

UNIVERSITY OF EAST ANGLIA

SCHOOL OF NURSING AND MIDWIFERY

TRAVEL PLAN



January 2004

1. Introduction & Background Information

The University's Travel Plan and Experience

- 1.1 The University following a long period of consultation and negotiation with staff and students formally adopted its Travel Plan in December 2002. A Transport Co-ordinator was appointed in January 2001 to drive forward the Plan and initiate projects, which would support and encourage travel by means other than one car, lone occupant.
- 1.2 Although the University's Travel Plan was not formally adopted until December 2002 the University has forged ahead with a variety of initiatives aimed at reducing dependence on the private car. The University has been particularly successful in encouraging cycling and expects to see a rise in the number of bus passengers following changes to bus services and the introduction of a discount bus ticket. Whilst the University's Travel Plan addresses travel to and from the main campus the spirit of the Plan and the initiatives developed or planned for the future as part of it will be extended to NAM. Staff & students at NAM's new Colney Lane premises will therefore benefit from a range of established, successful initiatives as well as developing new ones tailored to meet the needs and demands of the NAM site. The University's experience with Travel Planning will provide NAM with a solid base from which to begin the process of encouraging modal shift.

2. Location & Access

The Current Hellesdon Site

- 2.1 NAM is currently located on the Hellesdon Hospital site in the northern part of Norwich. Between 80-90% of people currently travelling to the Hellesdon site do so by car or contract bus. Parking at Hellesdon is not constrained by capacity. The level of car usage reflects the fact that this site is relatively poorly served by public transport and that the majority of NAM staff and students live outside the greater Norwich area – NAM is a facility with sub-regional catchments.
- 2.2 The new NAM site is located at Colney Lane to the South West of the city, approximately 4 miles from Norwich City Centre. The site is close to the Norfolk & Norwich University Hospital (NNUH) and the Norwich Research Park, and is approximately 1 mile from the University of East Anglia's main campus. Occupation of the building is expected in January 2006.
- 2.3 The site benefits from well-lit convenient footpaths and cycle routes. There are high frequency bus routes from/to the City Centre and Costessey Park & Ride. A new park & ride is anticipated to open at Cringleford in 2004. Traffic has only one means of access and egress along Colney Lane from the B1108, Watton Road. There has been much discussion with regard to access issues in the area and further improvements to access arrangements including the duelling of the B1108 and a new road as part of a housing development in Cringleford are planned.

Personnel & Student Body

The Catchments of NAM

- 2.4 NAM is a facility serving a wide area of Norfolk and beyond. Currently some 72% of students and 65% of staff live outside the built up area of Norwich. Most students from the King's Lynn area make a 45-mile journey by contract bus, and this arrangement will continue.
- 2.5 NAM employs approximately 66 permanent staff and 94 temporary staff. In addition there are a range of visiting clinicians, technicians and lecturers and an as yet unknown number of facilities management staff including cleaners, catering staff etc.

Student numbers cannot be confirmed at this time as timetables and availability of teaching space have yet to be finalised.

- 2.6 As with all Higher Education teaching facilities there are no clearly defined working hours for staff although it is fair to say that the bulk of clerical and secretarial staff work a mainly 9-5 day.

Measures already in place.

- 2.6 The University's Travel Plan deals specifically with the main campus and does not include the current NAM site at Hellesdon. However, the staff and students of NAM have been included in the process of adopting the Travel Plan taking part in the consultation and being subject to Travel Plan policies and initiatives when visiting the main campus. Unlike the University's Travel Plan, which has been introduced retrospectively to an established environment, NAM will benefit from having the following measures in place from the outset:

- Transport Co-ordinator and Transport Assistant in post to develop and deliver Travel Plan
- Car parking policy including car park charges, permit parking and restrictive issue of permit policy
- Established car sharing scheme
- Conveniently located covered cycle racks along with shower and locker facilities
- Safe cycling routes including a recently upgraded cycle route between the main University campus and Colney lane
- The University's annual discount bus ticket for First Bus Services
- A subsidy in respect of journeys between Costessey Park & Ride & NAM
- Group travel for students from King's Lynn
- Established Bus & Bicycle User Groups
- Flexible working hours for administration staff
- Home working arrangements for academic staff
- Personal safety awareness training to support walking in particular
- Local facilities include:
 - On site catering & cash point,
 - Within 1 mile: a range of shops including a post office, 3 banks, paper shop, supermarket and a range of restaurants/bars
 - Full library facilities are provided on the main campus
 - Fitness facilities are available at the Sportspark, just over 1 mile from the new NAM building
- Established marketing and information strategy including:
 - Induction information for staff & students
 - Web site
 - Email based cascade system for fast delivery of information to individuals
 - Leaflets, posters, flyers etc.

Modal Split - Travel Patterns

- 2.7 As the new NAM building is located some distance from the previous location of Hellesdon it would be unhelpful to use current travel pattern data to predict the modal split of students at the new site. However to enable Travel Plan initiatives to be developed a survey of permanent staff members was undertaken in June 2003 in an effort to assess the anticipated travel behaviour of staff to the new site. The results of the study showed that of the current 66 permanent staff,

- 58 members of staff will live 3 miles or more from the Colney Lane site, with approximately 44 of this group resident 5 miles or more from the new site.
- 63 staff members anticipated using a car to commute to the site on a regular basis (3 or more times a week)

- 12 staff members anticipated commuting by means other than “car, lone driver” on an occasional basis
 - 52 staff members would arrive at the building prior to 9.00 am
- 2.9 When asked what, if any, measures would encourage travel by other means, permanent staff indicated that frequent reliable bus services would be “very likely” to instigate change whilst lower bus fares, congestion, car park charges and better cycling facilities would possibly produce change. The information gained from the study will be used to shape initiatives introduced as part of the NAM Travel Plan.
- 2.10 A survey of NAM students will be undertaken in Spring 2004 to help formulate a strategy for student travel and to develop modal shift targets for the School.

Motivation, Development and Management of the Plan.

- 2.11 The University acknowledges through the production of its Travel Plan for the main campus that influencing the travel behaviour of its community towards more sustainable modes is vital for the future growth and development of the University.. The University has also been keen to ensure that it is seen “good neighbour” in a wider environmental and community context. The University applies these same principles to the new NAM site; seeking to ensure that Travel Plan Policy is adopted and practiced by staff, students and visitors to the new building.
- 2.12 The Plan has incorporated many of the initiatives undertaken by the University as part of its Travel Plan but it has also been tailored to meet the specific needs of NAM. UEA’s Travel Plan Co-ordinator will develop and manage the Travel Plan on behalf of NAM.
- 2.13 As Travel Plans are most successful when they have the full support of senior management the Plan has been formally approved and adopted by the Board of NAM. Senior Managers at NAM will encourage staff and students to engage with the Plan throughout its development.

3. Aims & Objectives of the NAM Travel Plan

- 3.1 The broad aim of the NAM Travel Plan is to:
- “Minimise travel to and from the site by car, in particular, by “car as a lone occupant”.
- 3.2 The aim will be achieved through the following objectives:

Objective 1. Supporting & Encouraging Walking

The new NAM building will benefit from close proximity to the Hospital and the University with convenient well-lit footpaths, key elements in encouraging walking. The site however is not located close to residential areas and few staff live within easy walking distance of the site. Student home locations have not yet been established but if current trends are continued then the student body will also find it necessary to travel 3 miles or more to attend the School. Therefore walking is not expected to be a popular choice for commuting and encouraging this mode of travel will be particularly challenging.

Walking will be supported and encouraged through the following specific actions:

- Personal safety training available to all staff and students
- Personal security alarms
- Advice on pedestrian routes to NAM
- Information on the benefits of walking
- Walking buddy schemes

- Walking initiatives will be promoted using the marketing & information strategy (as detailed in Objective 4)

Objective 2: Supporting & Encouraging Cycling

The NAM building will provide covered cycle spaces conveniently located to the front of the building. Cyclists will further benefit from shower and locker facilities. Demand for cycle parking will be closely monitored and increased in line with demand.

