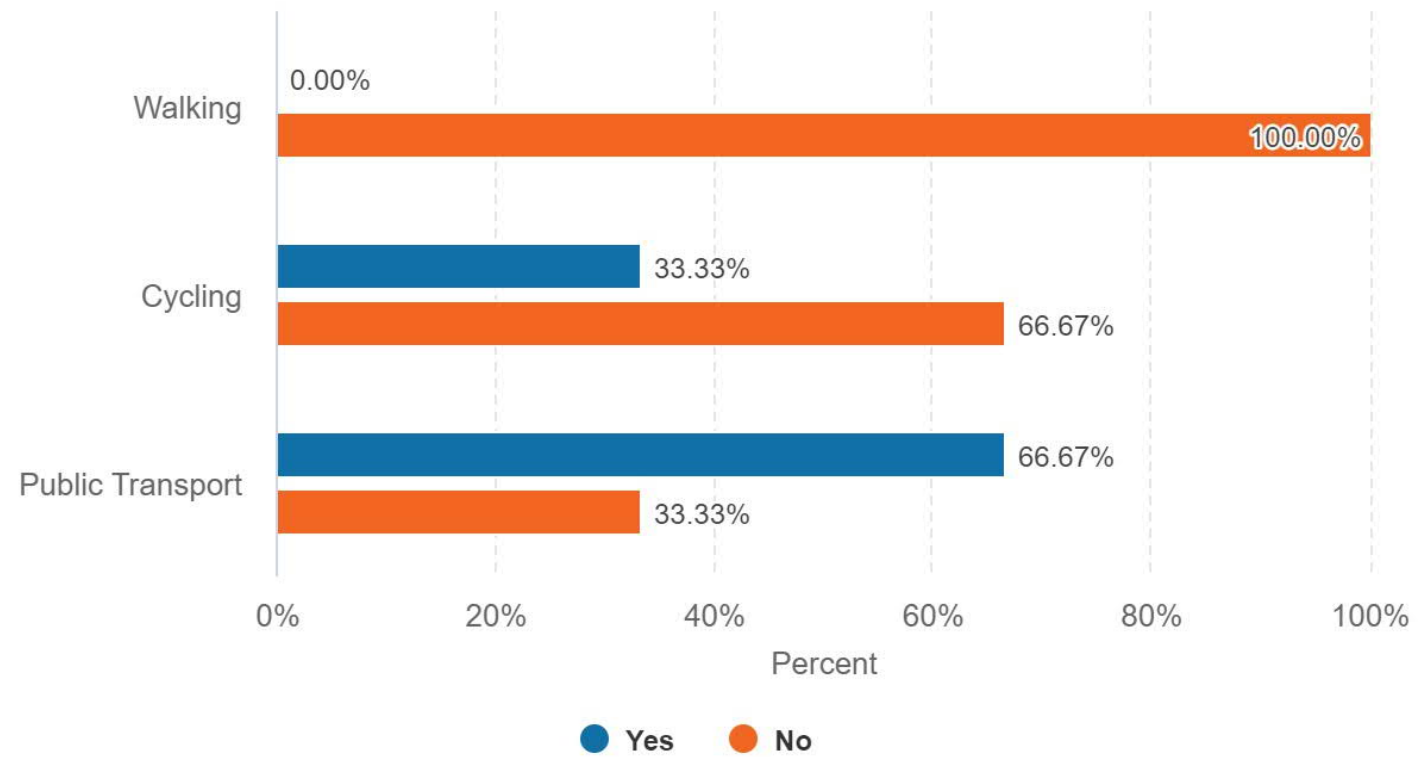
Total Respondents: 18

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



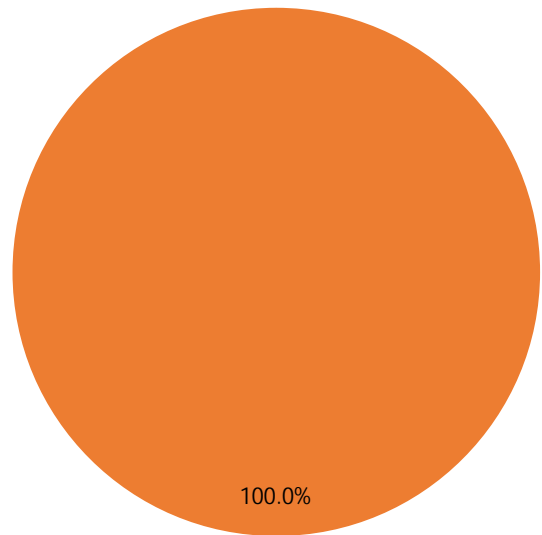
Total Respondents: 18

Considering your commute, could you get to university by the following modes?



Total Respondents: 15

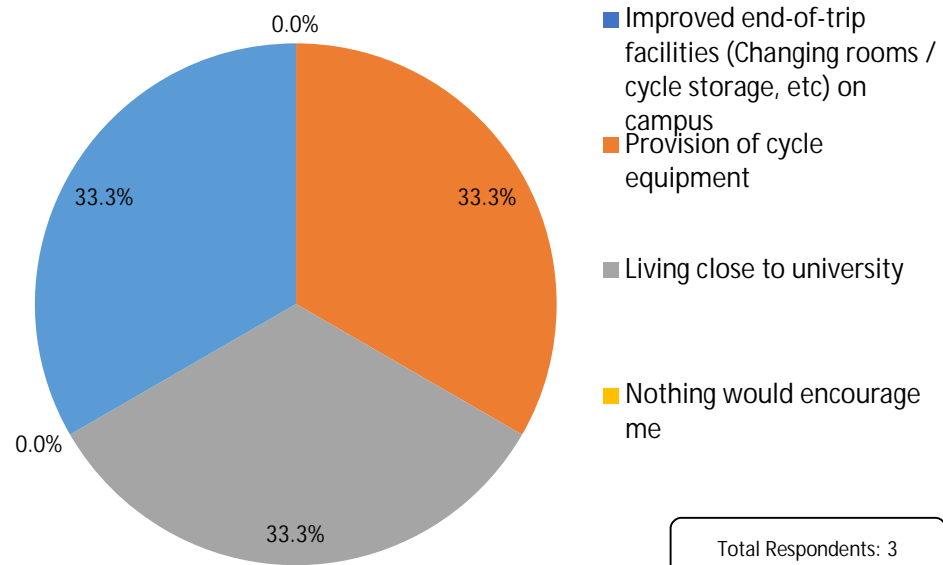
### What would encourage you to walk to university?



