

2025 Travel Survey

Report on the December 2025 University of Reading staff and student Travel Survey

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Executive Summary

Introduction

This report presents the findings of the December 2025 University of Reading Travel Survey, undertaken as part of the ongoing monitoring and delivery of the [University's Five-Year Travel Plan \(2024–2029\)](#).

The Travel Survey is carried out every two years to understand how staff and students travel to, from, and around the University's campuses, and to capture feedback on barriers, priorities and opportunities for improvement. While the 2024 survey was conducted at the outset of the current Travel Plan period and served as a baseline to inform the development of the Plan, the 2025 survey represents the first opportunity to assess progress, review early outcomes, and identify areas where further action or investment may be required.

The results of this survey therefore serve a dual purpose:

- To provide an updated snapshot of current travel behaviour and attitudes, and
- To evaluate how far the actions delivered to date are addressing the needs and priorities previously identified by staff and students.

Findings from the survey will be used to inform updates to the Travel Action Plan, guide the next phase of sustainable transport projects, and support the University's wider Sustainability Strategy and ISO14001 Environmental Management System. This work also contributes to the delivery of the Estate Strategy and the University's Net Zero Carbon 2030 commitments, supporting an integrated approach to environmental, social and financial sustainability.

Methodology

The 2025 Travel Survey was conducted between the 1st and 15th of December 2025 and was open to both staff and students. The survey was delivered digitally, with paper copies also made available upon request.

The survey included a consistent core set of questions to enable comparison with previous survey results, with additional questions designed to explore progress and feedback on the Plan, as well as the projects and incentives that it has delivered to date.

Response Rates

A total of **1,757** responses were received:

- **Staff: 1,233 responses** (31.1% response rate)
- **Students: 524 responses** (3.1% response rate)

This represents a slight increase compared to the 2024 survey, which received 1,718 responses in total: 1,215 staff (30.7% response rate) and 503 students (3.0% response rate).

At a 95% confidence level, the 2025 margin of error is $\pm 2.3\%$ for staff and $\pm 4.2\%$ for students. This is consistent with 2024, where the margin of error was $\pm 2.3\%$ for staff and $\pm 4.3\%$ for students, reflecting broadly comparable survey reliability year on year.

The 2022 travel survey recorded 1,025 responses (618 staff and 407 students), demonstrating a sustained improvement in overall engagement across successive survey periods.

Key Results

The Plan sets out separate targets for staff and students, recognising differences in travel patterns, preferences, and practical barriers. The below table sets out these targets, the 2024 baseline and the recorded progress as of December 2025.

	TRAVEL MODE	JAN-24	DEC-25	2029 TARGET
Staff	SOV Use	33.5%	34.8%	27.0%
	Sustainable Modes	66.5%	65.2%	73.0%
Students	SOV Use	10.6%	11.3%	9.5%

Sustainable Modes	89.4%	88.7%	90.5%
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Table 1: Travel Plan Baseline, Progress and Targets

As of December 2025, Single Occupancy Vehicle (SOV) use has increased slightly among both staff and students, rising by 1.3% for staff and 0.7% for students, indicating a modest shift towards car-based travel across both groups.

This indicates that the 2029 targets are not currently on track, with a slight increase in SOV use observed. However, as this represents the first formal monitoring point within a five-year programme, it should be viewed as an early indicator rather than a definitive outcome.

The findings highlight emerging trends in travel behaviour since 2024 and, importantly, identify areas where targeted interventions can be prioritised over the remaining period of the Plan to help reverse this shift and support progress toward the agreed objectives.

Key Issues and Suggestions Identified

The main issue identified is a slight increase in Single Occupancy Vehicle (SOV) use across both staff and students, indicating limited early progress towards the 2029 Travel Plan targets.

Across both groups, the findings highlight consistent barriers to sustainable travel:

- Cost, particularly for public transport, remains the most significant constraint for both staff and students.
- Convenience and journey time continue to favour car use, with different pressures (e.g. caring responsibilities for staff and longer-distance commuting for some students).
- Infrastructure and safety concerns are a barrier to walking and cycling uptake across both groups relating to route quality, lighting, and traffic conflict.

- Public transport reliability, coverage, and affordability are key issues affecting both staff and student travel choices.

Despite these barriers, there is clear engagement with existing initiatives and strong demand for improvements from both staff and students, particularly in relation to cycling infrastructure, bus affordability, Park & Ride, car sharing, and electric vehicle support.

Summary and Next Steps

The 2025 survey represents the first formal comparison against the 2024 baseline and indicates that, while travel patterns remain broadly stable, there has been a slight increase in car use among both staff and students. As a result, the University is currently not on track to meet its 2029 Travel Plan targets.

As this is an early monitoring point in a five-year programme, these findings should be treated as an initial indicator rather than a confirmed long-term trend. However, they reinforce that the structural barriers identified at baseline remain largely unresolved.

To support delivery of the Travel Plan, the next phase of works should prioritise:

PRIORITY AREA	KEY ACTIONS (2026–2028 DELIVERY FOCUS)
1. Enhance Active Travel Infrastructure and Safety	• Deliver targeted improvements to paths, crossings, lighting and surfacing on key routes identified through the survey • Install new secure cycle shelters (including Earley Gate and London Road) • Undertake a campus-wide review and rationalisation of cycle parking • Review showers, lockers and changing facilities.
2. Strengthen Public Transport Provision and Incentives	• Work with operators to improve service reliability, frequency and coverage • Enhance subsidised bus schemes • Address bus stop infrastructure and waiting facility issues • Increase promotion and awareness of existing services and discounts.