In addition to the facilities at NAM, the University has invested over £90,000 since 2001 in facilities for cyclists and publicity campaigns to encourage cycling. Improvements along Earlham Road and the recent upgrading of the cycle route across the campus which provides a virtually traffic free route from the University to Colney Lane will encourage cyclists from the city centre in particular to choose this mode of transport. Alongside improved “physical” cycle facilities, cyclists will also benefit from the established program of regular free cycle health check clinics, bike auctions and other events including free bike to work breakfasts.

The University has an active Bicycle User Group, which works closely with the Transport Co-ordinator to promote cycling. UEA and BUG have jointly produced the Information for Cyclists leaflet which contains a map of cycle parking on campus and collaborated on events such as Bike to Work Day. BUG is keen to include cyclists from NAM in their membership.

These initiatives will complement other cycle route facilities in the area provided by the Hospital Trust and the local authorities.

Cycling will be supported and encouraged through the following specific actions:

- Provision of high quality facilities for cyclists including covered cycle parking, showers and lockers both at NAM and on the main campus
- Information about cycling including the Norwich Cycle Map and the University’s Guide for Cyclists available from NAM Reception and on the Intranet.
- Membership of a new cycle loan scheme, which will provide cycles for journeys between the main campus and in particular the Hospital and Research Park. (To be introduced 2005)
- Access to “Cycle Watch”, operated by the University’s Security Team. This service aims to deter cycle theft through the secure marking of cycles and liaison with local cycle dealers and shops.
- Personal safety training and the provision of personal security alarms
- Participation in events such as National Bike Week and including bike to work breakfasts
- Cycle auctions to provide new cyclists with less expensive bikes
- Free cycle health check clinics and advice on safe cycling
- Travel expenses for business journey’s (20p per mile) undertaken by cycle. Information is provided in the induction pack, at interview and on the expenses claim form.
- Cycle buddy scheme already in operation in conjunction with BUG.
- Supporting the UEA Bicycle User Group membership
- Cycling initiatives will be promoted using the marketing & information strategy (as detailed in Objective 4)

Objective 3 Supporting and Encouraging the Use of Public Transport

NAM bus passengers will use existing bus stops and shelters (with seats and lighting) conveniently located close to the NAM building. To encourage use of the bus services and for the convenience of people moving between the hospital and NAM, the bus operators has agreed to allow free travel between NAM and the hospital entrance. The NAM site will benefit from a variety of direct public bus services including:

Route No.	Route	Frequency
4	Dereham, Matishall, East Tuddenham, NNUH	Every 2 hours
5	Barnham Broom, Barford, Marlingford, NNUH	4 times daily
21	Sprowston, Norwich City Centre, NNUH	Every 20 minutes
24	Pound Lane – North Thorpe – Plumstead Rd – City Centre – Newmarket Rd – Easton – Cringleford - NNUH	½ hourly
25	Rail Station – City Centre – University –N & N Hospital – Costessy Park & Ride (begins operation August 2003)	Every 10 minutes
59	Wymondham, Heathersett, Little Melton, NNUH	9 buses per day 3 between 07.30 – 9.50 + 3 during the day + 3 between 16.35 & 18.40

In addition, staff & students may travel on Services 26/27 (every 15 minutes) from Hellesdon via the City Centre to the University and walk the relatively short distance to the NAM site.

Full details of all bus services to NAM will be provided in induction packs (staff & students), timetables will be available at NAM reception and the University's Transport Assistant will provide further help on request.

Bus passengers at UEA have established a Bus User Group, BUS, which has been welcomed and supported by the University. BUS is keen to include members of NAM in its membership.