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

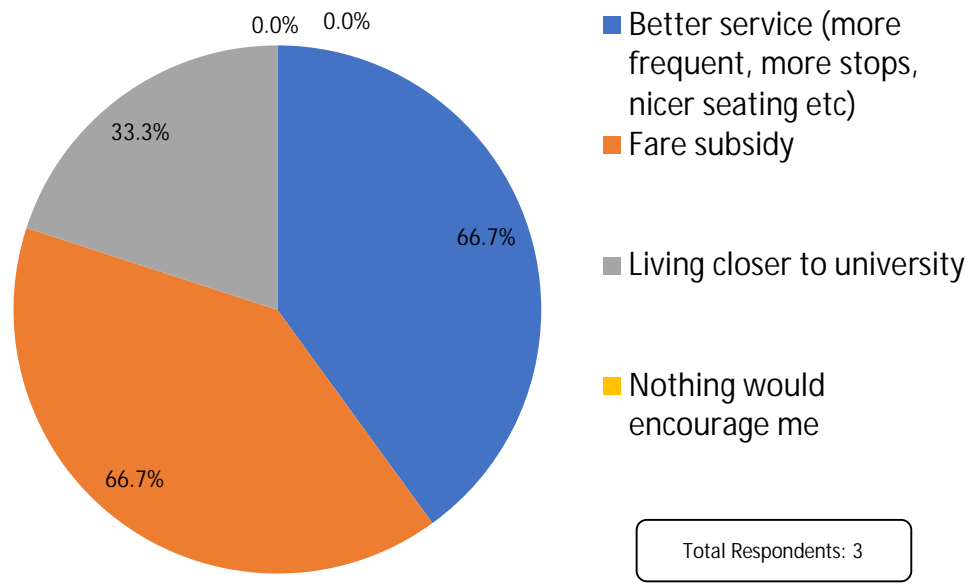
Total Respondents: 3

### What would encourage you to cycle to university?



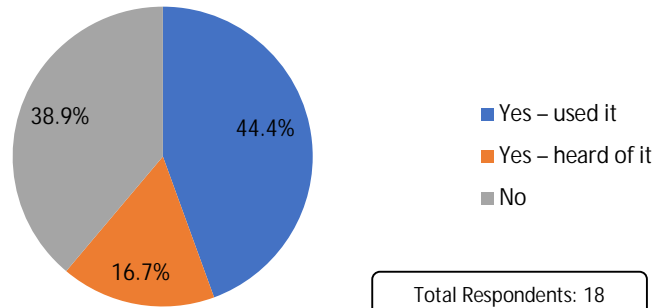
Other (Please specify)  
Summary of answers:  
• having a bike

### What would encourage you to take public transport to university?

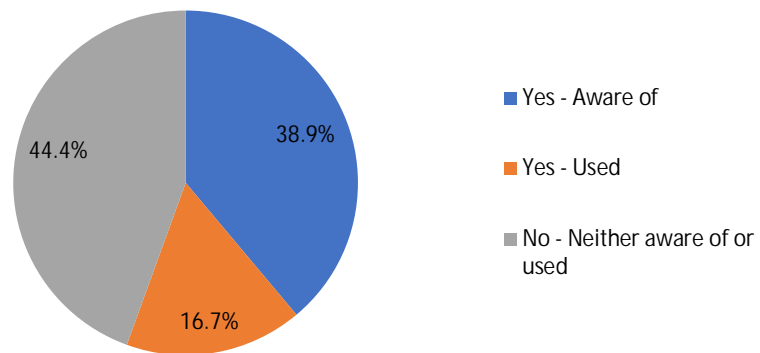




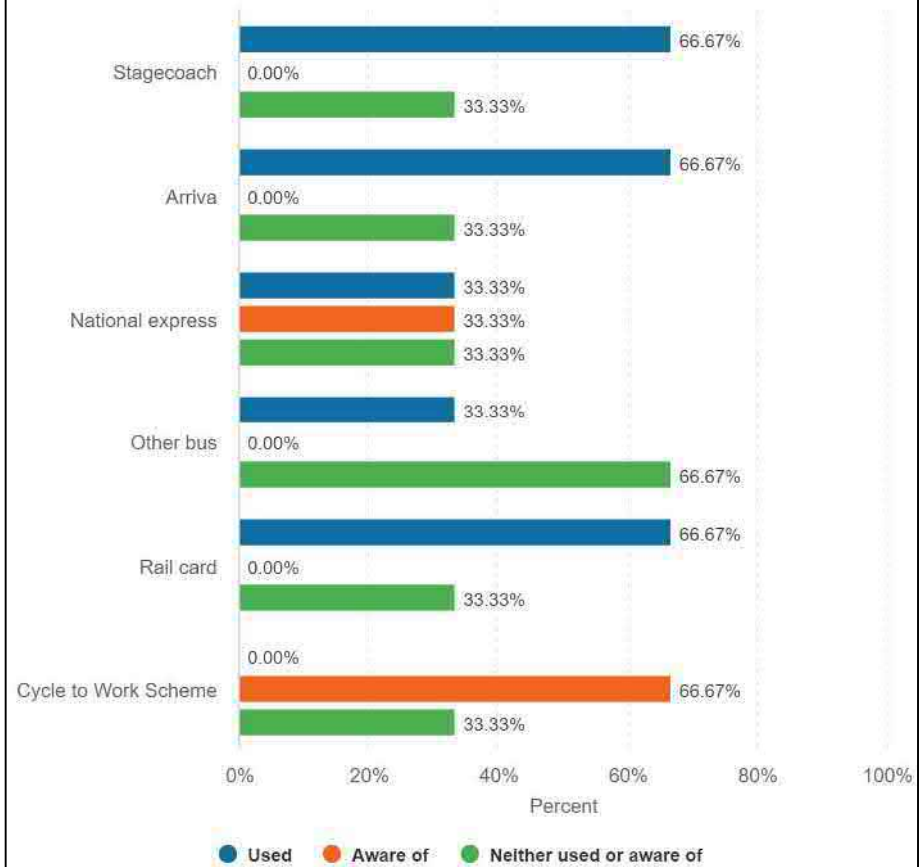
### Have you ever used / heard of the University of Kent Transport webpage?