3. Influence Responsible Car Use	- Collaborate with internal stakeholders to review and improve the parking and permit management system - Promote effective and considerate parking - Promote uptake of car sharing, car club and Park & Ride
4. Support the Transition to Low-Emission Vehicles	- Expand and consolidate EV charging infrastructure across campus - Explore feasibility of an EV salary sacrifice scheme - Improve awareness of EVCP provision.
5. Deliver Incentives and Behaviour Change Initiatives	- Collaborate with external / internal stakeholders to support the delivery of a cycle hire scheme in Reading - Explore feasibility to deliver a sustainable travel hub - Expand engagement, marketing and behaviour change campaigns; - Continue cycling support initiatives (e.g. Dr Bike, equipment subsidies)
6. Improve Data, Monitoring and Engagement	- Refine survey design and data collection - Increase student response rates - Maintain regular monitoring against Travel Plan targets - Strengthen engagement with internal and external stakeholders, including Estates, local authorities and transport providers. - Collaborate further with the wider Estates team to ensure alignment with the Estate Strategy and Net Zero Carbon objectives.

Table 2: Travel Action Plan (2026–2028)

Overall, achieving the 2029 targets will require a balanced and coordinated approach. As part of the University’s wider sustainability ambitions, the Travel Plan plays a key role in reducing transport-related impacts, and its success depends on travel considerations being reflected in how infrastructure, services, and day-to-day operations are planned and delivered across the institution.

The Travel Plan will now move into its next phase and begin progressing the targeted interventions set out above. Successful implementation must be supported by continued collaboration across the University, including within Estates, to ensure that improvements are effectively integrated into wider programmes of work and can be delivered efficiently.

Introduction

Context and Report Structure

This report sets out the findings of the December 2025 University Staff and Student Travel Survey. These surveys are undertaken every two years, with the first full survey completed in January 2012. The 2025 survey builds on the January 2024 survey, which acted as a baseline for the 2024–2029 University Travel Plan, and allows us to monitor progress against the targets and initiatives set out in that plan.

The 2025 survey findings will inform ongoing delivery of the Travel Plan and help prioritise projects over the next one to two years, including infrastructure improvements, incentives, and sustainable travel programmes.

Aims of the 2025 Travel Survey

The aims of the 2025 survey were to:

- Record the modal split for commutes to our campuses by both staff and students;
- Monitor Single Occupancy Vehicle (SOV) usage to track progress against 2024 baseline targets;
- Gather individual opinions and identify opportunities to facilitate and promote sustainable travel to/from and within the University;
- Record travel mode patterns to capture commuting behaviour and carbon impact; and
- Provide feedback to local councils and transport operators (e.g., Reading Buses) to inform service improvements.

Travel Plan Objectives and Targets

The University Travel Plan (2024–2029) was published in July 2024, setting ambitious five-year targets and objectives to support sustainable travel for staff, students, visitors, and operational travel. The Plan aligns with the

University’s wider aims, including its Estates Strategy and the commitment to reach Net Zero by 2030, and prioritises travel alternatives according to their carbon impact:

- Reducing the need to travel (including between campuses)
- Zero-carbon modes (walking and cycling)
- Low-carbon modes (public transport, e.g., train and bus)
- Car sharing and responsible car use (including low-emission vehicles)
- Reducing travel at peak times

The 2024 Travel Survey established the baseline for measuring progress against the Travel Plan’s commuting-focused objectives:

- **Objective 1: Decrease Single Occupancy Vehicle (SOV) Use**
- **Objective 2: Increase Sustainable Travel Use**

The Plan sets out separate targets for staff and students, recognising differences in travel patterns, preferences, and practical barriers. The below table sets out these targets, the 2024 baseline and the recorded progress as of December 2025.

	TRAVEL MODE	JAN-24	DEC-25	2029 TARGET
Staff	SOV Use	33.5%	34.8%	27.0%
	Sustainable Modes	66.5%	65.2%	73.0%
Students	SOV Use	10.6%	11.3%	9.5%
	Sustainable Modes	89.4%	88.7%	90.5%

Table 3: Travel Plan Baseline, Progress and Targets

For this survey period, and for the purposes of target tracking, Single Occupancy Vehicle (SOV) use has been defined as respondents who selected ‘Driving by car – on own or including children’ as their mode of travel. It is noted that respondents were given the opportunity to select multiple modes of travel, and where respondents selected more than one mode, a hierarchy was applied to determine their primary mode transport.

This hierarchy reflects the mode accounting for the greatest proportion of the journey distance and typical travel behaviour, with more dominant or motorised modes (e.g. car or rail) prioritised over supplementary or first/last mile modes (e.g. walking or cycling) to ensure consistency in reporting and comparability with previous survey periods.

The current position indicates that the 2029 targets are not currently on track, with a slight increase in SOV use observed. However, as this represents the first formal monitoring point within a five-year programme, it should be viewed as an early indicator rather than a definitive outcome.

The findings highlight emerging trends in travel behaviour since 2024 and, importantly, identify areas where targeted interventions can be prioritised over the remaining period of the Plan to help reverse this shift and support progress toward the agreed objectives.

Objective 3 (business travel) has its own monitoring and reporting system, while Objectives 4 (fleet and operational vehicles) and 5 (visitors and deliveries) do not have explicit numeric targets. Nevertheless, the measures and incentives within the Travel Plan are designed to contribute toward all objectives over time.