The use of public transport will be supported & encouraged through the following specific actions:

- Provision of an annual season ticket, available to both staff and students, at a cost of £150.00 per annum and providing unlimited travel across zones 1-4.
- Potential subsidy in respect of the Costessy Park & Ride service, to reduce the cost of parking and return journey to 50p.
- Provision of public transport information at the NAM building, access to the transport website and personal assistance (on request) from the University's Traffic Office
- Investigation of a subsidy for non-First Eastern bus services
- Supporting the UEA Bus Passenger Group
- Seeking to encourage the development of new services where unmet demand suggests viable and sustainable services are feasible
- Seeking to work in partnership with public transport providers and the local authorities to deliver high quality services
- Providing infrastructure which supports and encourages bus use including working with the County Council on projects such as off bus ticketing and real time information.

- In the event that the Park & Ride Service ceases to serve the Hospital and NAM the University in partnership with the Hospital and Norfolk County Council will undertake to ensure alternative arrangements are made. Details of any alternative arrangements clearly cannot be given at this time and would be subject to consultation with all interested parties.
- The University is working with Norfolk County Council to provide off bus ticket vending machines and real time information. The project is to be funded through the Major Public Transport Scheme bid. At this time Norfolk County Council have suggested that the full project will only include 20 key locations. Whilst the main hospital stop was identified as a key location the stop adjacent to NAM is unlikely to be included in the near future. The University identified in its Travel Plan its commitment to telematics and has demonstrated this commitment by agreeing to trial a ticket vending machine (and possibly real time information) from next September on the main campus.
- The University is also actively pursuing a dedicated traffic free bus link, which would connect the Campus to the Hospital roundabout, Colney lane. If this link were available passengers would benefit from a reduced journey times and a more direct, convenient service.

Objective 4 Marketing, Information and Travel Assistance

The provision of good quality, up-to-date information in a variety of formats along with personal assistance is key to supporting and encouraging “greener” travel. The University has a designated member of staff, its Transport Assistant, whose role is to maintain stocks of printed material and provide travel information to members of the University community. First Eastern Bus Company have provided training and support for the Transport Assistant.

In terms of being able to influence how people travel, NAM is in an advantageous position. For any one academic year or period NAM will know well in advance who is likely to be travelling to the site each day, and will be in a position, through the University’s Travel Co-ordinator, to advise staff and students on travel arrangements. During Fresher’s week both First Bus & UEA BUG provide a presence for those interested in public transport and cycling options. These arrangements, which have proved successful on campus, will be extended to colleagues at NAM. The University also provides all new members of staff with information about the Travel Plan and travel options as part of their induction package.

The University has produced a number of leaflets and taken part in a variety of events aimed at encouraging modal shift. In addition to printed information and events the TravelSmart web site provides an on line information service with details of travel activities and news on campus along with links to other relevant travel & transport sites. The University also operates an information cascade system via e-mail and news and information can be made available to all colleagues via this system.

The NAM **Marketing, Information and Travel Assistance Strategy** will include the following specific actions:

- Advance information on travel policy and transport options provided with prospectus and registration information to students
- Advance information on travel policy and transport options provided as part of staff induction information
 - Individual or area based travel advice plans for students and staff, indicating alternatives to car travel where requested
 - Access to travel information at the NAM building, (displays, posters, flyers etc.)
- Participation in events, which raise the profile of greener travel modes including bike to work breakfasts, health check clinics etc.
- Access to the TravelSmart web site
- Encouraging service providers, interest groups etc. to visit NAM to raise the profile of green travel modes and discuss relevant issues

- Access to the Transport Assistant for advice on travel choices
- Email information cascade system delivering information directly staff and students
- The current “Information for Visitors” to UEA will be updated to include information on travel options for visitors to NAM
- A CIVITAS Bid is being developed with Norfolk County Council/Norwich City Council to secure funding for a University and possibly NNUH marketing project. Details of the bid have yet to be confirmed.

Objective 5 Supporting and Encouraging Car Sharing & Group Travel Arrangements

Car Sharing

The University introduced a car-sharing scheme, SmartShare, in September 2002. The scheme provides a database of potential sharers from the University only or from the wider area either through the local “Carshare.to” site or the national Liftshare.com site. The car share scheme will be extended to NAM.

