

UNIVERSITY OF EAST ANGLIA TRAVEL PLAN UPDATE APRIL 2006

1.0 Introduction & Background

1.1 Following a year of consultation the University adopted its Travel Plan in 2002. The Plan sought to be a living document to be monitored, reviewed and the action plan element updated at regular intervals and at not less than 5 year intervals. The aims and objectives of the Travel Plan are as follows:

1.2 The University of East Anglia TP 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”

1.3 The aim is supported by 10 objectives each of which focuses on a specific area. Details of specific actions planned for the first 5 years of the TP are provided at Appendix 3.

1.4 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, well lit and maintained footpaths, 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: providing conveniently located cycle parking which offers cover and security, shower facilities, well lit and maintained cycle paths, cycle loan schemes, interest free loans for purchase of cycles, cycle maintenance workshops and events which promote cycling.

3. Promoting and encouraging the use of public transport

Examples of Specific actions include: Working with the bus companies to improve services, provision of a new bus service from NR2 to UEA, further investigation of the benefits of a Cross Valley bus link, staff discount ticket scheme, improved information and ensuring conveniently placed, clean, well lit and maintained waiting areas.

4. Promoting the TP and its specific measures and providing improved transport information

Examples of Specific actions include: providing quality information in a range of formats with regard to all transport modes and to promotion of the TP.

5. Facilitating the safe use of motorcycles

Examples of Specific actions include: Provision of motorcycle parking space to reflect future increases in usage, promotion of safety training and interest free loans for equipment to ensure safety.

6. Managing car parks and vehicle movements to reduce demand whilst ensuring the needs of essential car users are met, on-street parking is reduced and that good access/egress to the University is maintained.

Examples of Specific actions include: Limiting the issue of car parking permits and introduction of a daily charge, seeking permission from the local planning authority for the creation of additional car parking, consideration of two way traffic on University Drive and provision of a Cross Valley bus link to provide access to park & ride sites, review of visitor car park charges and further development of the “SmartShare” car share scheme

7. Reviewing working practices to reduce the use of private cars for work related journeys and travel at the peak

Examples of Specific actions include: Use of fleet vehicles and changes in working arrangements to encourage greater use of alternative modes, and home working.

8. Ensuring sustainable transport issues are addressed when commissioning or refurbishing University buildings.

Examples of Specific actions include: Provision of convenient pedestrian access, cycle parking and convenient access to public transport.

9. Investigating and developing in-house transport services to satisfy demand which cannot be met by existing providers.

Examples of Specific actions include: Investigation of direct services to park & ride sites.

10. Partnership working with all tiers of local government, transport providers and other relevant organizations to ensure the compatibility of the TP with other externally organized traffic management initiatives to create opportunities for mutually beneficial proposals and to increase awareness and understanding of UEA's TP and transport demands

Examples of Specific Actions include: Collaboration with Norfolk County Council to bid for Government funding to run a pilot scheme to provide a Personal travel plan service and establish a UEA/Research Park/Hospital Travel Plan Group.

1.5 In February 2005 as part of the monitoring and review process staff and students were invited to give their views on Travel Plan progress to date and suggest new ideas and initiatives. The survey also allowed the University to capture modal share information. It was intended that the results of the survey along with ideas generated by the Environmental Working Group Transport Sub-Group could then be integrated into the Travel Plan in the form of an “update”.

1.6 It has been clear from the quantitative and qualitative survey results that the Travel Plan has produced positive results with decreases in general private car use and increases in multi occupancy journeys along with other sustainable modes. Furthermore there is evidence of a better appreciation in particular by staff of the need to manage traffic in order to protect the environment.

1.7 Whilst the survey has proved very useful in evaluating progress and assessing the success of initiatives undertaken disappointingly it did not provide any new areas for investigation or development. Instead there appeared to be (with the exception of Travel by Car) an endorsement of initiatives delivered thus far particularly in terms of cycling and bus travel along with a clear message that many people were open to change if viable alternatives existed. This message was particularly strong from those who live further from the University. It was also clear from the number of

suggestions for initiatives which had already been delivered that there was a need for greater sharing of information.

- 1.8 As with the original Travel Plan this document includes an “Action Plan” which gives details of all identified projects, measures, actions etc. and an anticipated timescale for implementation. New initiatives may be added to the Action Plan at any time.
- 1.9 This report also includes at Appendix 1 information relating to modal share calculated from the results of the Travel Survey 2005.

2.0 Individual Areas Relating to Travel Plan Aims & Objectives - Walking

2.1 Walking is all too often an area of travel planning which is taken for granted and overlooked. Indeed comments from the Transport Survey 2005 indicated that whilst walking was the most popular form of transport for students living less than 3 miles from UEA, it was not seen as something which particularly required a policy. It was, in the words of many, “the easiest way of getting to UEA” or “a way to keep fit”. However when asked what would encourage walking both those who walk and those considering focussed on two areas; “vulnerability” both to crime and traffic and the walking environment i.e. standard of pavements, cleanliness of route etc. Using the information gathered from the survey it is proposed that the travel plan concentrates on the following three areas:

- Health & well -being
 - project in conjunction with Health Authority, HPP or Everyday Sport to show health benefits of walking
- Infrastructure
 - Improvements to campus footpaths & lighting achieved through Estates Division Working Groups
 - Pro-active partnership working with Norfolk County, Norwich City and South Norfolk Councils to achieve infrastructure improvements including repairs to pavements, improved road crossings etc.
- Personal safety
 - Provision of personal alarms for those who walk
 - Continuation of personal safety awareness training and/or self defence classes
 - Work with UEA Security Team to improve perception of on campus safety

2.3 Constraints

- The University is unable to directly improve streets, footpaths etc. outside of its grounds.