### Are you aware of / do you use travel discounts advertised by the University?

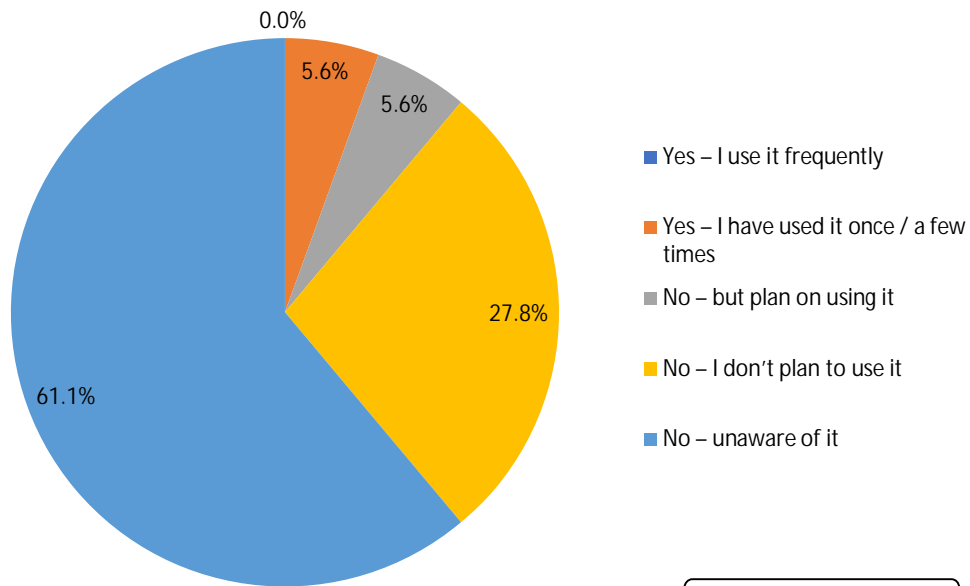


### What discounts do you use / are you aware of?



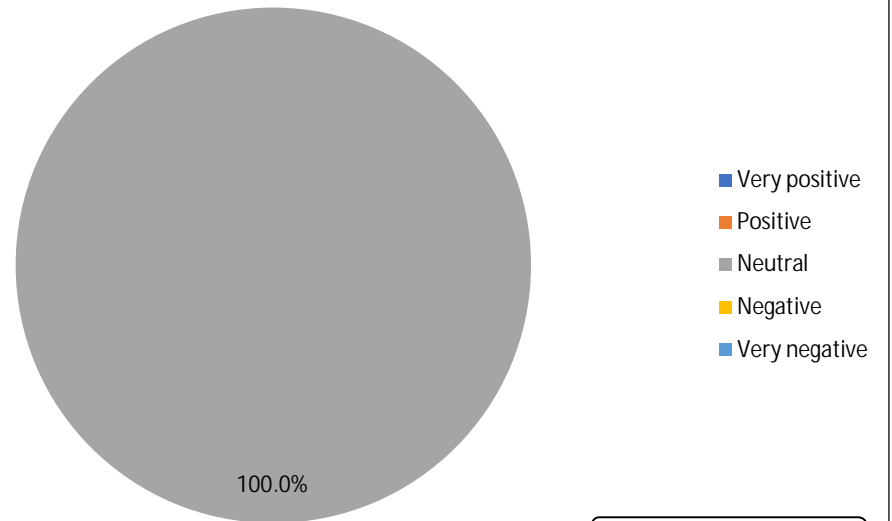
Total Respondents: 15

### Have you used the Bird E-scooter hire scheme?



Total Respondents: 18

### What was your experience with using a Bird E-scooter?

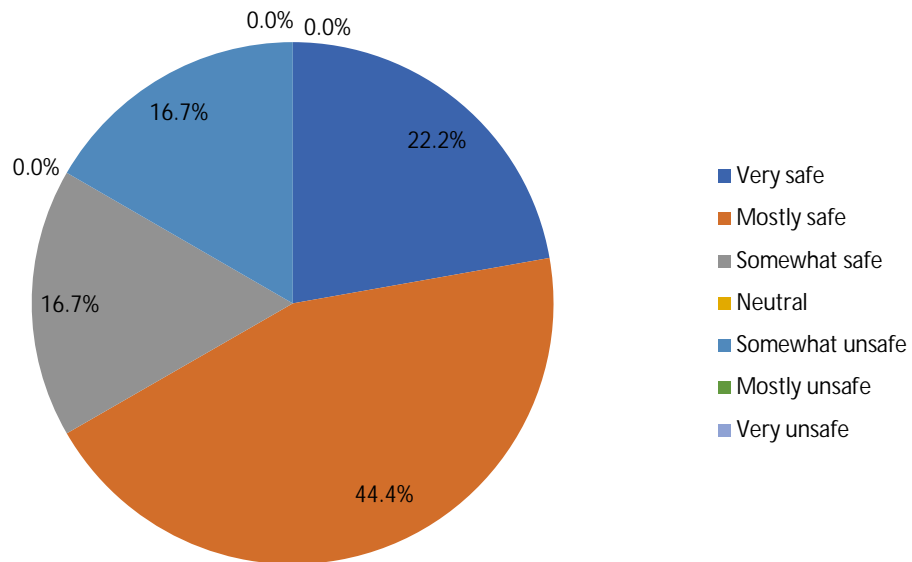


Total Respondents: 1

Summary of comments:

- Parking was difficult, as it kept telling me I couldn't park when I was in a designated parking area

## How safe do you feel travelling to / from campus?

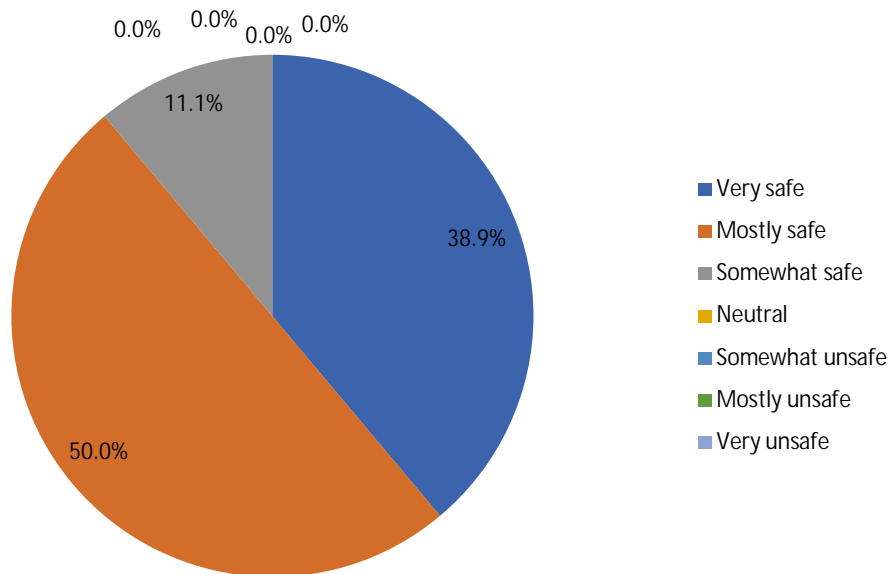


Total Respondents: 18

### Summary of comments:

- I walk a short distance to my car then get in my car and travel home so feel very safe.
- Gillingham has higher crime rates than I'm used to. However the main road to uni is safe enough.
- Because it's getting darker soon, I live locally and there's 30 mins walk to high street.
- Depends on the time of day.
- Fairly safe as i drive
- i travel through Chatham and from Chatham which isn't great sometimes.
- Walking at night not safe and during a bad weather, very inconvenient.
- I travel mostly on the train which is very safe

## How safe do you feel travelling in and around campus?



Total Respondents: 18

### Summary of comments:

- Seems safe, I am never there when it is very late or very dark. I know there are security around.
- It's not a lot of cars or crime
- I've seen securities. But I suggest more lights through out the campus (Medway)
- It's a secured environment
- Easy to walk around
- Always around people

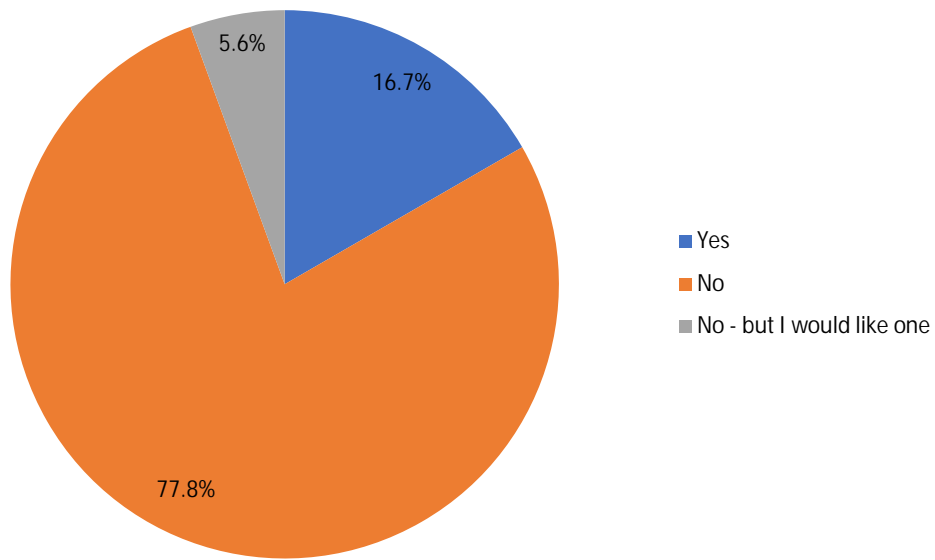
## What measures could be taken to improve safety on campus?