The 2025 Travel Survey combines numerical data on travel patterns with staff and student feedback to track progress against the above targets. This approach ensures that measures remain effective, support behavioural change, and can be refined as needed to achieve lasting improvements in sustainable travel.

Methodology

The survey was delivered via the PeopleInsight Survey platform, operated in partnership with HR. This replaced the separate staff and student Microsoft Forms surveys used in 2024, allowing for a single survey, but with detailed branching logic to tailor questions to respondents as they progressed.

To ensure accessibility and inclusion, paper copies of the survey were also made available on request for respondents who were unable or preferred not to complete the survey online.

The survey included a consistent core set of questions to enable comparison with previous survey results, with additional questions designed to explore progress and feedback on the Travel Plan, as well as the projects and incentives that it has delivered to date.

To encourage engagement, all respondents were offered the opportunity to enter a prize draw. This year, 15 prizes were available: 5 × £100 and 10 × £50 One4all vouchers. Winners were selected randomly using an online platform, with vouchers delivered digitally after confirmation of email address.

A comprehensive communications plan was deployed to raise awareness of the survey, including social media, webpages, email distribution lists, app notifications, physical posters, digital screens, and face-to-face promotional activities.

Travel Survey Results

The 2025 Travel Survey captures not only commuting patterns and travel modes, but also staff and student experiences and perceptions of travel across the University. All questions from the 2024 survey were retained to allow maximum comparability, with two key updates:

- Additional questions and response options to capture feedback on Travel Plan measures and incentives implemented since 2024.
- A new survey format and delivery method via PeopleInsight, combining staff and student responses into a single, branched survey, while still retaining optional paper responses for accessibility.

The following sections summarise the results, comparing them with the 2024 baseline, and highlight trends, feedback, and insights that inform ongoing monitoring and delivery of the Travel Plan.

Response Rates

A total of 524 eligible student responses and 1,233 eligible staff responses were received. At the time of the survey, 17,611 students and 3,999 staff (UK-based) were enrolled/employed at the University as summarised below:

	COUNT	% RESPONSE RATE
Staff	1,233	30.8%
Student	524	3.0%

Table 4: Summary of 2025 Survey Response Rates

Figure 1 summarises the response rates each year since the first travel survey undertaken in 2012.

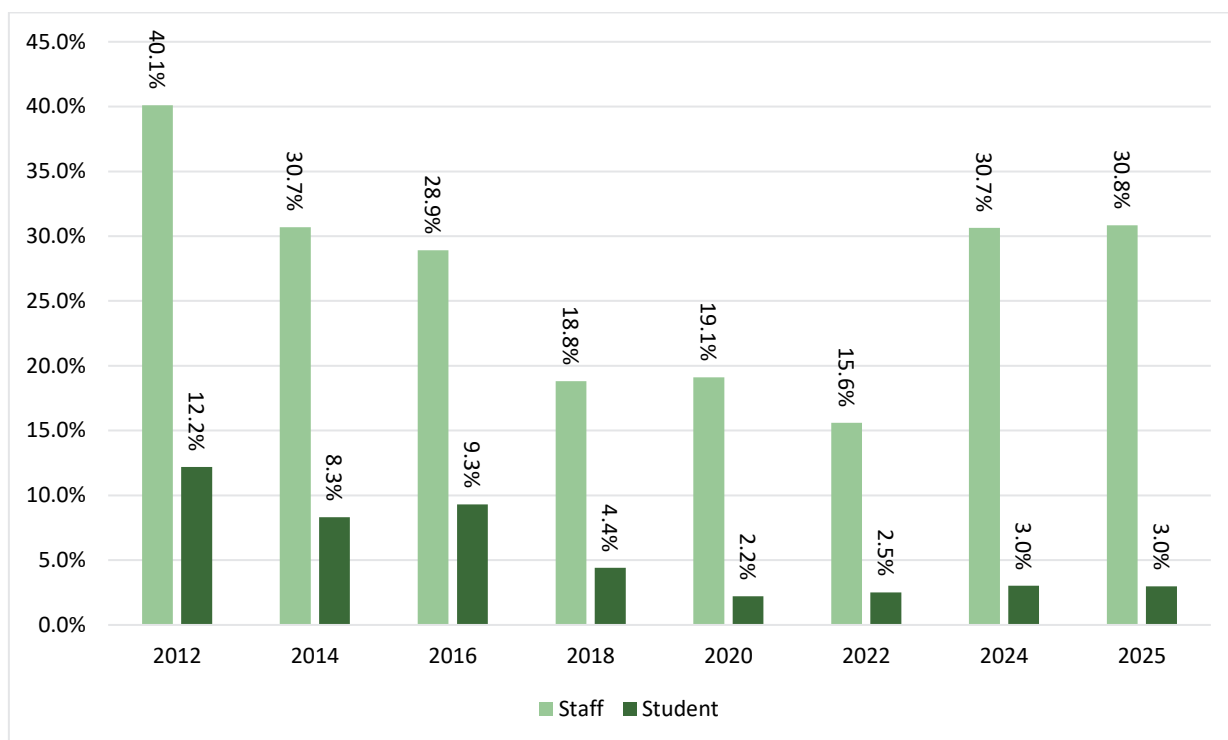


Figure 1: Percentage Response Rate by Year

At a 95% confidence level, the 2025 margin of error is $\pm 2.3\%$ for staff and $\pm 4.2\%$ for students. This is consistent with 2024, where the margin of error was $\pm 2.3\%$ for staff and $\pm 4.3\%$ for students, reflecting broadly comparable survey reliability year on year.

