

Staffordshire University

Sustainable Travel Plan

2015-2017

April 2015

Name of document:	Sustainable Travel Plan
Purpose of the document:	Sets out University's objectives and targets to manage and mitigate environmental impact associated with personal staff/student commuting and business travel
Approved by:	University Executive
Responsibility for updates:	Environmental Manager
Document applies to:	All University employees, students, contractors and any interested public parties
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Related documents:	
Version updates (if applicable):	

Equality and Diversity Statement

Staffordshire University's commitment to equality and diversity means that this policy has been screened in relation to the use of gender-neutral language, jargon-free plain English, recognition of the needs of disabled people, promotion of the positive duty in relation to race, gender and disability and avoidance of stereotypes. This document is available in alternative formats on request.

If you think we can improve the fairness of this policy please contact the individual who has responsibility for its update

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Introduction

As a major employer in the region with a community of over 12,000 students¹ and 1,300 FTE staff², Staffordshire University acknowledges that it generates a significant amount of travel and associated impacts in and around the local area. Perhaps one of the most obvious and detrimental impacts of staff and student travel is single occupancy car journeys, the effects of which are disproportionately higher. These impacts, irrespective of travel choice, affect us all. They include but are not limited to:

- Wasted time and delays impinging on our daily work and home lives;
- Wasted fuel sitting in traffic congestion, especially single occupancy vehicles, greatly increases air pollution which can contribute to climate change and local urban air quality and respiratory health problems;
- An increase in the wear and tear on vehicles as a result of idling in traffic and frequent acceleration and braking;
- Stressed and frustrated road users.

This Travel Plan seeks to mitigate some of the environmental impacts of travel and contribute to quality of life improvements in the region by promoting sustainable travel choices, i.e. walking cycling, public transport and car sharing. These broad objectives are underpinned by a Mission Statement committing the University to:

“Ease traffic and parking congestion at the University and reduce the University’s environmental impact through a reduction in non-essential car use, achieved by creating opportunities for staff, students and visitors to travel by alternative means of transport to the private vehicle”.

Achievements of the 2009-2013 Travel Plan

There has been significant investment in sustainable travel infrastructures and awareness of alternatives over the last 5 years. These initiatives have been delivered via different mechanisms including University funding and access to grants (full and match funded) from Government transport funds (Local Sustainable Transport Fund). The following initiatives continue to deliver change in sustainable travel choices:

Initiative	Successes to date (Dec '14)	Date implemented
Salary sacrifice scheme to purchase cycles/related equipment (Cyclescheme)	96 loans, totalling £76k	November 2009
Interest free Northern Rail travel loan	17 applicants, totalling £56k	April 2011
Interest free First bus travel loan	60 applicants, totalling £39k	January 2012

¹ 9,633 Undergrads (FT/PT) and 2386 Postgrads (FT/PT)

² Staff headcount of 1,769

Introduction of business cycle mileage allowance		November 2010
Introduction of annual car park permit management and applicant exclusion zones	1 mile exclusion zone	Sept 2012
	2 mile exclusion zone	Sept 2013
Introduction of car parking permit management system/charging	£20 (staff/students)	Sept 2012
	£50 (staff) £35 (students)	Sept 2013
Improvement in cycle and motor cycle parking infrastructures	Provision increased from c. 324 spaces to 696 spaces	2009 – 2013
Introduction of free hourly inter-site shuttle bus service	Used by staff and students travelling between Stoke-Stafford	2013

The key outcome of this work has seen a better awareness of sustainable travel alternatives. Most notably, staff single occupancy rates have reduced from 70% in 2009 to 59% in 2014.

Estates Strategy and future development of the University

The University's governing body made a decision to consolidate the majority of the University's teaching and research into one campus, Stoke on Trent, with a small specialist provision remaining in Stafford, Shrewsbury and Lichfield. These changes will be delivered for the start of the 2016 academic year. This strategic approach will improve space utilisation efficiencies and reduce the need for travel, although some form of intercampus (Stoke-on-Trent-Stafford) travel will still remain, albeit with a dramatically reduced travel impact.

This Travel Plan will act as guidance for the Estates Strategy for any major refurbishments to ensure that sustainable travel principles are considered throughout the implementation of the Estates Strategy.

The University – Site Context and Infrastructure

Stoke Campus Access

The Stoke-on-Trent campus is in the heart of the city of Stoke-on-Trent and is very close to the mainline rail station and to the M6 motorway at junctions 15 and 16 and the A50, providing accessible transport routes to all parts of the country.

Stafford Campus Access

The Stafford Beaconside campus and Blackheath Lane campus are both a short bus ride and walk from Stafford town centre and are well served by road with easy access to the M6 motorway at junctions 13 and 14. The Stafford campus is 18 miles by road from the Stoke campus.

Travel between the two campuses is possible by multi modal public transport, the most direct route being train and bus journeys or use of the inter site mini bus for University staff and students only.

Satellite Campuses

Staffordshire University also co-funds the University Centre in Lichfield and Nursing and midwifery courses are delivered in bases at Shrewsbury, Telford and Oswestry. As the University's main estates management function does not directly maintain these facilities/campuses, the impact and management of sustainable travel is difficult. However, a number of initiatives will still be applicable to these University employees on these sites, such as access to a car sharing database and salary sacrifice schemes.

Site Assessment

A concurrent site assessment has assisted in the development of Travel Plan objectives and targets. The information provided on travel infrastructures is summarised below.

Parking Provision

The University has a total of 2,496 parking spaces inclusive of accessible parking spaces. This resource is spread across 31 different car parks with 1,378 spaces in Stoke and 1,118 at Stafford.

Pedestrian Access and Facilities

Stoke city centre is served by an extensive network of footpaths running adjacent to the road network providing pedestrian access to the University. In addition there a number of zebra and signalised crossings which enhance pedestrian links between the College and Leek Road sites.