3.0 Individual Areas Relating to Travel Plan Aims & Objectives - Cycling

3.1 Cycling continues to play a central role in absorbing modal shift from car use. Within the city car and bike journeys times are generally equal and therefore commuting to campus by bike is a viable alternative for those who live within the urban area.

3.2 The University has to date invested over £400,000 to support and encourage cycling. The results of the survey show that this investment along with measures to restrict car parking has led to increased levels of cycling. Currently 23% of staff and 19% of students regularly cycle to campus with a further 11% of staff and 12% of students cycling occasionally. When cyclists were asked why they cycled, as with walking, there was much emphasis placed on health and fitness but cycling was also as a quick, convenient method of travel. If the University is to continue to grow it's cycling numbers it must provide an environment that welcomes and supports cycling and a culture of respect for cyclists.

3.3 A survey in 2005 showed that staff favoured cycling over walking in all distance zones whilst twice the number of students than staff said they would consider cycling in the future. Main reasons for not cycling were “do not own a bike”, “do not enjoy cycling” and “feel intimidated by traffic volume”. Interestingly neither group would take advantage of a cycle loan if it were available. Both staff and students placed covered cycle parking and an on site cycle shop at the top of their “wish” lists. In addition some 300 general comments about cycling were received and these revealed that:

3.4 Both Staff and Students wanted:-

- More off site paths which were maintained regularly
- Better facilities on-site
- Better security.

3.5 The students main points were:-

- More bike racks especially ones with shelters
- Route maps of the city showing the more direct routes to the UEA
- The roads in the city are dangerous to cyclists and the attitude towards them from other motorists made them feel inferior
- Use of a cycle loan scheme if it was available.

3.6 The staff wanted:-

- Better maintenance on the paths and for them to be cleared of ice and snow in the winter and leaves in the autumn.
- More investment (it was unclear as to where investment should be made)

3.7 From the survey results and discussions with the UEA Bicycle Users Group it has been determined that the cycling policy to date has been successful and the formula of providing year or year increases to cycle parking along with support in the form of cycle health check clinics, cycle maps and events should continue. Therefore the cycling policy will be concentrated as follows:

- Further increases in cycle parking in particular covered & locked parking
- Provision of showers and lockers for cyclists as part of building refurbishments
- Alongside cycle health check clinics the provision of a minor repair service once weekly on a trial basis
- Re-investigation of a bike shop/centre
- Further development of cycle routes including the connection of a desire line from a point along the new east cycle link with Norfolk Road in the area of the Broad.
- Education all road users to respect one and other and the environment in which they travel
- Partnership working with local authorities to
 - improve the cycle routes to UEA
 - provision of Norwich Cycling Map
- Continued support for UEA BUG to enable Buddy Bike Schemes and other activities to continue

3.8 Constraints

- The University is unable to directly improve infrastructure outside of UEA.
- Space issues and the listing of the teaching wall may constrain the building of new cycle parking in the short term.
- Internal space issues may constrain the development of shower facilities in existing buildings

4.0 Individual Areas Relating to Travel Plan Aims & Objectives - Public Transport

4.1 The survey showed a considerable increase in the number of people travelling by bus with 10% of staff and 25% of students regularly travelling by bus. This increase is thought to be as a direct result of the introduction of the annual bus pass and the

measures taken by First Bus Company to improve reliability and quality of services. Furthermore staff chose bus travel as they felt it to be “more environmentally acceptable than motoring” whilst the top reason for students was “convenience”. Approximately 42% of staff and 36% of students could travel by bus but choose not to. The most popular reason for not choosing bus travel in both groups was the “length of time to complete the journey” but students also gave the perceived cost as a very close second reason. The comments section of the form provided further insight into the needs of UEA staff and students with comments from staff concentrated on the need for more direct services to the problems of public transport in outlying areas whilst reliability and cost were key areas of comment for students. Both staff and students suggested ways of improving services some of which have already been adopted such as off bus ticket vending machines, whilst other suggestions e.g. real time information, bus priority schemes are in the pipeline. Whilst the number who make part of their journey by train is relatively small those who did comment were in the main unhappy with ONE train services and also believed there was a need for the train and bus companies to work together thus making it easier for the passenger.