### Summary of answers:

- Ensuring pathways are lit well - which seems to be good at the moment.
- Night patrols
- "More lights"
- More Visual security
- I'm not sure
- More security lights and cameras
- Everything seems alright to me
- Have increased security

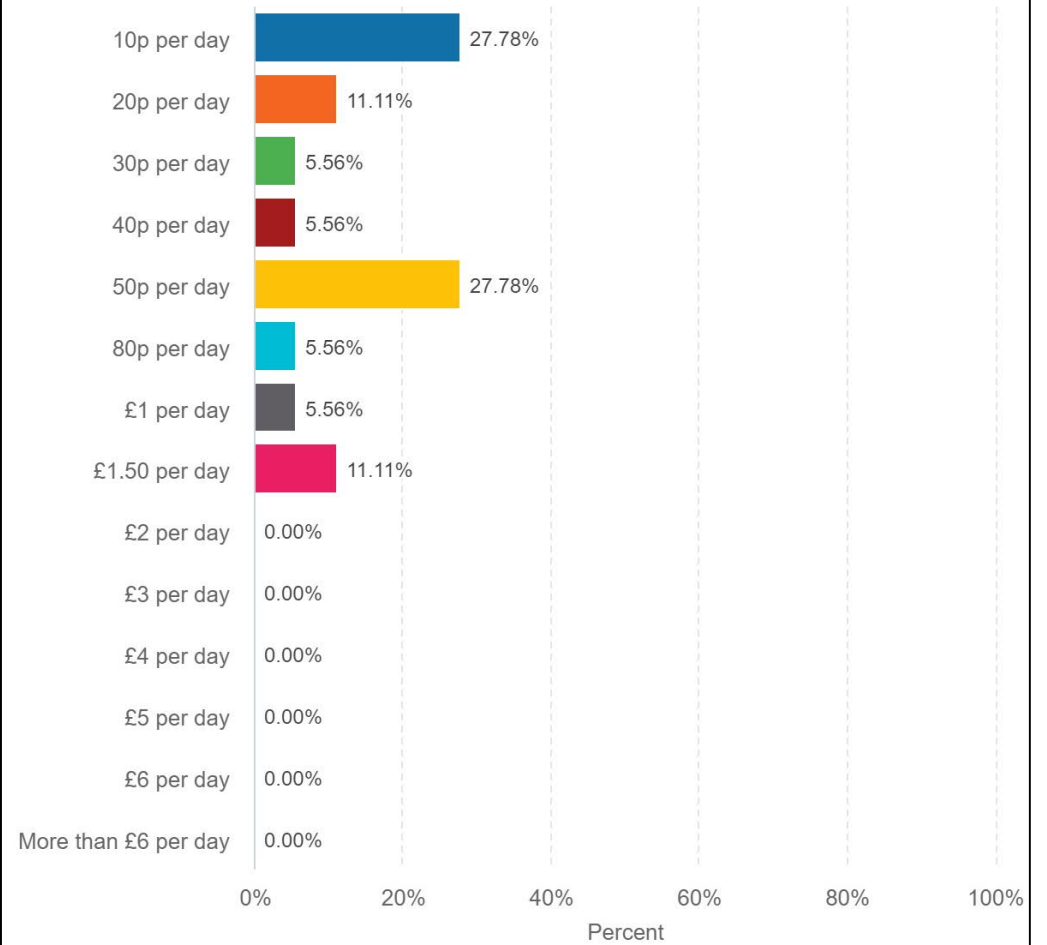
Total Respondents: 18

### Do you have a permit to park?



Total Respondents: 18

### What do you think is a reasonable price for a term time parking per day?



Total Respondents: 18

# Appendix L

## PREVIOUS TRAVEL PLAN PROGRESS



# REVIEW OF EXISTING TRAVEL PLAN

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## INTRODUCTION

Two Travel Plans have previously been prepared for the Medway campus. The 2022 Travel Plan was prepared in 2018 and built upon the previous document, which is dated 2006. This section will cover progress made on the 2022 Travel Plan.

## PREVIOUS OBJECTIVES AND TARGETS

The 2022 Travel Plan has the primary objective of reducing the proportion of single occupancy car trips to and from the campus, whilst maintaining effective operation as a university campus. A series of objectives support the primary objective:

- Encourage car sharing by staff and students;
- Encourage use of public transport;
- Encourage cycling and walking as modes of transport to and within the campus;
- To explore other ideas to reduce the transport impact such as home-working, flexible start and finish times, greater use of IT services such as conference calling, teleconferencing and other forms of communication to reduce the need for staff to physically travel off site for meetings;
- To continue to support IT services to progress online teaching and learning facilities;
- To improve the university's travel policy and procedures to encourage more sustainable forms of travel and remove the need to rely on grey fleet vehicles; and
- To reduce carbon emissions produced by commuting in business travel by car.

In order to meet these objectives, the following targets were outlined in the document:

- To reduce staff travel to work by single occupancy car by 10% to 57% by 2022;
- To increase staff car sharing by 5% to 10% by 2022;
- To increase the number of people utilising the Dr Bike Service; and
- To reduce the number of staff individual parking permits purchased by 10% and to increase the number of car sharing permits by 10%.

The previous travel plan then goes on to outline a series of SMART (Specific, Measurable, Accepted, Realistic and Time-bound) actions that will work towards the achievement of the above targets and overall objectives of the travel plan. The section below will summarise these actions and comment on the progress made.

## CURRENT TRAVEL OFFER AND TRAVEL PLAN PROGRESS

The section summarises the progress made within the last Travel Plan period. A lot of actions have been achieved from the last travel plan. Progress detailed below has been organised in the same way it was outlined in the previous travel plan document.

### CYCLING AND WALKING

Completed actions to improve and promote the walking and cycling opportunities around campus within the last Travel Plan period include:

- Update of all pedestrian wayfinding maps across the campus
- Card-activated access system to lockable cycle shelters
- SafeZone app

- Connected routes initiative – promoting routes with better streetlighting, CCTV and security presence
- National Cycle to Work scheme
- **Cycling behaviour policy published**
- Partnerships with local bike shops

## **PUBLIC TRANSPORT**

Completed actions to improve and promote public transport use within the last Travel Plan period include:

- Online application system for staff bus discount passes
- Promotion of bus travel information
- Student bus travel discounts with Arriva
- Smart ticketing on buses

## **TRAFFIC MANAGEMENT**

Completed actions for traffic management within the last Travel Plan period include:

- Use of online permitting system, incorporating PermiSmarti visitor parking system
- Monitoring permit application system data

## **CAR SHARING**

Completed actions for encouraging car sharing within the last Travel Plan period include:

- Guaranteed ride home service for car sharers needing to get home in an emergency
- Lower parking permit charges for staff car sharers
- 'LiftShare' used as a car share platform for students, promoted on University website

## **SMARTER LEARNING AND WORKING**

Completed actions for smarter learning and working within the last Travel Plan period include:

- Working from home and hybrid working has been facilitated during and after COVID restrictions
- Maintenance of IT facilities that provide online / virtual learning and working environments
- Library management system that provides online access to digital books and resources

## **MARKETING AND COMMUNICATIONS**

Completed and ongoing actions for marketing and communications within the last Travel Plan period include:

- Promotion of all sustainable travel discounts available online, via leaflets, events and at key campus locations such as bus stops
- Presence at staff and student events to promote the Travel Plan
- Use of social media to spread communications about transport and sustainable travel on campus

## **STAFF BUSINESS TRAVEL**

Completed actions for staff business travel within the last Travel Plan period include:

- Contract & award for a updated Business Travel provider to allow booking and manage business travel online and promote to staff



- Mileage claim provided for staff cycling for business reason (20p/mile)
- Mileage claim provided for staff car sharing for business travel (+5p/mile/passenger)
- Use of campus shuttle between Canterbury and Medway campuses
- Reduction in grey fleet to transport items around campus

## **OVERALL IMPACT UPON TARGETS**

The measures / actions summarised in the section above have had an impact upon the overall travel patterns around the Medway Campus. See Section 8 in the main report for the results of the Travel Survey, which will also detail the extent to which the 2022 Travel Plan targets have been met.