It is intended to continue response rate growth in subsequent survey periods, to ensure that the feedback and data is representative of the staff and student population.

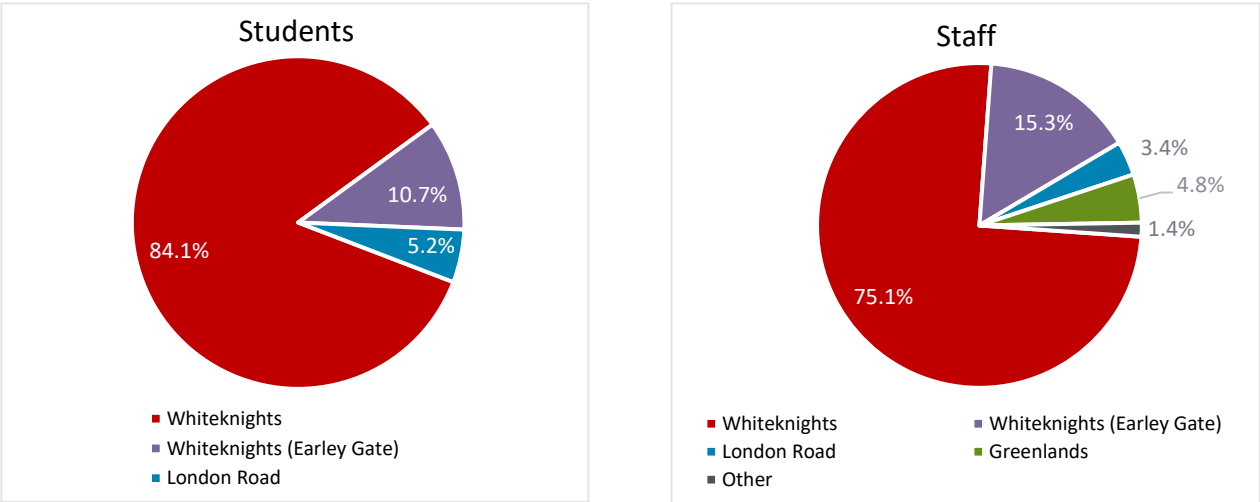
Demographics

The start of the survey covers basic details about the respondents' position at the University, as well as their place of residence.

Primary Campus Location

Both surveys asked respondents at which campus they are usually based.

Figures 2 and 3 below summarise the results for both staff and students.



Figures 2 and 3: Primary Campus Locations

Student Demographics

Students were asked where they stay during term time. The results are summarised in **Figure 4**.

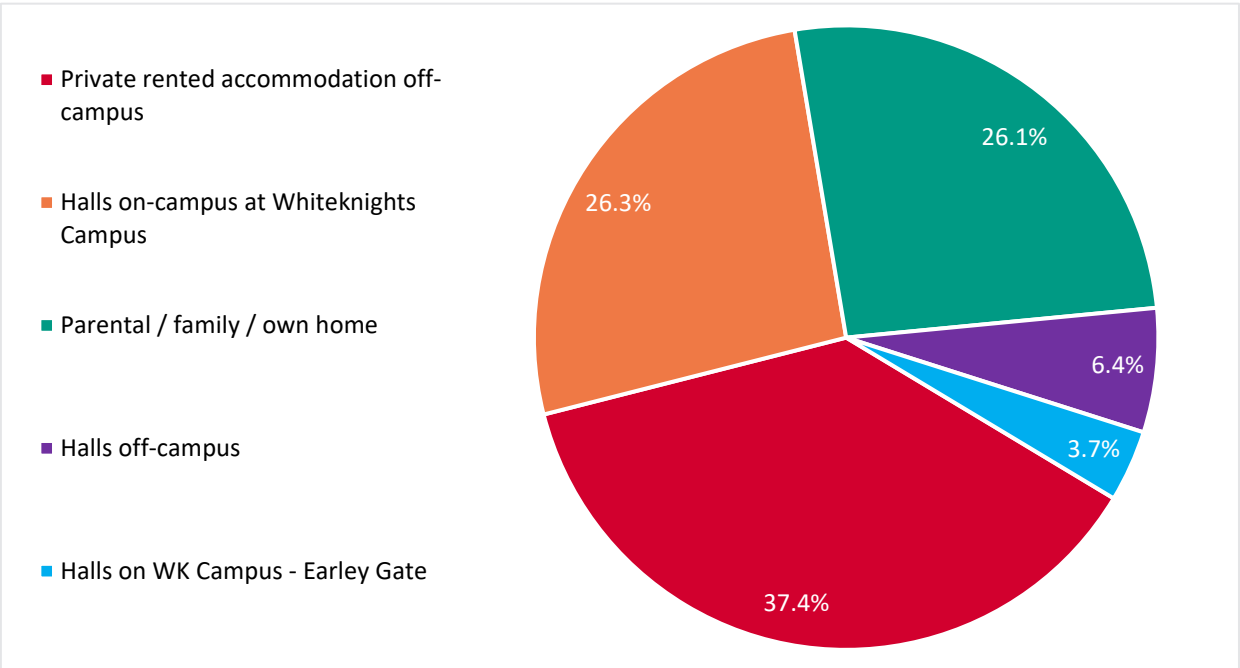


Figure 4: Student term time place of residence

In 2024, 33.8% of students lived in on-Campus accommodation, and 30.0% said the same in 2025. A decrease of 3.8% could be indicative of an increase in commuter students. There was also a 2.0% increase in respondents that live in privately rented accommodation. 14 chose not to specify which Halls they live

in, and 13 selected that they live in Northcourt Halls (including St Patricks, Sherfield, Benyon and Creighton).