The Stafford campus is a more self-contained campus in a semi-rural location but the periphery of the campus is served by an extensive network of footpaths linking the University's Stafford Court residences via a Pelican crossing over the Weston road / A518.

Cycling Access and Facilities

The University is accessible by bicycle, complemented by Route 5/55 of the National Cycle Network (NCN). The main open section of NCN route 5 in Staffordshire offers traffic free cycling between Barlaston and Kidsgrove through Stoke-on-Trent. Some small sections of NCN route 5 and NCN route 55 are open around Stafford, although this requires some on-road cycling.

The University has a number of cycling parking facilities including:

- Partially covered Sheffield style stands
- Uncovered Sheffield style stands
- Enclosed cycle shelters

Through a combination of the above, there are 530 spaces at Leek / College Road campus and 166 at Stafford, totalling 696 cycle parking spaces.

Public Transport

The two campuses have differing levels of accessibility to public transport. Stoke-on-Trent campus is highly accessible by both bus and train due to its central location and close proximity to the rail station. In contrast, the Stafford campus, some 2 miles from Stafford train station, is less accessible.

Bus Services

Both the College and Leek Road sites are situated on frequent bus route corridors (at least 6 buses per hour, Monday – Friday daytime) serving principle areas of Stoke-on-Trent and its conurbations.

Stafford campus is served by both the Arriva 74/75 service via Stafford rail station and town centre.

Rail Services

The Stoke-on-Trent rail station is located in between both the College and Leek Road campuses, approximately 250 and 450 metres respectively. Stafford rail station is approximately 3 miles south west of the campus. Services operate to major inter-city destinations including Birmingham and London in the south, Manchester in the north, Crewe in the west and Derby/Nottingham in the east.

Inter site Travel

The University operates a free minibus service between Stoke-on-Trent and Stafford during the academic term for staff and students. The service operates during the working week at 10 minutes past the hour from 07:10 to 18:10.

Car parking management

In 2013/14, the University introduced its first parking management policy that consisted of a permit management system and parking regulations, enforced with Parking Charge Notices (PCN) with a third party, for inappropriate parking. Permits were issued to all staff and students subject to a £20 administration charge. There was one exception, staff and students, with the omission of residential students, that lived within one mile of their workplace/place of study were declined a permit under an 'exclusion' zone policy. The intention was to try and reduce demand on parking capacity. For the 2014/15 academic year, a permit renewal process was implemented. The administration fees were increased to £50 for staff and £35 for students. The permit exclusion zone was increased to 2 miles and enforcement also continues.

By increasing the permit fee and extending the exclusion zone for permit eligibility to 2 miles from campus, combined with the effect of under recruitment, demand for parking permits has decreased by 22% and the over demand on capacity has almost been mitigated (down by 80% on 2013/14), mostly due to parking enforcement.

Recognising the campus consolidation will further increase pressures on parking capacity in Stoke on Trent by 2016, a new car parking management strategy will be developed during 2015. The details of which are set out in the 'Travel Plan Actions' section.

Travel Data: Understanding How We Travel

During the 2009-2013 Travel Plan, the University conducted a number of full and snapshot travel surveys of staff and students. Whilst the timings and questions varied slightly, the objectives were the same: to determine an individual's travel mode and attitudes to sustainable travel alternatives.

% of staff, typical travel mode							
	Car Single	Car Passenger	Bus	Train	Walk	Cycle	Motorcycle /other
2007	70	9	5	4	7	4	1
2010	62		6	6	6	3	4
2012	61	12	7	9	7	3	.5

% of students, typical travel mode							
	Car Single	Car Passenger	Bus	Train	Walk	Cycle	Motorcycle /other
2008	32	8	13	10	32	3	2
2010	25	11	7	5	48	2	1
2012	28	12	12	12	34	4	.4

To further supplement this data, another travel survey was conducted in December 2014. Whilst seasonally not ideally, as autumn/winter can affect an individual's travel choice, it was necessary to conduct the survey to facilitate discussions with Highways and Planning Departments.

Methodology

Research took place through December 2014 and consisted of an electronic self-completion questionnaire. A paper version was available on request. The questionnaire was developed and analysed using Qualtrics. Question routing was applied so that the respondent was led to the appropriate sections of the questionnaire automatically.

A direct email was sent to all students and staff with instructions on how to complete the questionnaire. In addition, further publicity was generated through:

- All student residences email
- Staff chat email
- Staff RSS feed

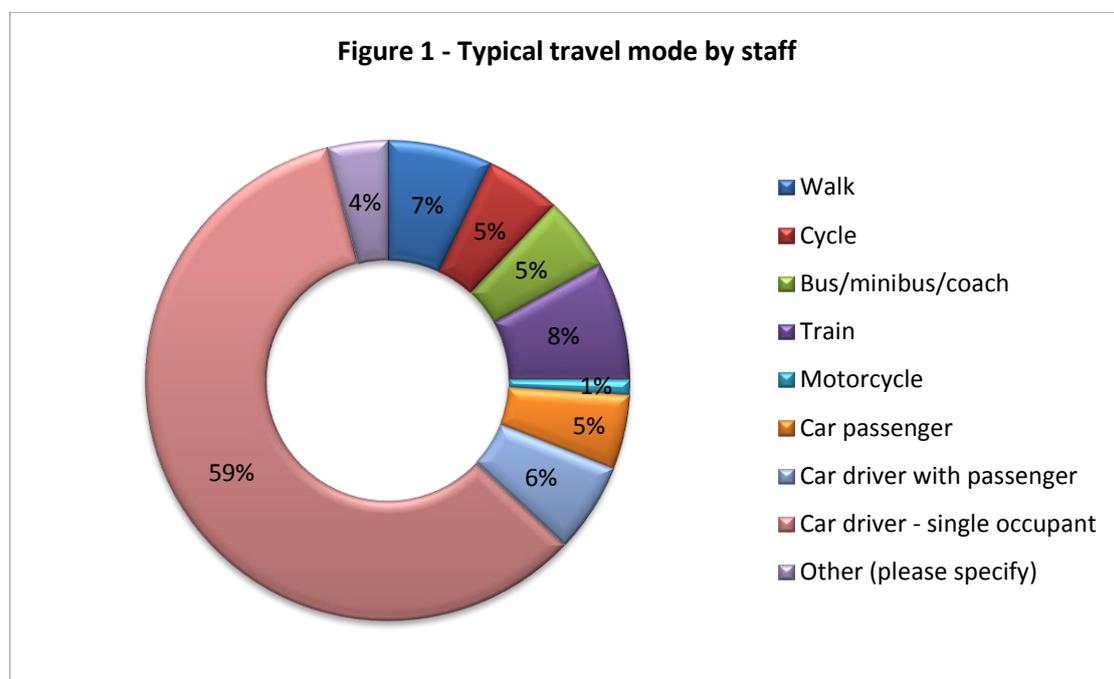
- Circulation to internal forums/mail bases