- 4.2 From the results of the survey and comments the public transport policy will focus on the following areas:
- 4.3 Within the University
- 4.5 Continue to support and encourage the use of public transport by:
- Providing information and timetables on the transport web site and in reception areas and alerting staff and students to new services
 - Underwriting the arrangement between the Student Union Travel Shop and First Bus which provides for the reduced price annual season ticket
 - Providing infrastructure which supports bus use such as shelters, bus priority measures
 - Pursuing a traffic free bus link between the University and the School of Nursing & Midwifery/Norfolk & Norwich University Hospital
 - Investigating/developing bus/coach travel to give those in market towns more opportunities to travel in more sustainable ways either by bespoke service or through partnership working with current providers.
- 4.6 Commercial Bus Services
- 4.7 A close working relationship with First Bus has been established and it is through this avenue that the University will seek to:
- Develop new or re-route existing services to afford coverage in areas not currently provide for or to meet identified demand
 - Provide a peak time, half hourly express service from rail station to reduce journey times for those who travel/wish to travel by train and complete their journey by bus
 - Investigate ways of reducing fares further particularly on routes which directly serve the campus to include one day tickets, monthly and quarterly tickets
 - Continue to monitor the reliability and quality of services and press for improvements when services fail to meet the standards required by the University
- 4.8 In addition to the work with First Bus the University would welcome interest from other public transport providers who wish to operate bus services which will be of value to the University community.
- 4.9 Train Operators
- 4.10 The University will seek to work with train companies to address the concerns of passengers in respect of the quality and reliability of services and to reduce the cost of travel through season ticket arrangements.

4.11 Local Authority Input

4.12 The University will also work with local authorities to:

- Promote Norfolk County Council Passenger Transport Unit initiatives where they are of value to the University i.e. bus services such as the Norwich Orbital Service
- Support bids for government funding for new or improved infrastructure which will enable bus services to operate more effectively
- Assist delivery of infrastructure projects such as the provision of off bus ticket vending machines by providing space for equipment, power etc.

Constraints

- Transport operators and providers may be unwilling to implement changes requested by UEA
- Bus and train services operate on commercial basis therefore any changes would be at the discretion of the operators and likely to be subject to affect on profit
- New services require significant pump priming in early stages

5.0 Individual Areas Relating to Travel Plan Aims & Objectives - Park & Ride

5.1 Costessey Park & Ride has provided an alternative car parking facility for the University Community since 2003. It has unfortunately not proved hugely popular and has been subsidised throughout in order to ensure the cost of using the facility is less than on campus parking and to offset any perceived inconvenience. Originally bus services were operated by First Bus but earlier this year First Bus Service 25 was withdrawn leading to a new service provided under contract by the County Council. Passenger numbers have fallen from an average of nearly 50 per day when the service was operated by First bus to just 9 per day with Service 610. The service to UEA ceased to operate at the end of March 2006. The University will consider its position over the summer vacation.

5.2 Of those who used the facility 41% of students chose to use it "as it is easier than parking on campus", whilst 43% of staff only use when parking is not available on campus. The key criticisms of the service from all those who responded to the questions were:

- Location
- Journey times
- The need to travel via the hospital

5.3 The Students main points were:-

- That using it would add too much journey time and be too expensive
- That other P&R's should be part of the scheme
- There should be better publicity

5.4 Main points from staff were:-

- It is impractical when transporting a lot of stuff or have to use the car on business
- Need for more bus lanes to cut congestion
- The bus service is too unreliable and slow to consider using it every day.

5.5 In addition to comments about Costessey Park & Ride, potential interest in the use of a Park & Ride from the Thickthorn interchange was higher with 19% of staff and 12% of students saying they would 'possibly' be interested (3% of both groups were definitely interested). The majority of respondents required this facility to offer frequent, direct services at cost less than on site parking. All other County Council

Park & Ride sites were mentioned as alternative parking but the number of people wishing to use them was collectively less than 10.

- 5.6 If the University is to maintain or reduce parking stock it will be necessary to provide the 40% of people who live beyond Norwich and find it difficult to use alternatives with a viable substitute to on site parking. The County Council have told UEA that access to sites other than Costessey is not possible due to capacity issues and therefore the University will need to seek alternative sites or develop journeys from Costessey in ways which meet the criteria for use.
- 5.7 The Park & Ride Policy will investigate (and as appropriate deliver) alternative cost effective means of transporting staff, students and visitors between off-site park and ride facilities and the main campus. Areas to be investigated include:
- Viability of the link between UEA and Costessey Park & Ride
 - Further exploration of services from other established sites within the area
 - Potential construction of a University owned facility (or facilities)
- 5.8 The University will support the use of Park & Ride by some or all of the following measures:
- Reduce the cost of parking off site to compensate any perceived inconvenience and encourage use
 - Develop the UEA Car Parking Scheme in ways which help to support and encourage use of Park & Ride
 - Better publicity to encourage and increase patronage from Costessey Park & Ride
- 5.9 Constraints
- Established Park & Ride sites not under University control
 - Availability and cost of land for bespoke solution
 - Planning consent for bespoke solutions
 - Budget considerations

6.0 Individual Areas Relating to Travel Plan Aims & Objectives - Journeys by Car

6.1 Car Sharing

- 6.2 The number of people car sharing has risen since the introduction of the daily car parking charges and some 70 reserved spaces have been allocated to car pools registered as part of the University's car sharing scheme. Despite the rise in sharing this mode represents less than 1% of all journeys to campus. The results of the survey revealed that those who had sought a sharing arrangement through the University's database had found the process easy but the survey also showed:
- A general lack of awareness of the University's car share scheme
 - Dissatisfaction from those who shared informally, (especially those from the same address), who would wish to share in the benefits offered to formal car sharers but were excluded from doing so
 - Many felt the terms and conditions of the University's scheme were too complicated
 - Some sharers were inconvenienced by the bollards required to secure car park spaces
 - The majority of people felt that their home location or attendance times would not allow them to find another driver to share with.
- 6.3 In order to encourage more people to share journeys the car sharing policy will address the above criticisms by:

- Seeking to simplify or reduce the terms and conditions of membership (although it is unlikely that those who share from the same address will receive any special benefit)
- Use computer generated maps to help individuals appreciate how many others members of the University community live within their area or along their route to UEA
- Provide as part of the Permit Registration Process an opportunity for registration with the car share scheme.
- Create through a marketing campaign greater awareness of the University scheme including:

6.4 Constraints

- Staff resources for registering drivers with Smartshare as part of permit application

6.5 Business Travel by Private Car

6.6 Whilst the Travel plan has to date only sought to reduce commuter journeys in this second trimester the Plan will evolve and begin to look at ways of decreasing business related travel. The End of Tax Year Expenses report produces a Car Allowance amount of £152731.94 which works out at 381,829.85 miles at .40 per mile. In terms of emissions this is roughly 650,000 km. If we assume 0.18kg per km CO2 emissions from fossil fuelled cars on average, this amounts to about 120 tonnes CO2. There is scope to reduce both the financial and environmental cost of business related travel through:

- encouraging better planning of journeys to ensure where possible individuals attending the same event travel together
- providing incentives such as increased mileage rates where passengers are carried on business related journeys
- removing the need to travel through better use of technology
- enabling better use of public transport
- policy changes which support and encourage reduced business travel

7.0 Car Parking

7.1 The car parking policy is a corner stone of the Travel Plan, without it funding to support alternative travel modes would not be available. The parking policy remains the most difficult area of the Travel Plan as it must balance the need of the University to carry out its business (including the need for people to travel in order to fulfil work or education requirements) against the needs of the environment.

7.2 The changes to car parking arrangements as part of the adoption of the Travel Plan in 2002/3 were debated across the University and it may be necessary to consult widely on any substantial change of policy. Therefore when considering the parking policy at UEA the survey sought only to understand how members of the University perceived the Parking Policy at this time rather than to test reaction to any potential change in arrangements for the future.

7.3 It should be noted that the section on “Journeys by Car” drew the largest response and from the comments it was clear that both drivers and non-drivers were keen to make comment or give views although as in previous years there was no consensus as to the arrangements for parking. It has therefore been difficult to draw any firm conclusions other than finding that over 80% of both staff and student drivers view the car parking policy as necessary, but 40% of staff drivers thought it unfair with 33% viewing it as fair. Amongst the group of student drivers (a much smaller proportion of the student population) marginally more thought the policy fair than unfair. Almost one quarter of staff non drivers thought the policy should be more robust – more than twice the proportion of staff drivers.

- 7.4 The comments section did reveal concern about the availability of visitor parking especially after 09.30 am and this is an area which needs to be investigated further.
- 7.5 The University has as part of its Travel Plan gained permission to replace parking lost as part of the development of the campus but has yet to move ahead with the project. There is clear opposition to this project from some members of staff and the student body but if the University is not to move ahead with the car park project then it will need to consider further measures in order to constrain demand for car parking now and in the future.
- 7.6 Finally amongst the many suggestions received by the Transport Co-ordinator and gathered via the Transport Survey is the suggestion that the University should concentrate on reducing emissions through concessions to those who use more environmentally friendly vehicles i.e. those with low CC engines or alternative fuel. The Parking Policy has sought in the past to reduce emissions through a general reduction in private car travel achieved through parking charges and permit allocation restrictions. There is a need to consider how a change of policy might affect the demand for parking; is it better to have lower emissions but maintain or even increase the number of private car journeys and parking space required to service this or reduce emissions and care for the environment by not taking land for roads or parking and continuing to reduce car usage?
- 7.7 The University will therefore need to consider the following:
- How the needs of visitors to UEA can best be met in the immediate and longer term
 - If it would wish to encourage low emission vehicles which may be conflict with its aspirations to reduce congestion on local roads and ease pressure on campus car parks
 - Changes to the Parking policy including:
 - Increased charges
 - Setting criteria for permit issue based on distance, access to public transport etc.
 - If it is to construct decks on the main car park to replace parking bays lost to construction
- 7.8 Along with the more difficult decisions in respect of constrain or accommodate vehicles there is a need to:
- Fit barrier controls to the entry & exit points of the North, West & temporary car parks to remove the need for staff to use scratchcards. Visitor parking other than in the main car park will be provided with parking on the Boiler House Roof & the Central car park
 - More effective management of the permit scheme including increased random checks to ensure those who live within exclusion zones are not finding ways to gain parking permits. Alternatively it will be necessary to return to annual registration for students
- 7.9 Constraints
- Budget considerations
 - Staff resources
 - Willingness of University community to consider changes to car parking scheme
- 8.0 Individual Areas Relating to Travel Plan Aims & Objectives - Information and Marketing**
- 8.1 This is an area which has not been at the forefront of the Travel Plan Policy and it is evident from the survey and reaction from the University community to recent

publications that greater emphasis must be placed on providing information and promoting and marketing alternative transport modes.