Car sharing will be supported and encouraged through the following specific actions:

- Access to and promotion of the University’s car share database
- Provision assured travel arrangements for formal car sharers to cope with emergencies and other unforeseen circumstances
- Parking priority for car sharers, in terms of those spaces in the car park closest to the building. Reserved car sharing spaces are only made available once an application for membership of the car-sharing scheme has been approved.
- Reduced parking fees for formal car sharers
- The University is developing a CIVITAS bid with Norfolk County Council to introduce a car club on campus. If successful the funding would be used to provide and operate a pool of “green” fuel vehicles for short-term inexpensive hire by staff and students. Car clubs enable car use without car ownership and are proving successful in several large cities.

Group Travel

Students attending the facility from King’s Lynn already benefit from a dedicated bus service provided by NAM. This arrangement will continue. NAM are expecting to encourage larger numbers of students from the east of the county and will investigate the scope for further group travel for blocks of students attending together, building on the existing arrangements that apply for the King’s Lynn area, or through ticket purchase on the express services that are to be diverted to the site. The Travel survey (which will include mapping of student home postcodes) to be undertaken in Spring 2004 will aid the process.

Group travel will be supported and encouraged through the following specific actions:

- Continuation of group travel options for students attending from King’s Lynn
- Investigation and development of group travel options similar to that in place for King’s Lynn to meet identified demand
- Management and co-ordination with adjacent land uses where similar initiatives are being pursued to enable wider group travel options
- Monitoring and review of the performance of the group travel arrangements

Objective 6 Management of car Parking Facilities

Based on the current parking patterns at Hellesdon, “unrestrained” parking demand at NAM is approximately 320 spaces. The new NAM development originally proposed 160 spaces, a 50% reduction. It is now agreed that parking provision will be further

reduced by 14% to 138 spaces, being 18 spaces adjacent to the building (car park A), including disabled provisions, and 120 spaces in the main car park (car park B).

Thus parking provision is now proposed at 43% of unrestrained demand. The hospital has very tight controls on its own parking provision and will co-operate with NAM on parking management. NAM staff and students will be very strongly deterred from attempting to use the adjacent parking at the hospital, by virtue of the parking management regime, the hospital parking pricing policy and the need to walk to a parking ticket machine within the hospital in order to validate a ticket and pay the charge.

Additionally, NAM staff & students will be subject to the car park charging policy of the University as well as additional measures unique to NAM. The University's car park charges currently average £1.00 per day for staff and students eligible for membership of the scheme. The revenue generated by car park charges is used to support the activities of the Travel Plan including bus subsidies, cycling facilities etc. In addition to the charging policy, NAM undertakes through its travel plan to ensure that the number of cars parked at its main car park and arriving between the hours of 0800 and 0900 will not exceed 70. This level of parking restraints is to apply Mondays to Fridays on days when NAM is offering its standard range of training activities.

The NAM car parking policy will include the following specific actions:

- The 18 car parking spaces adjacent to the building to be reserved for drivers with disabilities, formal car sharers and visitors to NAM
- Car park B, opposite the NAM site will be reserved for staff and for those students who require parking for welfare reasons.
- All car park users will be required to register their vehicles and apply for membership of the University Car Park Charging Scheme.
- Student applications to park at the NAM site will be subject to the approval of the Independent Student Car Parking Panel.
- A barrier system will control access & egress to car park B. Access cards will be programmed to ensure that no more than 70 cars are present between the hours of 08.00 and 09.00. The system is seen as "virtually foolproof" and has been used to control vehicle access across the link road between the main campus and the Research Park for more than 3 years. Parking on the main University campus will not be available to NAM students.
- Students will be required to use the Costessey or Thicketthorn (when open) Park & Ride Services.
- Those eligible for membership of the University Car Park Charging Scheme will be required to pay the appropriate charge.
- Arrangements with the NNUH and UEA will exist to deter NAM staff & students from parking on adjacent or unauthorised areas.

Objective 7 Reviewing Working Practices to Reduce the Use of Private Cars for Work Related Travel and Travel at the Peak.