# Appendix M

## CARBON ASSESSMENT

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# CARBON ASSESSMENT

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This analysis resulted in the identification of total baseline emissions for staff and student trips for the 12-week winter semester (September-December) and total emissions total per week.

Emissions reductions scenarios were informed by two mode shift scenarios that sought to reduce private vehicle trips and shift commuter trips to sustainable travel modes. The “high mode shift” scenario sets out ambitious thresholds for trips to be made by sustainable modes as set out in Gear Change. “Lower mode shift” scenario has a more conservative set of journey time limits for trips to be made by sustainable modes.

To validate baseline emissions and aid the analysis of emission reduction scenarios, Experian Mosaic was used as a sociodemographic clustering tool, this groups households with similar characteristics across the UK. Based on staff and student postcodes, we were able to draw conclusions about the types of people who are more likely to use active modes as they live in the vicinity of the university.

## OPPORTUNITY FOR MODE SHIFT

Drawing on the baseline mode split data and Google API journey time data for staff and student trips, this assessment sought to understand the opportunity to shift driving to public transport trips to walking and cycling. While public transport trips emit lower emissions per user than car trips, this assessment also considered which public transport trips could be undertaken by walking and cycling to understand opportunities to reduce emissions generated by all vehicle trips.

This analysis was based on the Department for Transport (DfT) Gear Change thresholds for walking, cycling and public transport trips, which has ambitious thresholds for trips to be made by sustainable modes – two miles for walking, five miles for cycling (which aligns to Gear Change), and 2.4x or less slow for public transport (when compared to driving). These thresholds formed the “**High**” mode shift scenario as summarised in the table below.

A more conservative set of journey time limits was established for trips to be made by sustainable modes, and form the basis for the “**Low**” mode shift scenario – one mile for walking, three miles for cycling, and 1.5x slower for public transport (when compared to driving).

Opportunity to travel by mode	Scenario 1: High mode shift	Scenario 2 (Lower mode shift)
Walking	Under 2 miles / 3.2km / 40 mins	Under 1 mile / 1.6km / 20 mins
Cycling	Under 5 miles / 8km / 30 mins	Under 3 miles / 4.8km / 15 mins
Public Transport	Less than 2.4x slower than drive	Less than 2 x slower than drive

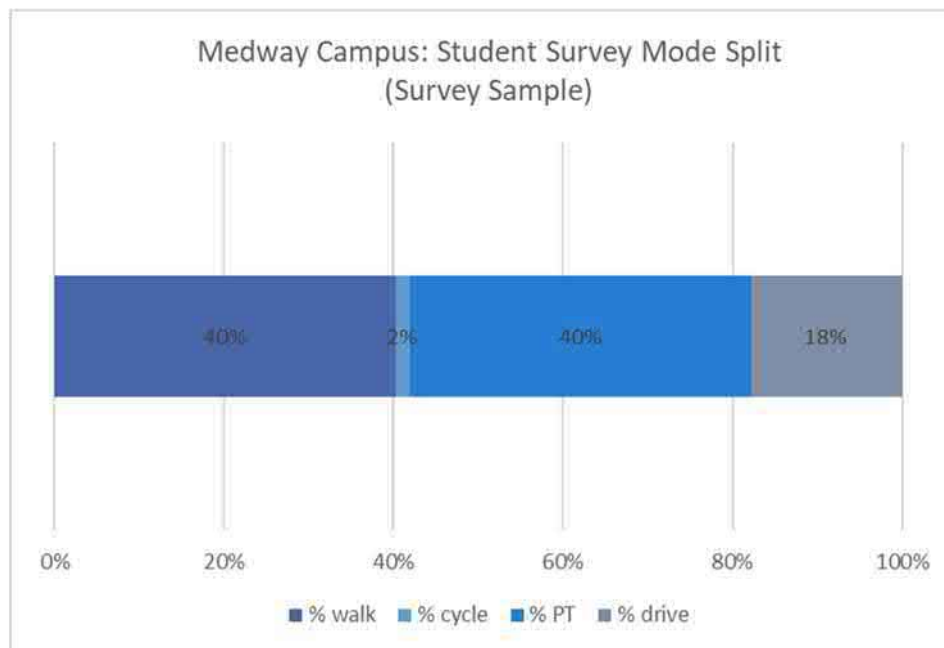
Staff and students who currently drive as the primary mode of travel to the Medway campus were allocated a mode to shift to in the order of walking, cycling, public transport and driving trips. All trips made by walking and cycling as the primary mode were maintained as part of this assessment.

Potential for future emissions reductions were based on the “High” and “Low” mode shift scenarios, applying UK Government’s carbon conversion factors to total VKT under each scenario, adopting the same approach used to calculate baseline carbon emissions.

## CURRENT STUDENT TRAVEL HABITS

### Travel Survey (Sample)

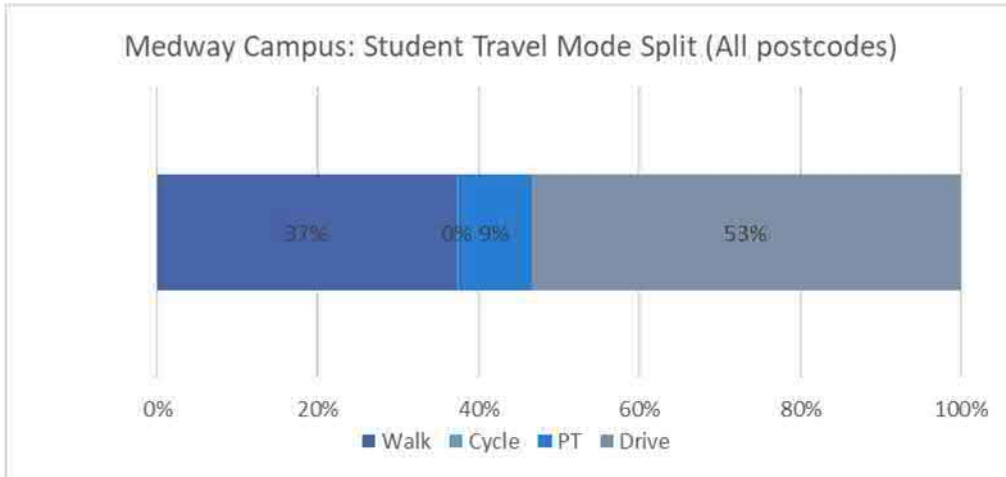
- 1.1.1. Based on the limited student travel survey sample, it appears that most student commuter trips to Medway campus is undertaken by sustainable transport modes with most students equally split between walking (40%) and public transport trips (40%). On average, students drove around 45.2km on their commute, which suggests driving is the predominate mode for long distance trips.