- 8.2 The survey revealed that much of the information including timetables, parking policy information, etc. requested by staff and students was readily available on the intranet and/or in hard copy form at reception areas and but people were unaware of this.
- 8.3 Those who were aware of the transport web site gave it mixed reviews suggesting that whilst the information was useful the actual design of the site was “unattractive, uninspiring and dated”. A view reflected by comments received outside of the survey.
- 8.4 Whilst it is satisfying to see the Security Team’s helpful attitude recognised, their knowledge of public transport etc may not be sufficient to advise staff or student members fully in respect of travel issues.
- 8.5 In order to address the issues raised and answer requests for information received via the survey the marketing and information policy will be developed as follows:
- Further leaflets to cover all areas of travel plan policy to promote and inform
 - “news” items to enable the University community to understand the collaboration between UEA and other organisations, transport providers etc.
 - Re-design of web site and publicity to promote website as key information point
 - Provision of information or information sources for Security Team to enable them to accurately advise and inform on all areas of transport policy
 - Attendance at Freshers Event and other similar events to promote sustainable travel
 - With the assistance of European funding, appointment of Personal Travel Advisor to aid individuals/groups to develop personal travel plans.
 - Greater participation in local, regional and national events to promote sustainable travel
- 8.6 Constraints
- Staff resources

9.0 Conclusion

- 9.1 The University continues to evolve and with its evolution comes new challenges for the management of staff, student and visitor travel. Whilst the University remains committed to its Travel Plan Policy and will continue to invest in measures which support sustainable travel the necessity to balance the future success and prosperity of the University against the need to protect the environment continues to be recognised.
- 9.2 The investment in sustainable travel modes and a more robust parking policy has allowed the University to reach some of its goals sooner than anticipated. Significant change has taken place and there is clear evidence that many no longer commute by car to UEA with many more choosing to drive less frequently or share journeys. However the availability of parking, and in particular visitor parking, remains an issue. It is anticipated that the rate of change in the future, if only encouraging or persuading measures are pursued, will be at a slower pace and therefore the University will need to consider how it wishes to address this.

As with the original Travel Plan, the action Plan sets out measures to be delivered over a five year period with those in the coming 2 years given in greater detail. The Action Plan is constantly updated to show progress and new measures can and are be added at any time although the web version of this document may not indicate this.

**Action Plan
Key Objectives Years 2006 – 2010**

Obj.	Initiative	Brief details	Target Completion Date	Status
1 & 2	Lighting review	Continuing the work undertaken thus far to improve lighting standards on campus.	On-going	
1 & 2	Lockers	To provide lockers in Arts in support of the showers	Autumn 2006	Completed
1 & 2	Signage Review	Continuing the work undertaken thus far to improve signage on campus.	On-going	
1	Walking/Cycling For Health Campaign	To develop and deliver with partners a campaign to show the benefits of walking thus encourage walking as an alternative means of transport to the car.	May 2008	Member Healthy UEA Group
1 & 2	Pathway	To provide a foot/cycle path from Bluebell Rd into the campus at University Drive East.	Autumn 2006	Completed
1 & 2	Improve pedestrian crossing points throughout campus	Review current crossing points and either improve through re-lining, lighting etc. existing crossing or create new ones	2007/2008	Completed November 2008
2	Locked Cycle Parking BIO	To create a locked cycle park to the rear of BIO	Summer 2007	Postponed until 2009
2	Village Cycle Parking	To provide covered and locked cycle parking for residents of UEA Village	July 2006	Completed
2	REG. Cycle Parking	To create additional cycle parking in the vicinity of the Registry	July 2006	Completed
2	Congregation Hall Area	To construct covered cycle parking to meet demand in the vicinity of the Registry	December 2006	Completed
1 & 2	Showers	To provide no less than 8 additional showers before 2010	2010	2 provided
2	Refurbishment of Cycle Parking	To replace out dated cycle racks throughout the campus.	Commencing 2008	Arts completed
1 & 2	Creation of new Pedestrian/Cycle Link	Connecting the recently constructed East Cycle Link with an existing desire line to create a traffic free route through to Norfolk Road.	2009	
2	Cycle Loan Scheme	Introduce a cycle loan scheme (including the possible use of electric bikes).	September 2008	Completed May 08
2	Cycle Repair Service	To provide funding for an extension to the Health Check clinics to provide a minor repair service. The service would provide information	Autumn 2006	Completed