Later in the survey, students were asked questions surrounding their travel at the start of each academic year, and how often they travel back to that place. This was to seek to gain a better understanding of how far students travel to and from their 'home place', by what mode, and how often. This will continue to improve the University's understanding of carbon emissions associated with start and end of term travel, to feed into its carbon emissions reporting and Net Zero Carbon commitments.

Figure 5 summarises student responses on where they travel from at the start of the academic year.

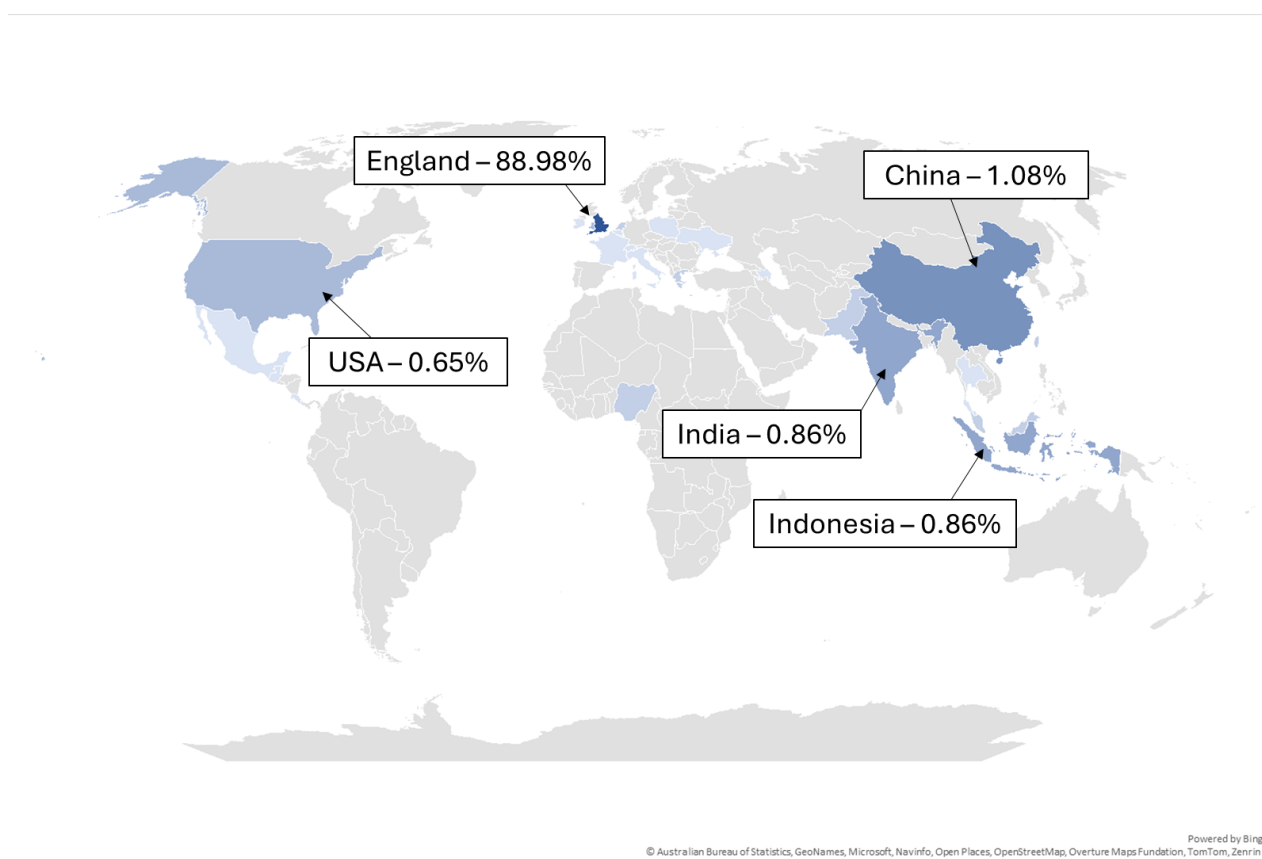


Figure 5: Student 'Home' Location by Continent (top 5 locations labelled)

Table 5 summarises the data by continent, showing the next largest majority coming from Asia and North America. No student respondents travel from Australasia or South America.

CONTINENT	COUNT	%
Europe	427	92.22%
Asia	25	5.40%
North America	8	1.73%
Africa	4	0.86%
TOTAL	464	100.00%

Table 5: Student 'Home' Location by Continent

The vast majority (412 respondents or 89.0%) come to the University from within England or Wales. No respondents come from Scotland, Northern Ireland or Ireland. Of these, 43 (9.3% of total) state that they come from Reading with a further 57 (12.3%) coming from wider Berkshire area. 58 respondents (14.2% of total) come from Greater London. There is continued consistency with the 2024 data here. It is known across the University that more students are commuting from their home location due to high costs of living.

Figure 6 summarises the main mode of travel (i.e. longest distance) from that place at the start of the academic year.