### All Student Postcodes: Baseline Mode Split and Carbon Emissions

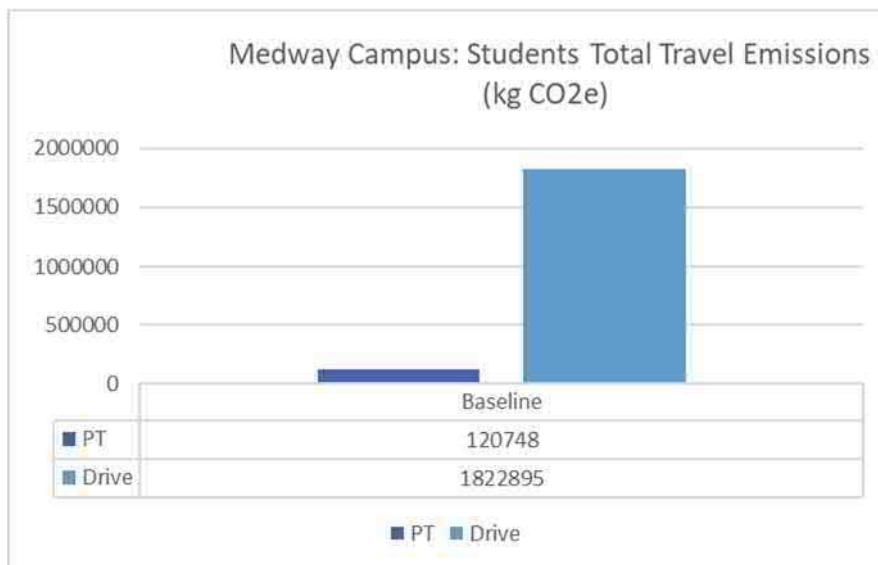
Based on the methodology used to establish mode split for all student trips (based on term time postcode data), which largely relies on Census and Google API for the Medway campus, the established mode split proportions for the Medway Campus students vary significantly to the limited survey sample size. In the baseline scenario, driving is the predominate student travel commuter mode accounting for 53% of all trips followed by walking (37%), public transport (9%) and cycling (<1%).

In comparison to the baseline for student trips at the Canterbury Campus, Medway students are considered to travel less sustainable overall noting the high portion of driving trips, however a greater number of students walk to the Medway campus as their predominate mode.



Applying the methodology used to calculate emissions which uses the UK Government's carbon conversion factors, the graph below illustrates the total student travel emissions (kg CO<sub>2</sub>e) for all driving and public transport trips over a 12-week winter term time period. As expected, based on mode split proportions, driving trips account for the largest proportion (97%) of all student commuter travel emissions at Medway Campus.

While driving and public transport trips are estimated to have equal mode split proportions, public transport trips account for 8% of the total emissions in comparison to student driving trips which account for 92% of all travel emissions.

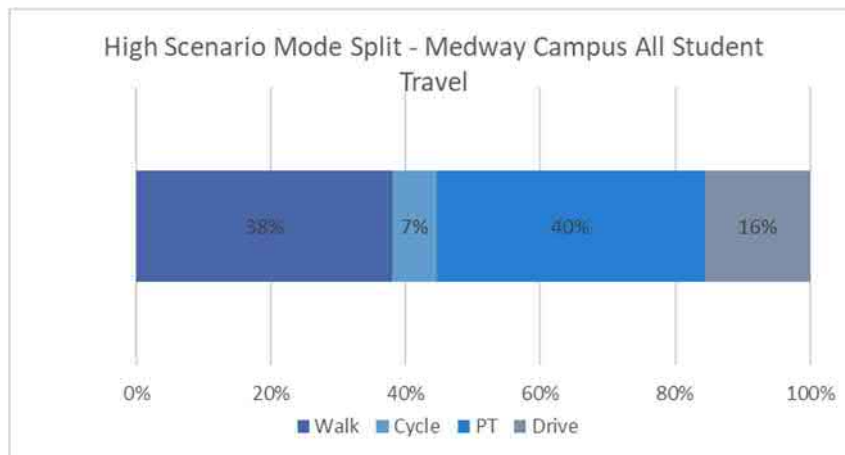


### Opportunity for Mode Shift and Emissions Reductions - High Scenario

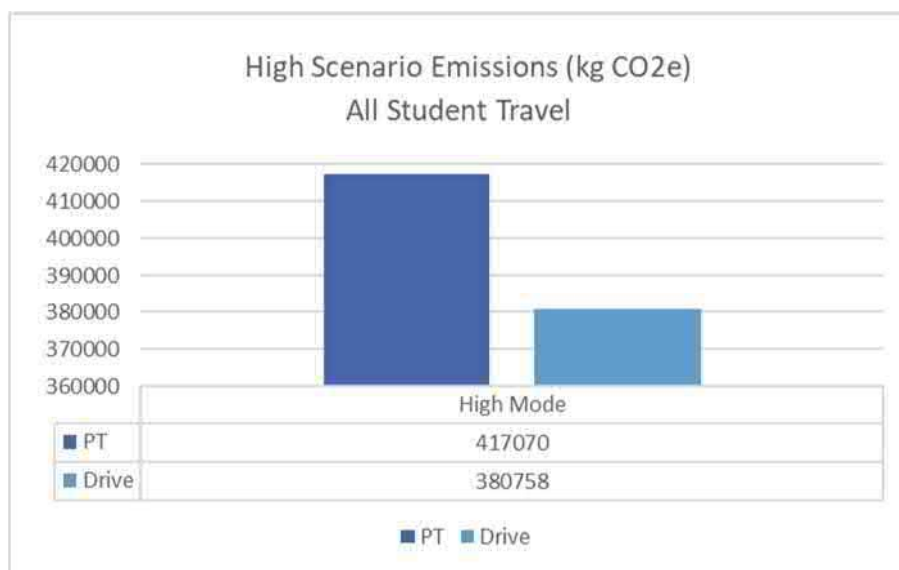
By analysing vehicle kilometres from Google API data, the High Mode Shift scenario suggests that 85% of total student trips can be undertaken by sustainable travel modes which is a significant shift in mode split from the baseline scenario. Student driving trips are significantly reduced from 53% in the baseline scenario to 16% in the high mode shift scenario

The High Mode Shift scenario suggests most of the possible trips by walking are currently undertaken by Medway Students, with a 1% increase in walking trips in the scenario. The

greatest opportunity for mode shift is from driving to public transport trips accounting for 40% of the mode split.

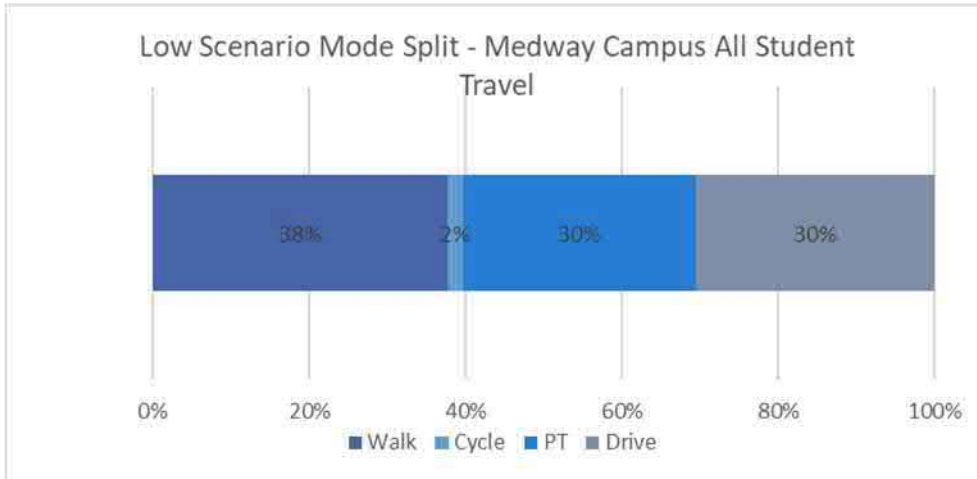


Based on the High Mode Shift scenario, the graph below illustrates total student travel emissions (kg CO<sub>2</sub>e) for driving and public transport trips over a 12-week winter term time period. Overall, there is a significant carbon emission decrease from the baseline scenario, with public transport emissions accounting for the highest travel emissions assuming 40% of the total mode split.