Since the planning application was last considered NAM has adjusted the start times of sessions so that a greater proportion will now start at 1000 hours rather than at 0900 hours. This will reduce traffic at peak times.

Administrative staff at NAM already benefit from flexible working hours and academic staff have opportunities to work at home. The University through its own Travel Plan has requested its Personnel Committee investigate opportunities for flexible working hours and work at home options and any changes to the terms and conditions of employment would include NAM staff.

Objective 8 Partnership Working with all tiers of local government, transport providers and other relevant organisations

Travel plans have proved most successful in areas such as Nottingham, Southampton etc. where transport partnerships have been established or where groups of organisations have worked together to share mutual goals and benefits. It is therefore important that NAM forms partnerships with like-minded organisations, service providers and interest groups to ensure that the compatibility of the NAM Travel Plan with other externally organised traffic management initiatives to create opportunities for mutually beneficial proposals and to increase awareness and understanding of the NAM Travel Plan.

The NNUH will be a key partner in respect of the Travel Plan and there will be many opportunities for the two organisations to work in partnership to deliver initiatives. As the NAM site is located within an area ear-marked for future development it is expected that some or all of the new developments will be required to consider measures which limit the impact of traffic on the environment. This will provide NAM with opportunities to work with other local organisations. There are already regular discussions between the Research park Organisations, the Hospital and the University however it should be noted at this time none of the neighbouring organisations have Travel Plan Policies or identified funding for Travel Plan initiatives. Despite this the university has sought to work with them and at least one “partnership” event to promote cycling has taken place.

Should Travel Plan operators in the Norwich area, or the local authorities establish a Travel Plan forum, the University’s Transport Co-ordinator will undertake to represent NAM at the forum.

4. Targets

- 4.1 The importance of modal shift targets for the Plan is understood by NAM however until the baseline data for student travel patterns has been collected and analysed it is not felt to be realistic to set targets.
- 4.2 It is anticipated that any targets set will be broadly in line with those of the Local Transport Plan, the University’s Travel Plan and the Norfolk & Norwich NHS Trust Plan.

5. Monitoring and Review

- 5.1 In order that the Travel Plans can be adapted or adjusted quickly it is essential that their performance be monitored closely and regularly. This is especially important in their early phases and when key targets, such as that relating to peak period parking at NAM, need to be met.
- 5.2 To monitor the effectiveness of the Travel Plan and in particular the number of cars parked between 08.00 – 09.00 the vehicle movement data collected via computerized car park barrier system will be provided to the UEA’s Transport Co-ordinator and Norfolk County Council every third month in year 1 of occupancy and annually thereafter. In addition specific actions and successes will be highlighted in the Travel Plan Annual Report, which will be available to all members of the UEA community.
- 5.3 It is anticipated that in the first year of operation the UEA Transport Co-ordinator will meet with the County Council Representative every 3 months to discuss and review progress. After this time it is anticipated that the UEA Transport Co-ordinator and the County Council will reach an agreement as to future monitoring and review.

6. Conclusion

- 6.1 The site of the new NAM building in close proximity to both the NNUH and the main campus will ensure that it benefits from frequent bus services, access to park & ride and convenient, well lit cycle and pedestrians routes. Travel initiatives including car

sharing at the University will further support and encourage members of NAM to travel by sustainable means.

- 6.2 Developing and implementing a Travel Plan for any new development can be problematic. Those who are destined to occupy new buildings often view the concept of the "Travel Plan" with suspicion and it can be difficult to overcome this barrier and engage staff (and students) in the process. Furthermore developing successful initiatives from new can be both expensive and time consuming. NAM however is in the unique and favourable position of being part of a much larger organisation, which has developed and implemented a Travel Plan and therefore has the experience and knowledge to ensure the needs of NAM and the environment are met.
- 6.3 The benefits provided by the location of the new building together with the experience and knowledge of the University in Travel Plan development and implementation will ensure that the aims and objectives of the NAM Travel Plan will be met.