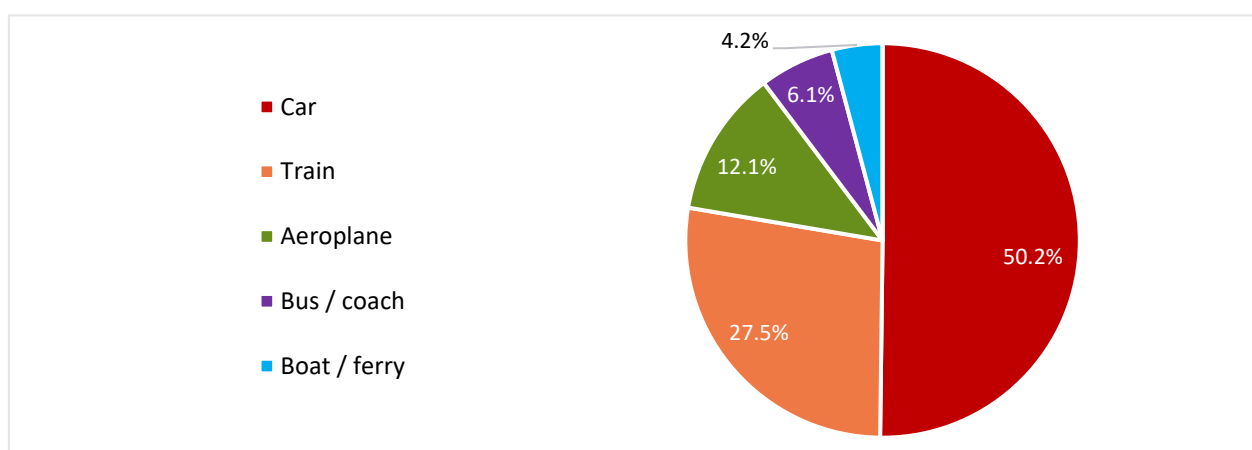


Figure 6: Main mode of travel at the start and end of the academic year (students)

As shown, 50.2% of students travelled by car (a 9.4% increase compared to 2024), followed by 28% by train and a further 22.1% by aeroplane. A further 8.9% selected 'other' and then stated that they live at home.

To gain an understanding of how often students may travel back to that place and by what mode, follow up questions were asked, as summarised in **Figure 7** and **Figure 8**.

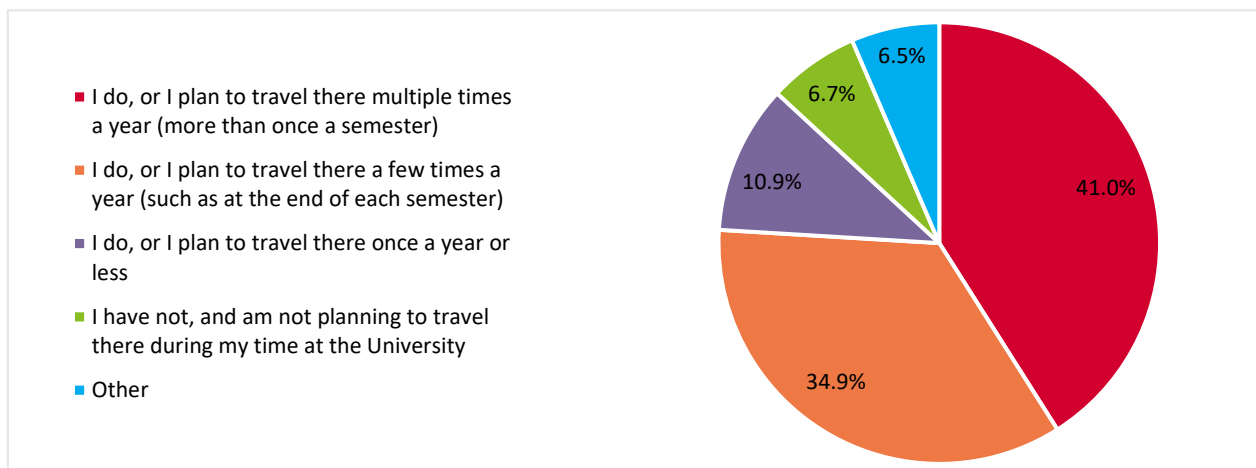


Figure 7: How frequently students travel 'home'

The majority of students are shown to travel regularly, with 41.0% travelling home multiple times within a given semester (the same proportion as 2024), and 34.9% travelling home at least a few times a year (a 6.7% increase compared to the 2024 survey).