		in respect of the potential for a cycle shop.		
2	Cycle Sales & Repair Shop	Re-investigation of the provision of a cycle sales & repair centre.	Unknown	
2	Cycle Swap Shop	To develop the cycle swap shop website	Summer 2007	
2, 3 & 5	Interest Free Loans	Revisit interest free loans to assist purchase of bus season tickets, cycles and cycling equipment.	Academic year 2006/07	Cycle Salary sacrifice Scheme Completed
3	Norwich Orbital Bus Service	To continue to promote the orbital bus service; to seek an increased frequency and to seek a reduction in the cost of travel	Spring 2006 & on-going	Underway
3	Cross valley Link	To improve the reliability and quality of bus services and routes for cyclists and pedestrians by creating a traffic free link across the Valley	Spring 2007	Underway
3	Improvements to Bus Services	Work with First Eastern Counties to re-instate services to UEA Village	On-going	Completed
3	Improvements to bus turnaround, Earlham Rd	To work with Norfolk County Council to provide a clean, well lit waiting area for passengers important to encouraging bus travel.	Spring 2006	Subject to NCC
3	Real Time Information	In conjunction with Norfolk C.C. install real-time bus information systems to campus bus stops.	2008	Underway
3	Rail Measures	To work with National Express services to secure improved arrangements for UEA staff & students.	2007	Initial contact made
4	Marketing Campaign	Produce Strategic Marketing Plan to include Direct Marketing Strategy through a Personal Travel Advisor	August 2006	On-going
4	Marketing Campaign	Continue the "Travelbug" campaign aimed at students to promote walking, cycling, bus use & car sharing.	On-going	
4	Commuting to UEA	Information leaflet for staff for use by Personnel in induction packs	October 2006	Completed
4	Information Points	To establish information points in reception areas and to ensure that information is replenished and up-to-date at all times.	On-going	
4	Transport Web-site	Re-design of transport web site to increase interest and reflect the "Travelbug" theme. To promote the web site as the key resource and information point for transport and travel matters.	Winter 2006	Completed 2006
4	Cycle Map Update	Update cycle map to include new cycle parking and dedicated cycle routes	Spring 2007	
4 & 10	Personalised Travel Planning	With EU funding appoint a Personal Travel Advisor to enable staff, students and others to develop their own personal travel plans.	February 2006 – 2009	Appointed July 2006
4	Representation at UEA events	To provide staff & students with information and to promote sustainable travel by participation at events such as Freshers Fair, energy week etc.	Autumn 2006 & On-going	
6	Review/re-launch of Car Share Scheme	To increase the number of people sharing journeys through concentrated marketing of the scheme and by making the scheme as	Autumn 2006, 2007 & 2008	Implemented and on-going

		easier to access and understand.		
6	Car Club	With CIVITAS funding provide a car club for the University community.	Spring 2006	Completed
6	Alterations to Inner Site Car Parking	To install barriers at entry/exit points to allow parking charges in North, West and temporary areas to be collected electronically, thereby making these areas staff only. Central car park to become authorised & visitor parking only.	2006	Completed
6	Two way traffic – University Drive	To assess the feasibility of two way traffic on University Drive in consultation with Norwich City Council and Norfolk County Council.	Autumn/Winter 2006/07	
6	Provision of a decked car park	To construct decks above the Main Car Park to replace spaces lost to other construction	Subject to funding	Project on indefinite hold
6	Review of the car parking Scheme	It may be necessary to review the cost of parking and the effectiveness of exclusion zones as part of evaluation of the need for replacing parking lost through construction if the decked car park does not go ahead.	Unknown	
9	Costessey Park & Ride	To assess the on-going viability/use of Costessey Park & Ride until such time as the facility is no longer required	July 2006 & September 2006	
9	Alternative Park & Ride	To investigate the feasibility of a conveniently located University owned and operated Park & Ride site.	July 2006	
9	Market Town Coach/Bus Services	Investigate (and deliver if appropriate) coach or bus services which those who live in market towns	Spring/Summer 2006	Completed Project not seen as viable
9	Business Related Travel	Investigate and identify ways of reducing business related travel. Deliver initiatives as appropriate. This could be a project funded through Carbon Connections.	2008	
Monitoring	Visitor Parking Survey	Identification of issues facing daytime visitors travelling to UEA by car including viewpoints of those in Schools & Divisions who may instigate travel.	Winter 2006	
Monitoring	Travel Survey	Undertake a travel survey to provide base line data for monitoring of the TP, to assess the effectiveness of measures to date and to aid planning for the future.	March 2009	
Monitoring	Commercial Traffic	To investigate the effect of commercial traffic on UEA as a forerunner for inclusion in the next phase of the Travel Plan	2008	
Monitoring	Environmental Working Group, Transport Sub group	To continue to meet with members of the University to discuss and develop further the University's Travel Plan.		On-going
10	Norwich Research Park Vision Group	To work with the Local Authorities responsible for delivery of the NRP "Vision" ensuring that the transport and access needs of the University are fully considered.	January 2006 & on-going	On-going

10	NNUH/NRP	To continue to work with NNUH/NRP on transport and access issues where there are mutual benefits.	2006 & on-going	On-going
Review	Travel Plan Update	To update the Travel Plan	2010	

COMMUTER SURVEY 2005 - MODAL SHIFT OUTCOMES

The Survey carried out in February 2005 sought to provide:

- Facts and figures about travel behaviour to enable evaluation of modal shift
- Collect attitudinal information and enable new ideas to be tested or identified
- An opportunity for staff & students to engage in the Travel Plan

Whilst the 2005 survey has captured the required data in respect of modal share a cautionary approach is required when comparing this to data to that gathered in previous surveys (Oscar Faber, 1998 & UEA Web Survey 2003) due to:

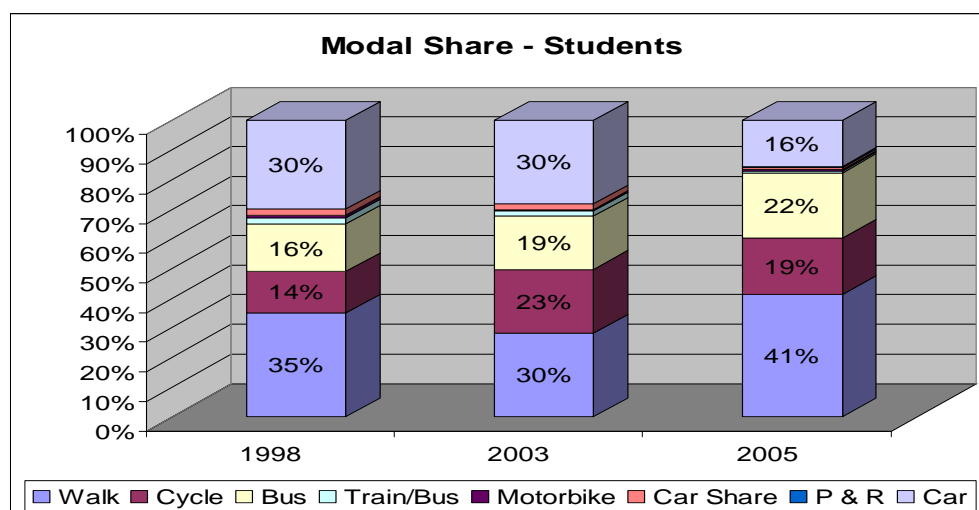
- Original questionnaires not available (Oscar Faber)
- Incomplete data (Oscar Faber)
- Disparity of questions asked (both)
- Sample sizes/response rates
- Ability for all to take part

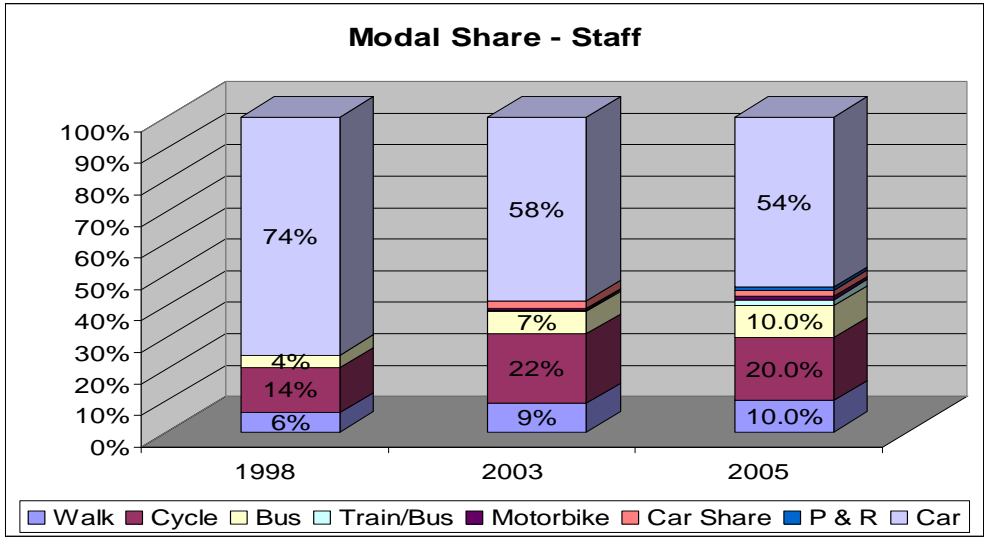
More recent surveys have sought to differentiate between those who regularly arrive by:

- Car, sole occupancy
- Car share, (formally/informally)
- Car, as a passenger
- Car as a passenger but car not parked at UEA

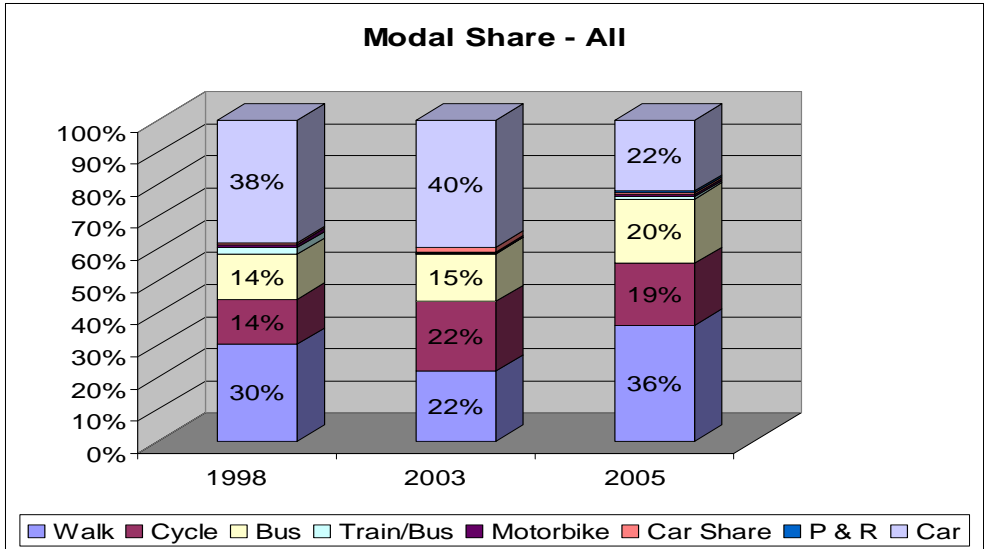
This information is not available in the Oscar Faber report which labels the category as being purely “travel by car” although “sole occupancy car travel” figures are available elsewhere in the report.