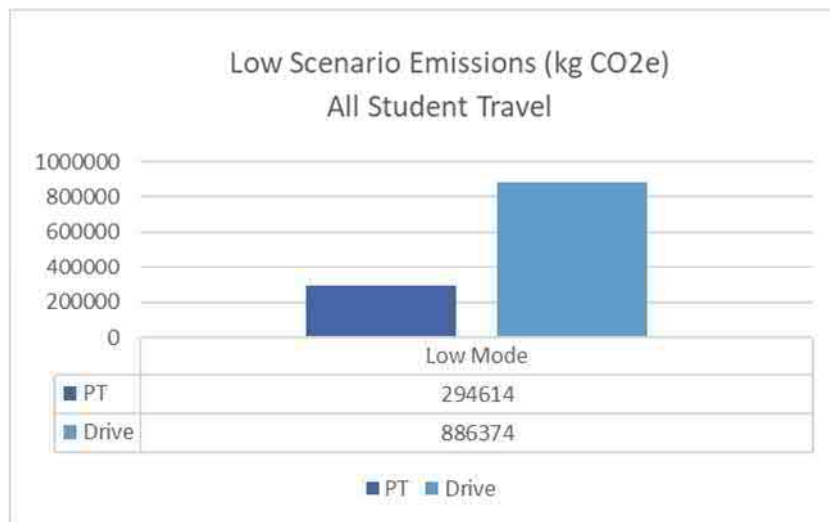
### Opportunity for Mode Shift and Emissions Reductions - Low Scenario

Under the Low Mode Shift scenario for student trips, which considers a more conservative set of journey time limits, this assessment also suggests that a large number of student driving trips in the baseline are possible by sustainable travel modes. Similar to the high scenario, walking trips are maintained and increased by 1%, with the greatest opportunity to shift users to public transport trips (30%).



Based on the Low Mode Shift scenario, the graph below illustrates total student travel emissions (kg CO<sub>2</sub>e) for driving and public transport trips over a 12-week winter term time period.

There is an overall reduction in student travel carbon emissions in the Low Mode Shift scenario, considering public transport and driving trips have equal mode split, public transport trips are expected to only account for 25% of the overall student travel emissions.

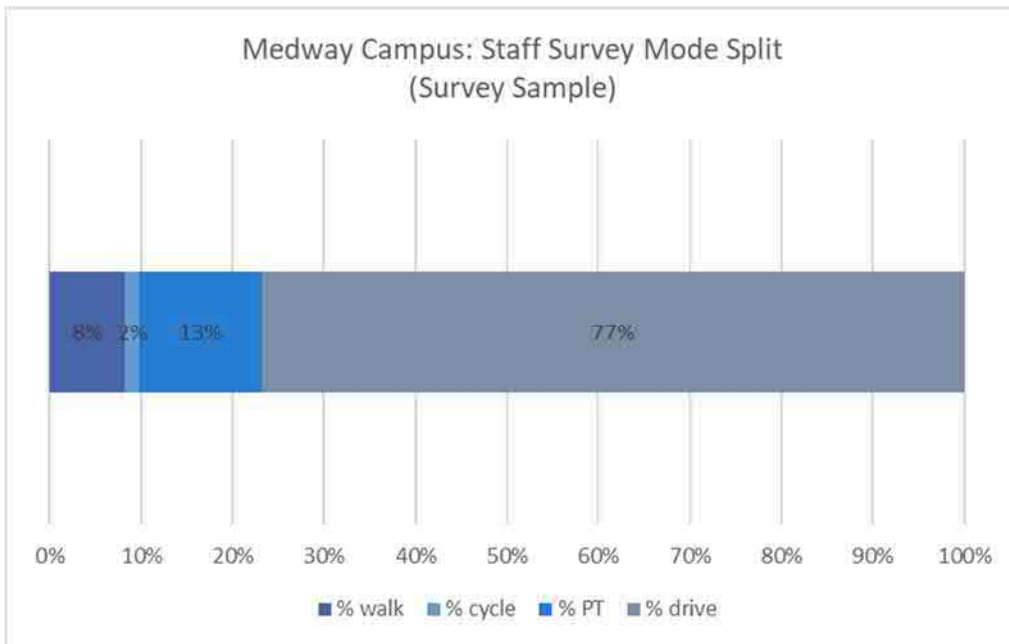


## CURRENT STAFF TRAVEL HABITS

### Travel Survey (Sample)

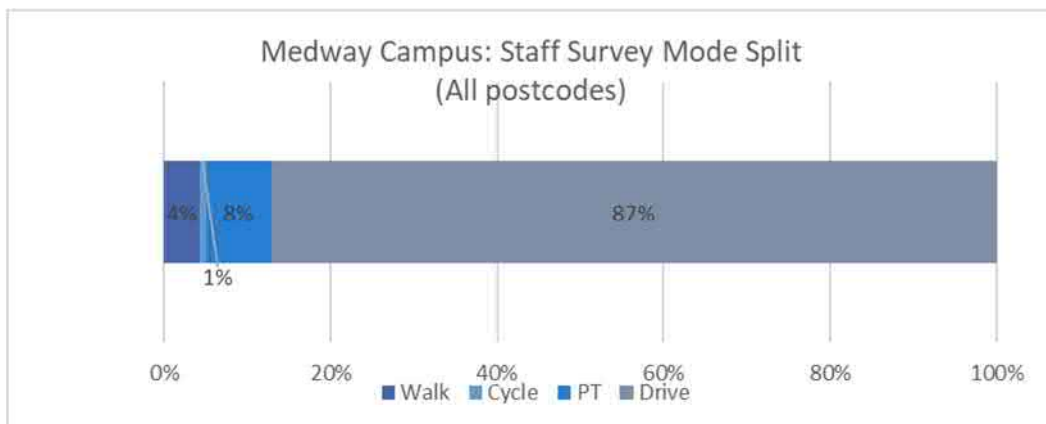
While staff travel survey responses were limited (73 responses) in comparison to the total number of employed staff, staff travel mode split proportions are similar to those identified the Canterbury Campus staff travel survey responses with driving as the predominate commuter mode at 81%.

The average commute distance by car for the Medway Campus staff was 19.7km, suggesting that most staff live within proximity to the campus. Further information about staff commuter journeys may be required to understand influencing factors such as access to parking or multiple drop trips along journeys which cannot be undertaken by alternative modes.



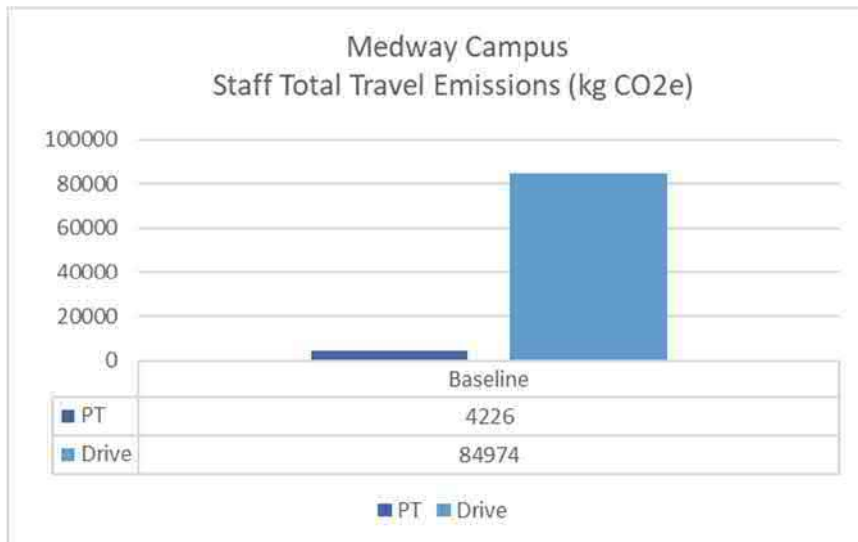
### All Staff Postcodes (Population)

Based on the methodology used to establish mode split for all student trips (based on term time postcode data), staff travel follows similar mode shift proportions identified in the travel survey with driving as predominate mode for staff commuter journeys at 87%. However, sustainable travel modes for staff have marginally decreased in the baseline estimation for all staff postcodes, which account for 13% of all trips in the as opposed to 23% identified in the travel survey.