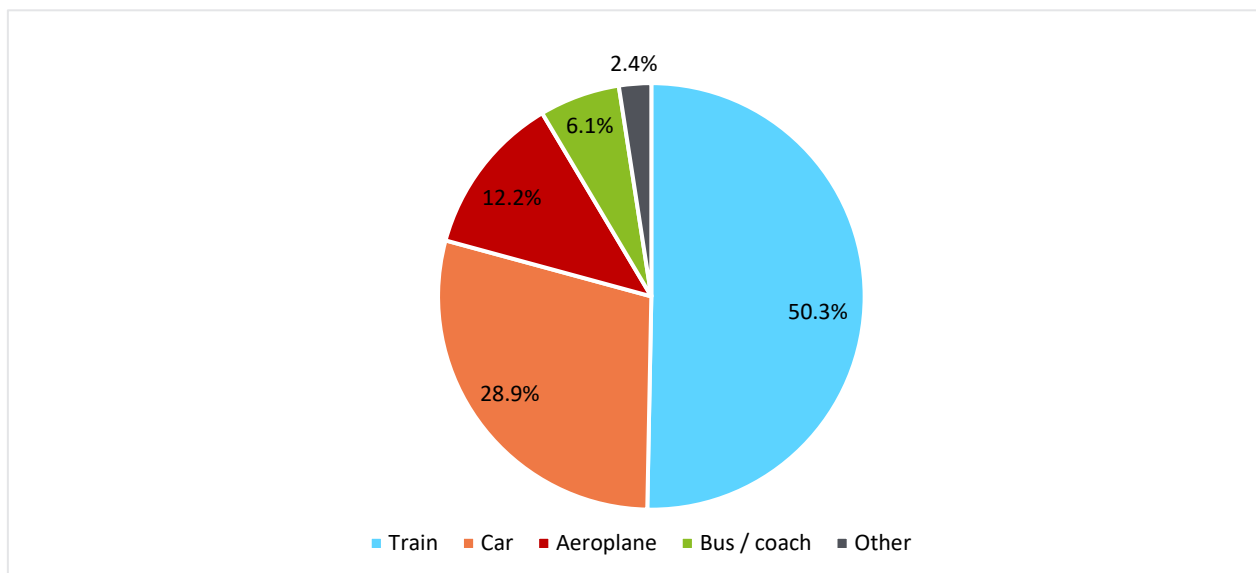


Figure 8: Mode of travel – students travelling 'home'

The number of students travelling 'home' by aeroplane is similar to the start and end of the academic year, which is to be expected.

The number of students travelling by train and by bus is greater than in the first question, which is likely due to students being dropped off with luggage at the start of the year, but travelling by themselves via public transport in between. This remains consistent with the findings of the 2024 survey.

Work and Study Patterns

Staff Work Patterns

The Travel Survey asked staff about their working patterns to establish how often individuals work on campus, from home, or another location, as well as what time of day they tend to travel.

Staff were first asked whether they work full or part-time. The majority (77.4%) work full time, and 22.6% work part-time. This is broadly consistent with the findings of the 2024 survey (which identified 76% of employees as full time, 22.7% part-time, and 1.2% on no fixed contract).

Further questions also sought to understand how people work across a typical week, to consider condensed working patterns as well as working from home, which has increased significantly over the last few years.

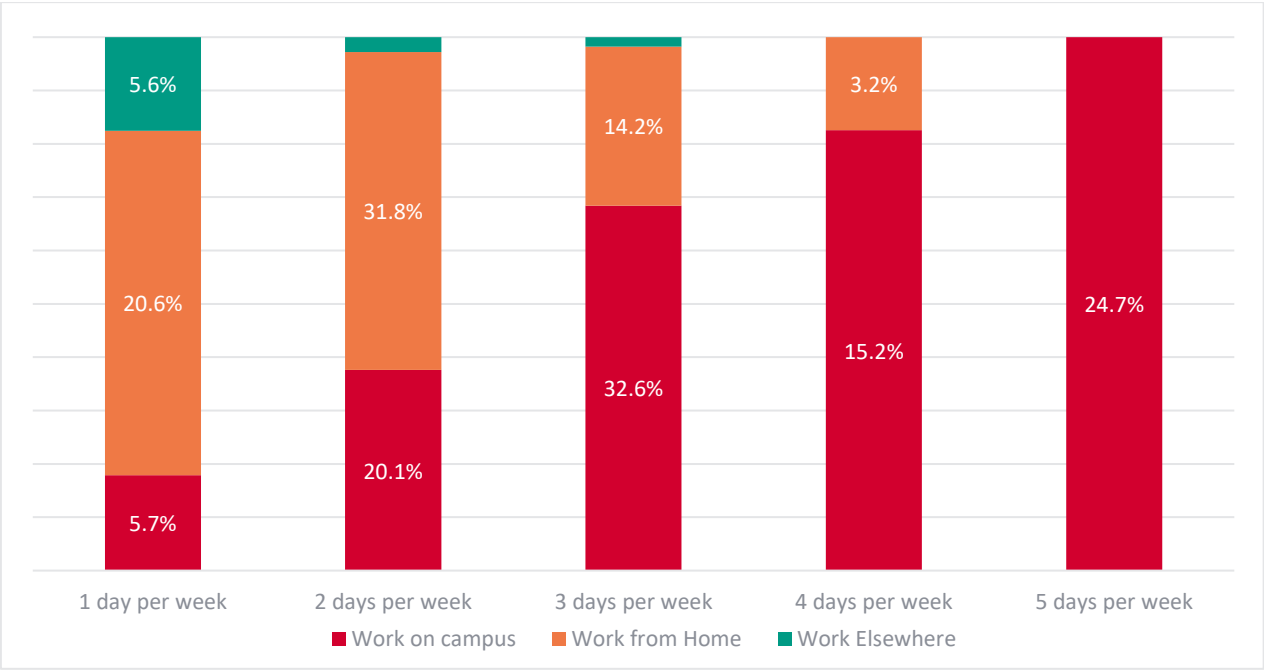


Figure 9: Staff Working Patterns

The results indicate that most staff continue to work on campus for the majority of the working week, while a significant proportion of staff incorporate some level of home working into their typical working patterns. The most common working pattern reported was three days per week on campus, followed by five days per week on campus, reflecting a mix of hybrid and fully campus-based roles.

Comparison with the 2024 survey shows that average working patterns have remained broadly consistent year-on-year. Staff reported working on campus an average of 3.4 days per week in 2024, compared with 3.3 days per week in 2025, while average days working from home remained broadly unchanged at around 1.4 days per week. Working elsewhere continues to represent a very small proportion of weekly working patterns.

