INTRODUCTION

Along with many other higher education institutions, Staffordshire University has suffered from the impacts of transport. These include pollution and congestion, annoyance of neighbours through on-street parking, valuable space taken up by campus car-parks, the costs of maintaining and administering campus car-parks and the loss of staff time due to congestion and parking difficulties.

There are a number of car parking schemes across the HE sector, however during a recent survey; it was found that Staffordshire University was among the few institutions that did not charge for parking.

Staffordshire University has for sometime encouraged and promoted the use of alternative transport. It can also clearly demonstrate senior management support and commitment to achieve effective management of transport issues.

This Travel Plan primarily focuses on the Stoke and Stafford campuses where the majority of transport issues have arisen but also takes into consideration the staff travel to and from our other sites at Lichfield and Shrewsbury.

Process of Developing the Travel Plan

The Travel Plan aims to be a positive and constructive document, which seeks to manage transport in ways, which provide Staffordshire University with the right balance between ease of access and environmental concerns. The Travel Plan recognises that there is not one particular form of transport suitable for all staff and students and that there needs to be a number of alternatives in place. The Travel Plan promotes flexibility and choice, concentrating efforts on encouraging a reduction in car use rather than outlawing it.

The University will utilise a number of information sources and expert advice in the development of its travel plan, in order to ensure it produces a high quality and effective travel plan that delivers its objectives.

- The University has worked with the business travel plan co-coordinators at Staffordshire and Stoke on Trent Travelwise Departments, seeking their advice and expertise where appropriate.
- The Case for Staffordshire University Travel Plan produced by W S Atkins at the request of the University in 2001
- It has utilised published resources on travel plan development including A Travel Plan Resource Pack for Employers, Supplementary Planning Guidance on Travel Plans published by Stoke on Trent City Council, and travel plan guidance aimed specifically at the higher education sector, produced by Forum for the Future.
Contacts with other universities have also been helpful to explore what works well at similar organizations.

AIMS AND OBJECTIVES

Staffordshire University Travel Plan aims to:

Ease the car parking problems 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 car or to travel in ways which reduce the number of one-person, one-car commuter journeys.

The aim is supported by six objectives each of which focuses on a specific area. The University intends to achieve its aim by:

1. **Promoting and encouraging walking as a means of transport in its own right or as part of a journey in conjunction with other modes of transport.**

   Examples of Specific actions include:
   - Ensuring good access
   - Increasing pedestrianisation throughout campus
   - Well lit and maintained footpaths and convenient routes
   - CCTV coverage
   - Personal alarms for those who feel vulnerable
   - Route planning and events which promote walking

2. **Promoting and encouraging cycling both as a form of private transport and as a link to public transport**

   Examples of Specific actions include:
   - Setting up of a Bicycle Users Group
   - Providing conveniently located cycle parking which offers cover and security
   - Provision of shower/changing facilities
   - Well lit and maintained cycle paths
   - Consider interest free loans for purchase of cycles
   - Cycle maintenance workshops
3 **Promoting and encouraging the use of public transport**

Examples of Specific actions include:

- Continued support for the X1 service
- Working with the bus companies to improve services
- Consider discount ticket scheme
- Easy access to timetables
- Consider Interest free loans for the purchase of season tickets
- Encourage visitors to use public transport wherever possible

4 **Managing car parks and vehicle movements to reduce demand whilst ensuring the needs of essential car users are met, and that good access/egress to the University is maintained**

Examples of Specific actions include:

- Limiting the issue of car parking permits
- Introduction of car parking charges
- Integration with proposed Park & Ride Scheme
- Further development of the “LiftShare” car share scheme
- Priority parking for car sharers

5 **Reviewing working practices to reduce the use of private cars for work related journeys**

Examples of Specific actions include:

- Increase use of X1 Service for intersite business travel
- Greater use of Video Conferencing facilities to reduce intersite business travel
- Consider opportunities for working from home
- Flexible working practices
6 Ensuring sustainable transport issues are addressed when commissioning or refurbishing University buildings

Examples of Specific actions include:

- Provision of convenient pedestrian access
- Provision of convenient cycle parking
- Provision of changing and shower area
- Convenient access to public transport.

7 Current Travel Patterns

A survey of staff and student commuter habits will be conducted in the autumn of 2006 which will provide a baseline against which any changes in travel habits will be measured.

8 Targets

It is not considered beneficial to issue targets for improvement until the staff and student travel surveys are conducted and an accurate baseline for current travel trends is established.

9 Monitoring and evaluation

The Travel Plan includes provision for regular monitoring of progress, and for evaluation of interventions made. The plan will initially be reviewed following the staff and student travel surveys, when targets can be identified.

An annual report will be produced following the implementation of the Plan, advising on the progress of individual projects, setting out initiatives for the following year and commenting on the overall success of the Travel Plan. The aim will be to ensure that the whole university community are informed of progress and remain engaged with the Travel Plan.