A copy of the questionnaire can be found in Appendix 1.

Outcome and analysis of staff survey

- 425 completed entries were received, equating to a 33% response rate
- 25% of staff 'usually' travel to their workplace by sustainable modes – including walking, cycling and public transport
- 75% of staff 'usually' travel to their workplace by unsustainable modes – including car single occupant / sharing, taxi and motorbike

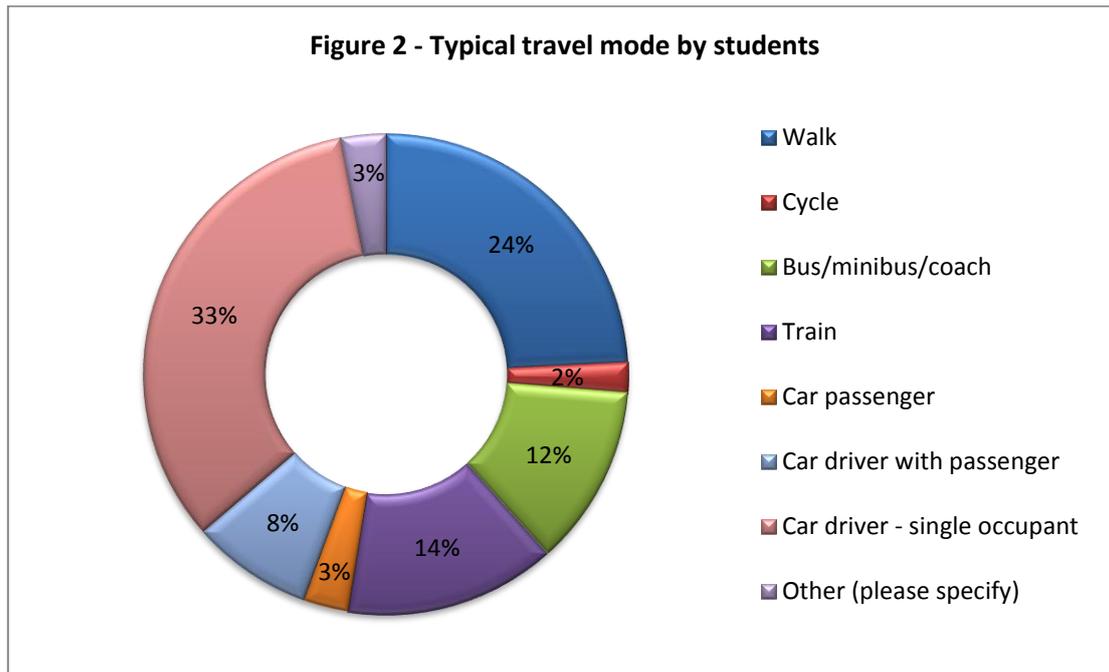
See Figure 1 below for a breakdown of staff typical modes of travel to the workplace.