As expected for baseline staff travel emissions to Medway Campus, staff commuter trips by car account for 95% of all staff travel emissions, with public transport emissions accounting for 5% of all staff travel emissions.

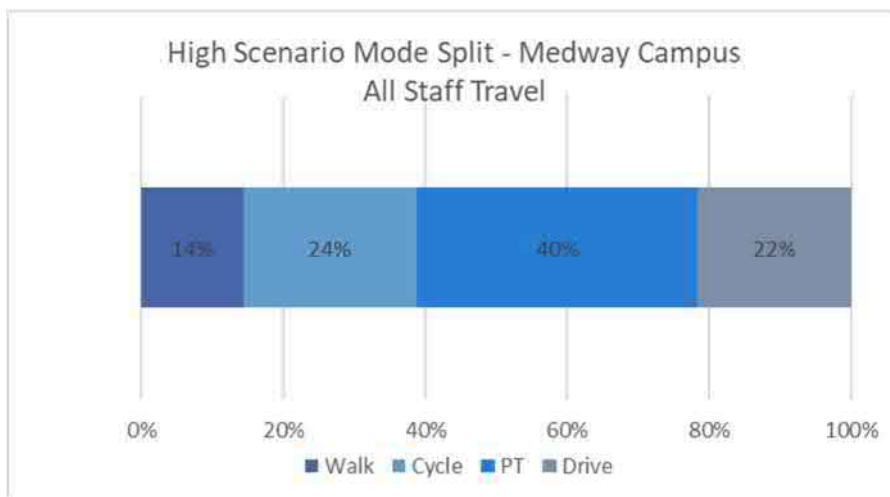




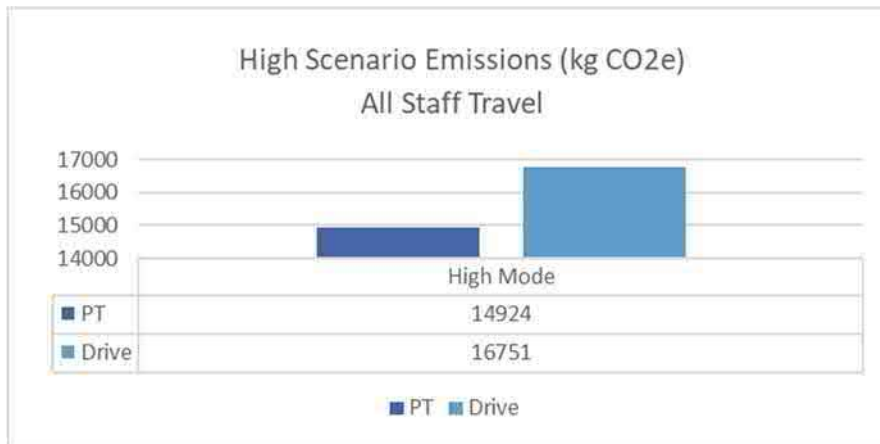
### Opportunity for Mode Shift and Emissions Reductions – High Scenario

The High Mode Shift scenario suggests that a significant proportion of all staff commuter trips possible by driving to sustainable travel modes – specifically to public transport (40%), cycling (24%) and walking (14%).

Trips possible by cycling significantly increases from 1% in the baseline scenario, to 24% in the High Mode Shift scenario which suggests a key opportunity to encourage staff cycling uptake. Noting the significant shift from staff driving trips, a detailed understanding of staff behaviours around driving trips given would be required to realise the high mode opportunity suggested.

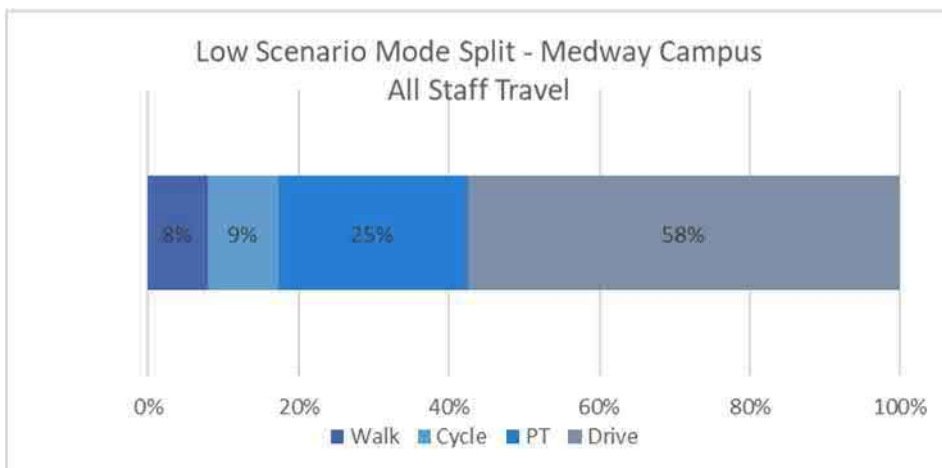


As expected, emissions for staff commuter trips in the High Mode Shift significantly decrease overall from the baseline scenario. Carbon emissions from staff driving trips still are marginally higher than public transport trips, accounting for 52% of the total staff travel emissions.



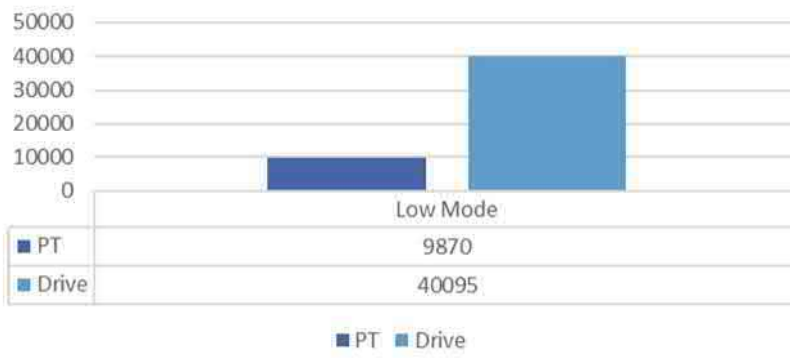
### Opportunity for Mode Shift and Emissions Reductions - Low Scenario

Based on the Low Mode Shift scenario, staff driving trips reduce to 58% which is an overall reduction of 29% from the baseline scenario. Most of the staff trips have been shifted to public transport 25% followed by cycling (9%) and walking (8%). Similar to the high scenario, the low scenario suggests there is a strong opportunity for public transport and cycling uptake in comparison the baseline.



The graph below illustrates total student travel emissions (kg CO<sub>2</sub>e) for driving and public transport trips in the Low Mode Shift scenario over a 12-week winter term time period. As driving trips remain the main mode choice, they account for 78% of the total emissions but offer a significant reduction on baseline emissions. However, a significant reduction overall reduction in staff travel emissions is possible.

### Low Scenario Emissions (kg CO2e) All Staff Travel





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