In order to make some comparison and chart modal shift progress those who listed in the 2003 and 2005 surveys “travel by car” as their regular means of travel to UEA irrespective of whether this was as a driver or passenger have been added together to provide a comparison figure. Car share figures are shown for the surveys undertaken in 2003 and 2005. Therefore modal share is as follows:

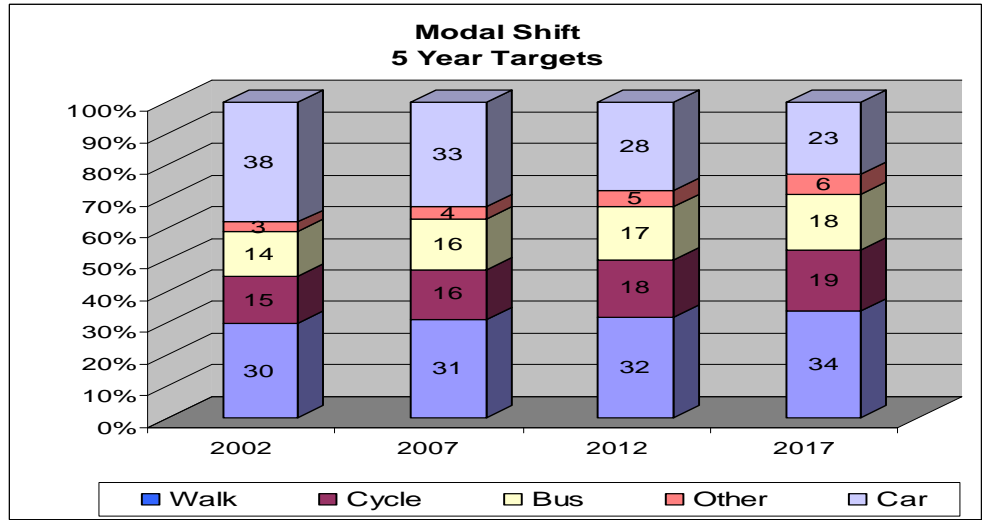




If the results of the survey are extrapolated across the University population then the modal share would be as follows:



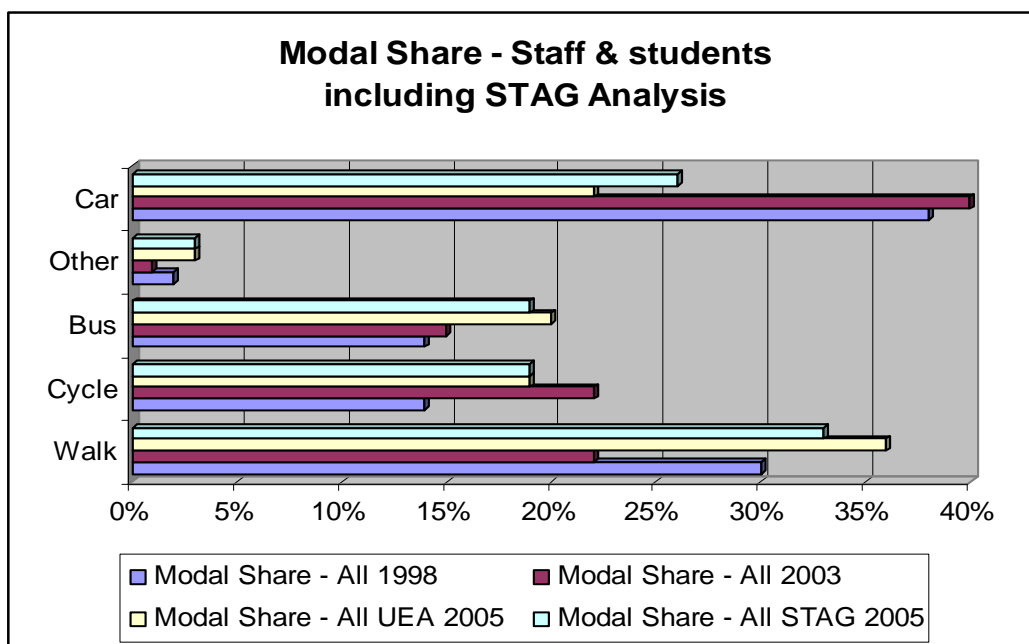
Travel Plan modal shift targets were set as follows:



Therefore results from the 2005 survey suggest the University has achieved and indeed surpassed the targets set in all categories.

Whilst the success of the Plan should be applauded when percentages for each mode are translated into numbers the picture changes. If it is assumed that the University has approximately 2500 members of staff, 10,000 full time students and 3700 part time students then 54% of staff translates to approximately 1350 staff cars whilst 16% of students translate to 2160 student cars, total of 3250 cars. With approximately 1700 permanent and temporary car park spaces available on the main campus this represents a 2 to 1 ration per space in terms of parking demand.

The statistics provided in this report has also been evaluated by the Sustainable Transport Action group who have a different interpretation of the data. Calculation of modal share extrapolated across university population has used the assumption that part time students make the same number of journeys as full time students and that staff and students work the same year length. Correcting these assumptions gives the following modal share for 2005:



In addition to the positive results in terms of modal shift another key aim of the travel plan “to reduce the number of single occupancy journeys” has also been met as demonstrated below.