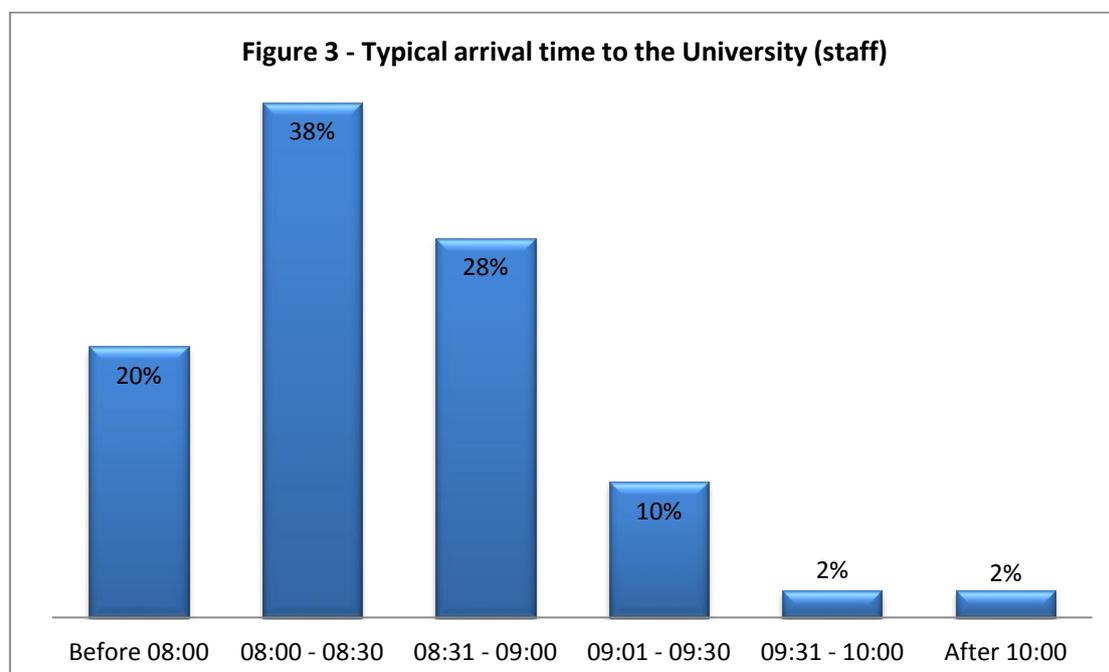
Outcome and analysis of student survey

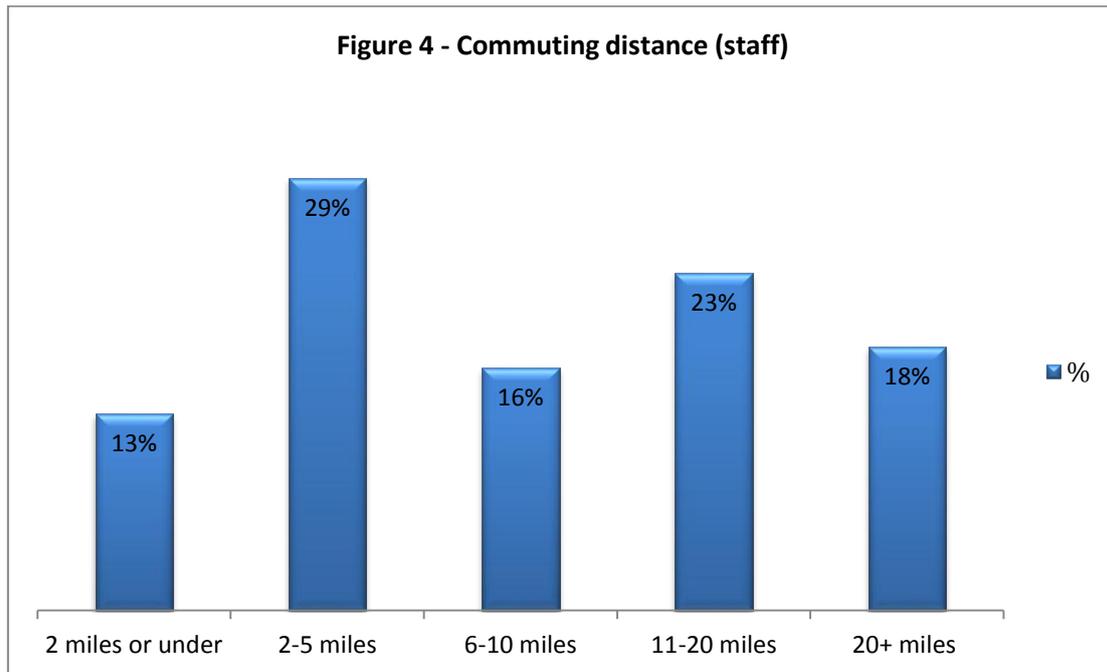
- 404 completed entries were received, equating to a 4% response rate
- 49% of students 'usually' travel to the University by sustainable modes – including walking, cycling and public transport
- 51% of staff 'usually' travel to the University by unsustainable modes – including car single occupant / sharing, taxi and motorbike

See Figure 2 for a breakdown of student typical modes of travel to the University.

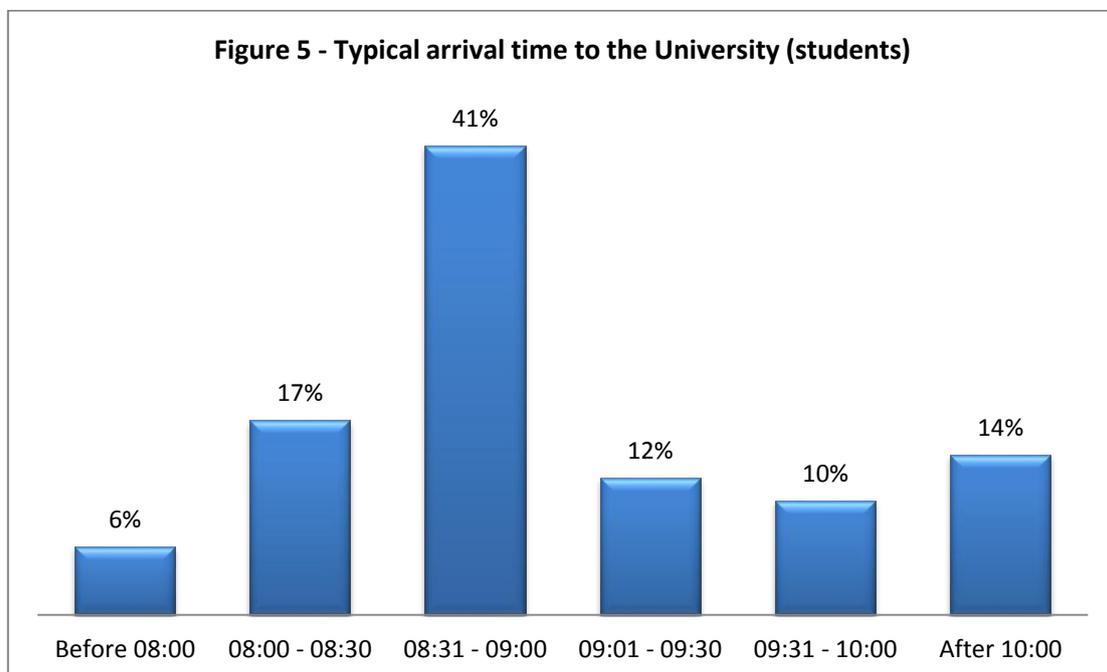


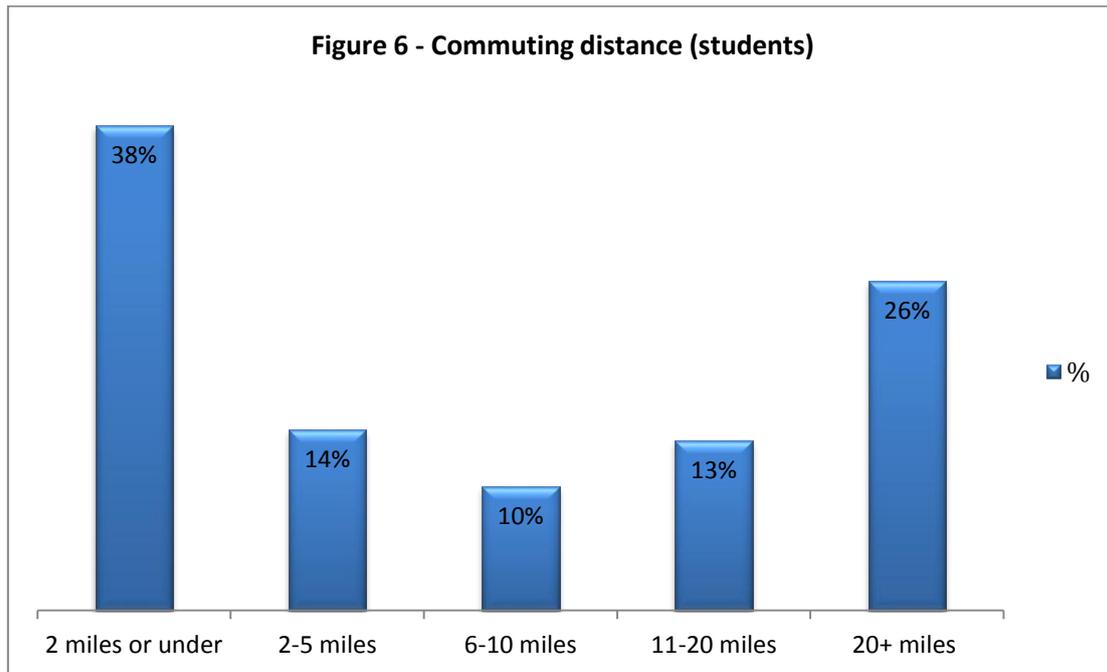
The average journey time for staff is 35 minutes; the longest is 120 minutes and shortest being 3 minutes. The average journey length is 13 miles with the longest being 60 miles and the shortest being 0.02 miles. 42% of staff live with 5 miles of their typical place of work. Figures 3 and 4 depict the data for staff arrival and journey times with a number of parents/carers and part time staff arriving later in the day. It should be noted that some early arrivals include part time ancillary staff that often finish their shifts before typical working hours (0900-1700).



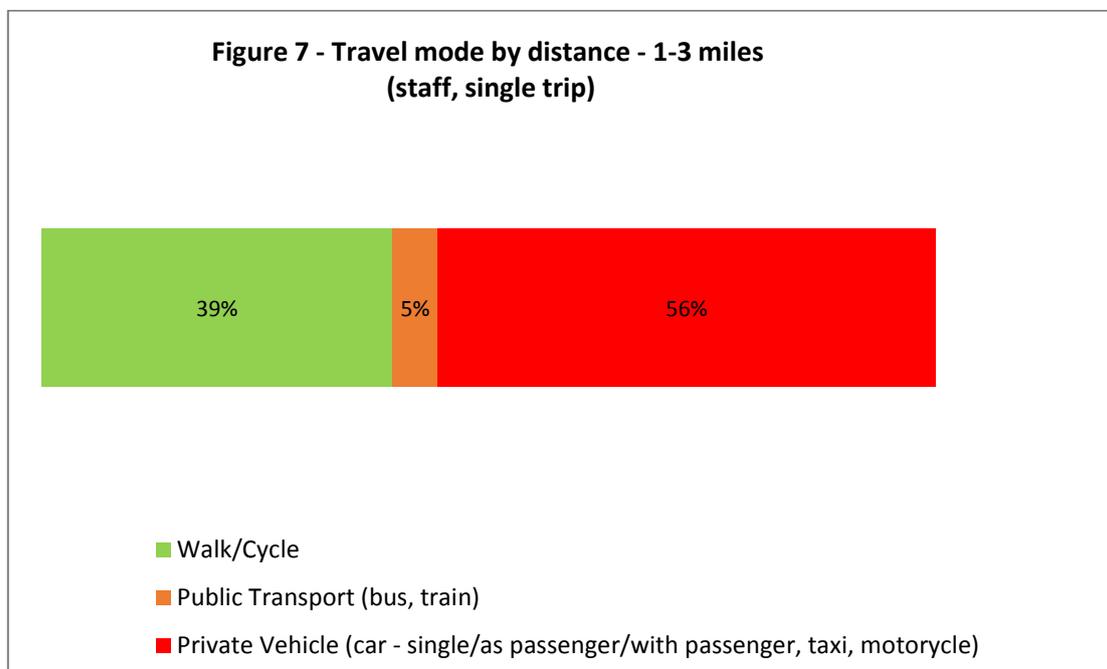


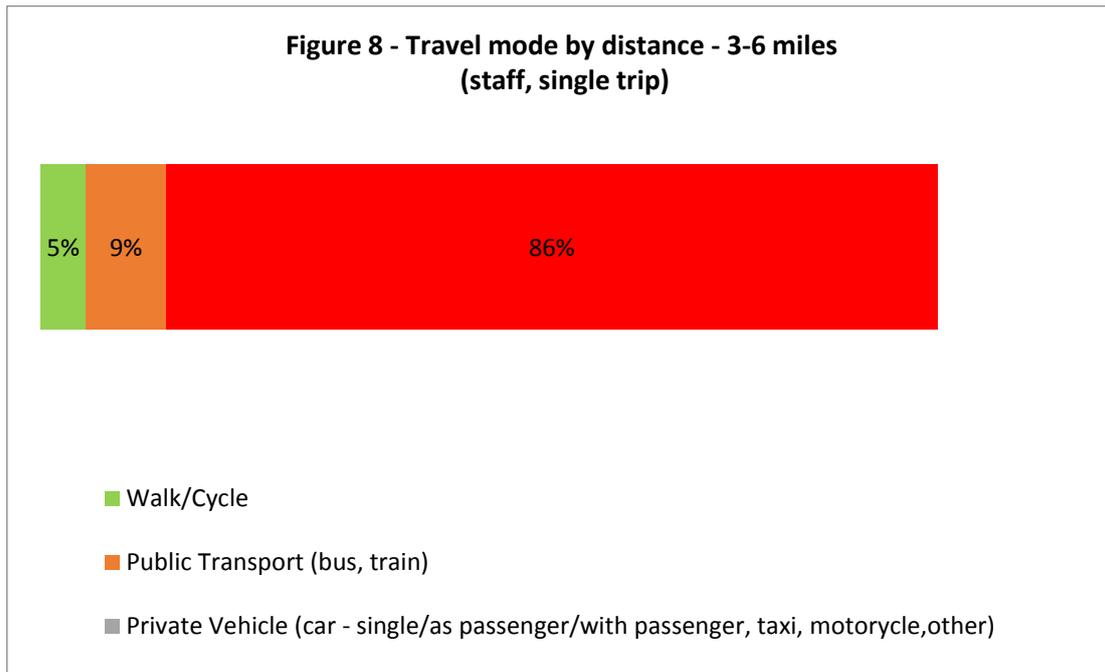
The average journey time for the student community is 41 minutes; the longest is 210 minutes. The average journey length is 14 miles with the longest being 120 miles. Figures 5 and 6 depict the data for student arrival and journey times. The University student community does include an above average number of part time students. This group typically work or have children/caring responsibilities that can have an impact on travel choice.





The following charts, 7 and 8, depict a cross tabulation of staff journey distance by mode. It is disappointing to see that just over half (56%) of the staff journeys at 1 – 3 miles and the majority (86%) at 3-6 miles are made by private motor vehicle. These are distances that are easily managed by sustainable alternatives. The most valid reasons stated by single occupant car drivers, irrespective of distance, were: quicker; more convenient and practical than alternatives.





Purpose of the Travel Plan

Aims

The aim of this Travel Plan is to proactively promote sustainable transport modes to staff and students and visitors, the outcomes of which will lead to an improvement in local air quality and a reduction in our travel related carbon emissions. The Travel Plan will also support planning applications for the University campus improvements as part of the Estates Strategy. These aims are underpinned by the following mission statement:

“Ease traffic and parking congestion at the University and reduce the University’s environmental impact through a reduction in non-essential car use, achieved by creating opportunities for staff, students and visitors to travel by alternative means of transport to the private vehicle”.

Objectives

A number of objectives have been developed to support the Mission Statement, these include:

- Encourage more sustainable ways of working to minimise the impact of business travel
- Reduce the dependence on single occupancy car travel, by facilitating alternative modes of travel
- Reduce car parking demand and associated pressures on capacity

Targets

The following targets will be achieved by the end of the Travel Plan in 2017:

- Staff commuting – to reduce the percentage of staff travelling by car alone to work from 59% (2014) to 50% by 2017
- Student commuting (term time) – to reduce the percentage of students travelling by car alone to the University to 30% by 2017
- University Business Travel – to annually calculate and publish CO₂ emissions footprint arising from all modes of business travel, and set targets to review and reduce 2016 baseline onwards

Travel Plan Actions

This section outlines responsibility for the Travel Plan and the actions that will be implemented to achieve the targets.

Objective: Encourage more sustainable ways of working to minimise the impact of business travel

Video conferencing

Video conferencing has a great potential to save multiple journeys and considerable travel distances. The University has specialist equipment (computer based and specialist room based video conferencing facilities) that can allow staff to video conference between University sites, or with anyone in the world.

Current Initiatives

- ✓ All staff have access to or can request the use of video conferencing facilities. These consist of PC based systems including Skype, installed on the staff image of all PCs or specialist room based facilities at Stafford, Stoke, Lichfield and Shrewsbury.
- ✓ Training, test conferences and technical support during conferences is available from the IT support system

Actions for 2014-2017

- Increase awareness of video conferencing facilities and support/training provision to all staff
- Encourage the use of video conferencing to reduce the need to travel and promote environmental benefits and cost efficiencies
- Improve specialist facilities and training provision in line with technological advances and ensure ease of use and accessibility for all staff and student groups

Hire cars

The appropriate use of hire cars could reduce the travel emissions associated with business travel through the hire of fuel efficient cars. The University has a car hire contract with Afford and the Travel and Subsistence policy encourages staff to use hire cars if a business trip exceeds 150 miles. With the possibility of removing parking privileges from residential

students, consideration should be given to the developing affordable student one-way car hire deals allowing students to move in/out of accommodation during the academic year.

Actions for 2014-2017

- Encourage staff to adhere to the Travel Subsistence policy when travelling over longer business trips, instead of personal car use
- Review with the service provider, management information available, with a focus on types of vehicles used and the resultant travel carbon emissions
- Explore the types of vehicles available for hire within the contract, predominantly based on the emissions (CO₂ g/km)
- Investigate affordable one-way student car hire deals

Pool cars

For reasons of convenience, many staff use a vehicle for work purposes during the day to attend local meetings and for inter site travel between campuses. A pool car system could reduce the need for staff to use their own personal car, thus reducing the number of single occupancy journeys, knowing that a vehicle could be booked for business use.

The University does not currently operate a pool car scheme but did offer a car club, predominantly to students although staff could also utilise the scheme. After a 12 month trial in 2012, the initiative ceased due to low membership/utilisation.

Actions for 2014-2017

- Investigate the potential for a University car pool scheme.

Objective: Reduce the dependence on single occupancy car travel, by facilitating alternative modes of travel

Walking

Without a doubt, walking is the greenest, not to mention cheapest, method of travel. It also has many added health and wellbeing benefits. Walking is very popular with students with 24% of students typically walking to the University, which is above the National Travel Survey Statistics (England 2013). Only 7% of staff typically walk to work despite 13% living within two miles of their workplace.

Current Initiatives

- ✓ Leek Road campus re-landscaping programme public realm works including upgraded lighting and consolidated car parking, to ease pedestrian campus interaction
- ✓ Encouraging participation in lunchtime health walks
- ✓ Promotion of walkit.com (Stoke on Trent/Newcastle)
- ✓ Signatory to the Department of Health Public Health Responsibility Deal, Active Travel

Actions for 2014-2017

- Continue to raise awareness of walking advice and initiatives
- Continue to maintain public realms to ensure that, as far as practicable, pathways are well lit and maintained
- Review future access changes within the Estates Strategy and future capital development aspirations to ensure sustainable alternative (walking) are prioritised

Cycling

Investment in cycling infrastructure and initiatives over the last 5 years has been considerable, partly due to support from Local Authorities funding including Cyclestoke and the recent Local Sustainable Transport Fund.

Current Initiatives

- ✓ Improvements in cycle parking facilities as part of the Leek Road re-landscaping programme
- ✓ On-going programme of cycle related activities including Dr Bike, student pool cycle hire scheme and cycle confidence training
- ✓ Staff cyclescheme initiative to allow tax and NI savings on the hire of cycles and related safety equipment
- ✓ Free and subsidised d-locks available to students to help reduced theft incidents related to the use of inappropriate cycle locks
- ✓ Free to use shower and change facilities in key building, including the Science building

Actions for 2014-2017

- Continue to raise awareness of cycling advice, initiatives and facilities
- Consider the permeability for cycling and include high quality cycle parking infrastructures in line with any new and major refurbishment building programmes

Buses

Both the College and Leek Road campuses are situated on frequent bus route corridors (at least 6 buses per hour, Monday – Friday daytime) serving principle areas of Stoke-on-Trent and its conurbations. The Stafford campus is served by the Arriva 74/75 service via Stafford rail station and the town centre. This high frequency service, combined with a number of discounted and interest free loan schemes, make travel by bus a viable sustainable alternative.

Current Initiatives

- ✓ Interest free loans (staff) and discount schemes with First Bus and the North Staffs Smart card
- ✓ On campus real time information kiosks for bus transport at the Beaconside campus

Actions for 2014-2017

- Continue to raise awareness of bus services, ticketing information and incentive schemes
- Administer the North Staffs SMART annual bus pass scheme from 2015
- Respond to bus operator consultations to ensure users are represented from a commuting perspective

Trains

The Stoke-on-Trent rail station is conveniently located in between both the College and Leek Road campuses, approximately 250 and 450 metres respectively. Stafford rail station is approximately 2 miles south west of the campus and is integrated with the Arriva 74/75 bus service. Train services operate to major inter-city destinations including Birmingham and London in the south, Manchester in the north, Crewe in the west and Derby/Nottingham in the east.

Current Initiatives

- ✓ *Interest free loan (staff) and discount schemes with Northern Rail for all operator services*

Actions for 2014-2017

- Continue to raise awareness of train services, ticketing information and incentive schemes
- Investigate measures to prioritise train travel for staff business related travel
- Raise the awareness of the Stoke-on-Trent Rail station to new and prospective students to increase train travel to the University and reduce demand on car parking and congestion in the city

Car sharing

The car is one of the most convenient means of transport for most of staff and students and its use has become central to our way of life that many of us rarely consider other travel alternatives. Car sharing is one way of maintaining that convenience whilst lowering carbon emissions.

Current Initiatives

- ✓ *Car share database offered to both staff and students to help them find a car sharing partner*
- ✓ *Guaranteed emergency lift home scheme for staff who car share*

Actions for 2014-2017

- Regularly promote University Liftshare/share-a-lift with particular emphasis on the economic and environmental benefits of car sharing for both personal and business commuting

- Car sharing permits to be investigated/implemented within the car parking management strategy to ascertain appropriate fee level as an incentive to car share. Permits only issued to staff and students who registered with University car sharing database
- Identify and install appropriate locations for dedicated car share parking spaces, reviewing demand annually

Motorcycles

Physically taking up less road in terms of congestion and space for parking and with priority routes for motorcycles (and bicycles) through bus lanes, travel by motorcycle can help to avoid traffic jams and decreases journey times. Under certain circumstances, emissions can also be lower than single occupancy car driving.

Current Initiatives

- ✓ Improvements to motorcycle parking as part of the Leek Road re-landscaping programme

Actions for 2014-2017

- Consider free motorcycle parking (no permit charge) to motorcyclists under the car parking management strategy
- Review and increase, if appropriate, motorcycling parking in line with any new and major refurbishment building programmes

Objective: Reduce car parking demand and associated pressures on capacity

With 1,378 parking spaces at the Stoke Campus and 1,118 at Beaconside, it is not possible for the University to accommodate all staff and students that choose to drive, thus making the promotion and awareness of sustainable alternative of paramount importance.

Recent improvements to permit management, access and exclusions zones have alleviated some of the capacity issues whilst dramatically improving car parking behaviour on campus. There is still a need to proactively manage the University parking provision, with the view to dis-incentivising car driving, especially single occupancy journeys. A working group was established in December 2014 to consider the following as part of this Travel Plan and the Estates Strategy. The group will consider the following:

- Exploring the feasibility of declining residential students from parking on campus³
- Invest in pay and display car parking for visitors
- Implement long term and short term parking zones with appropriately graded charging mechanisms, with the possibility of these being related to a % of salary and repaid by salary sacrifice

³ This could release 99 spaces at Stoke-on-Trent campus (based on 2014 permit applications)

Responsibility and reporting

Travel Plan implementation falls under the remit of Campus and Commercial Services, with the objectives and associated actions being the responsibility of the Environmental Manager, in partnership with colleagues from different Service Departments.

Work programmes will be developed and approved by the Estates and Operations Sustainability Working Group and progress will be reported up to the Sustainability and Corporate Responsibility Board on a termly basis.

Monitoring and Reviewing the Travel Plan

In order to measure the effectiveness of the Travel Plan, in terms of meeting the stated targets and develop a better understanding of the travel associated with the University, the following review measures will be applied:

- Staff and student commuting: the University will continue to undertake annual travel surveys⁴. The key findings from each survey will be published.
- Business travel: the University will determine the carbon footprint associated business travel.

Other Indicators of Success

Travel Plans are intrinsically evolutionary and initiatives taken in isolation will not achieve a significant change in modal travel. Besides travel modal split data, there are other indicators that can help evaluate progress in the periods between surveys. These key performance indicators will relate directly to relevant initiatives and include but are not limited to:

- Numbers of registered car share users
- Public transport operator passenger travel statistics
- Number of employees utilising University public transport and cycle financial incentive schemes
- Utilisation of cycle parking facilities
- Cycle business mileage expenditure
- Benchmarking against peer institutions

Equality Analysis

Equality issues have been taken into account during the development of this Sustainable Travel Plan and all protected characteristics have been considered as part of the equality analysis undertaken.

⁴ Based on the 2014 survey methodology to ensure compatibility and benchmarking

Action Implementation Plan

Objective: Encourage more sustainable ways of working to minimise the impact of business travel			Action will assist in meeting the following target(s):		
			Reduce the % of staff travelling by car alone to work	Reduce the % of students travelling by car alone to the University	Annually calculate/reduce CO ₂ footprint for all modes of business travel
Action	Responsibility	Completed by			
Increase awareness of video conferencing facilities and support/training	Information Services	On going	Yes		Yes
Encourage video conferencing use and associated efficiencies	Environmental Manager	On going	Yes		Yes
Improve specialist facilities and training provision in line with technological advances	Information Services	On going	Yes		Yes
Encourage staff to adhere to travel subsistence policy	Financial Services Business managers	On going	Yes		Yes
Review hire car contract for management information and low carbon alternatives based on CO ₂ g/km	Financial Services Environmental Manager	On going	Yes		Yes
Investigate feasibility for affordable one-way student car hire deals	Financial Services Environmental Manager	If feasible, implement for start of Academic term 15/16		Yes	Yes
Investigate the potential for a university car pool	Financial Services Environmental	If feasible, implement for	Yes		Yes

scheme	Manager	start of Academic term 15/16			
Objective: Reduce the dependence on single occupancy car travel, by facilitating alternative modes of travel			Reduce the % of staff travelling by car alone to work	Reduce the % of students travelling by car alone to the University	Annually calculate/reduce CO₂ footprint for all modes of business travel
Action	Responsibility	Completed by			
Increase awareness of walking advice and initiatives	Environmental Manager	On going	Yes	Yes	
Maintain public realms to enhance pedestrian experience	Grounds Maintenance				
Prioritise public realm works to favour walking (and cycling) in future campus developments	Estates	On Going	Yes	Yes	
Increase awareness of bus travel advice and initiatives	Environmental Manager	On going	Yes	Yes	
Implement SMART bus scheme (annual interest free loan scheme for multi operator bus pass)	Environmental Manager	1 March 2015	Yes	Yes	
Represent users in public transport contractor service/route consultations	Environmental Manager	As identified	Yes	Yes	
Increase awareness of train travel advice and initiatives and the integration of Stoke-on-Trent rail station in the heart of the campus	Environmental Manager	On going	Yes	Yes	
Prioritise rail travel for staff business related travel through the travel subsistence policy	Financial Services Environmental Manager	1 August 2015	Yes		Yes

Promote liftshare/car sharing to staff and students	Environmental Manager	On going	Yes	Yes	
Investigate/implement car sharing permit management scheme with incentivised charging scheme	Environmental Manager Campus Services	1 September 2015	Yes	Yes	
Investigate/implement dedicated car sharing spaces	Environmental Manager Campus Services	1 September 2015	Yes	Yes	
Consider free motorcycling parking permits under car park management strategy review	Environmental Manager Campus Services	1 September 2015	Yes	Yes	
Review (and increase, if appropriate) motorcycle parking in line with estates strategy/major building refurbishments	Environmental Manager Campus Services	On going	Yes	Yes	
Objective: Reduce car parking demand and associated pressures on capacity			Reduce the % of staff travelling by car alone to work	Reduce the % of students travelling by car alone to the University	Annually calculate/reduce CO₂ footprint for all modes of business travel
Action	Responsibility	Completed by			
Investigate opportunities to revoke parking privileges for residential students	Environmental Manager Students' Union Campus Services	September 2015 intake		Yes	
Invest in pay and display infrastructure for visitor car parking	Campus Services	January 2016			

Implement parking zones (short and long term) and permit charging mechanisms for staff and student permits	Campus Services	September 2016	Yes	Yes	
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