LOCATION	AVERAGE DAYS PER WEEK (2024)	AVERAGE DAYS PER WEEK (2025)
Work on campus	3.4	3.3
Work from home	1.4	1.4
Work elsewhere	0.1	0.1

Table 6: Average days per week working at home / on campus / elsewhere

Overall, the findings suggest that hybrid working patterns established in recent years have remained relatively stable. A large proportion of staff continue to split their working week between campus and home, which is likely to have ongoing implications for commuting travel demand, parking pressure, and peak travel periods.

As in previous years, the ability for some staff to work from home may contribute to reducing overall travel demand and associated impacts such as congestion, carbon emissions, and pressure on campus transport infrastructure.

Time of Arrival and Departure

Staff were asked to give an indication of when they typically arrive and leave campus. The purpose is to understand whether there is a clear peak in

arrivals/departures or whether these are spread across the morning and afternoon (known as peak spreading). The more peak spreading, the less congestion both within the campus and importantly, across the surrounding networks (roads, public transport etc). The results are summarised in **Figures 10 and 11**).

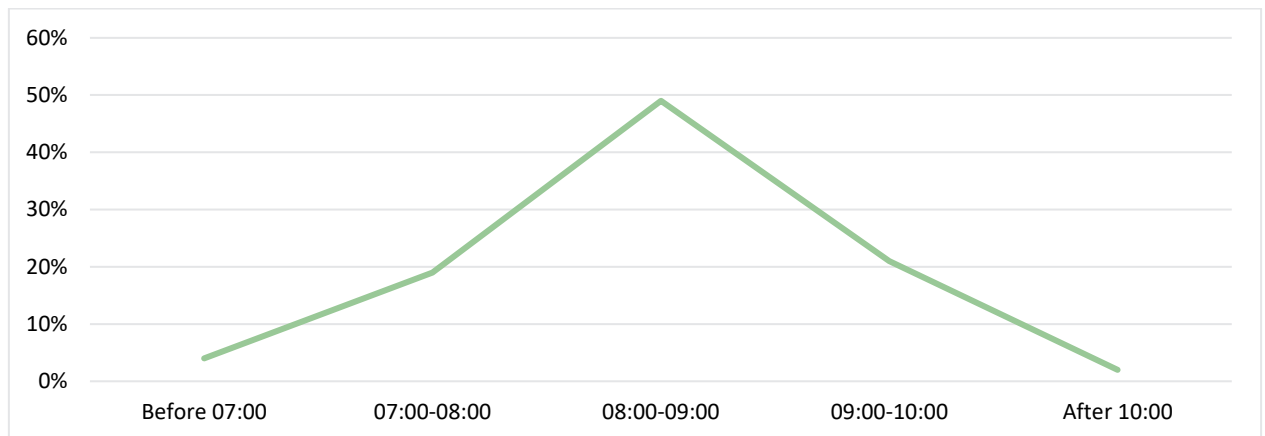


Figure 10: Staff Arrival Times

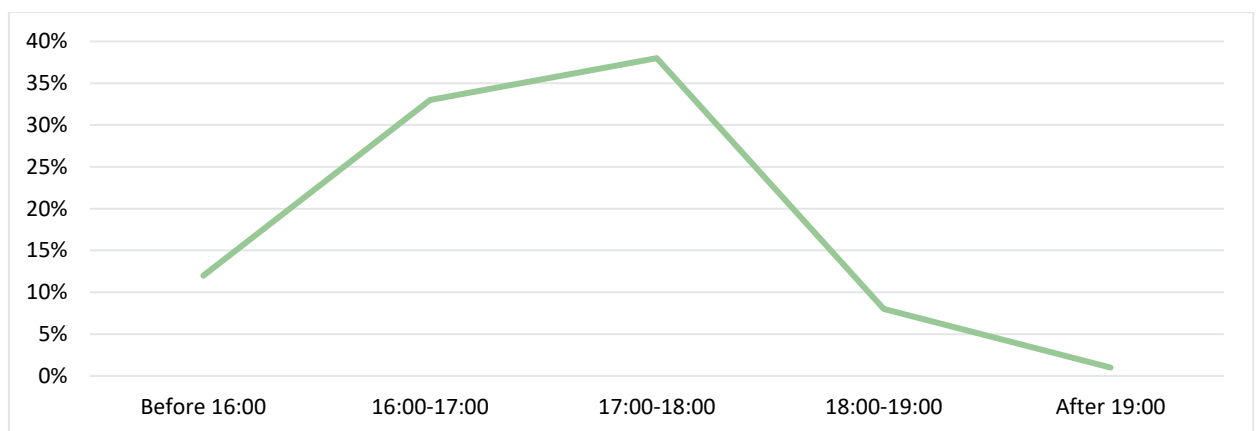


Figure 11: Staff Departure Times

The majority (48.6%) of staff arrive between 8am and 9am, which is typically considered the network peak for roads and public transport. There is some peak spreading, with 19.0% arriving between 7am and 8am and 20.5% arriving between 9am and 10am. In the afternoon, a peak between 5pm and 6pm is seen as expected, though the results are more spread, with 38.2% of staff leaving between 5pm and 6pm and 33.2% leaving between 4pm and 5pm.

Student Study Patterns

Whilst students were not asked for specific details of days or times of travel due to a likely lack of a clear pattern each day/week, they were asked how often they travel to campus in a typical week. **Figure 12** shows the results.

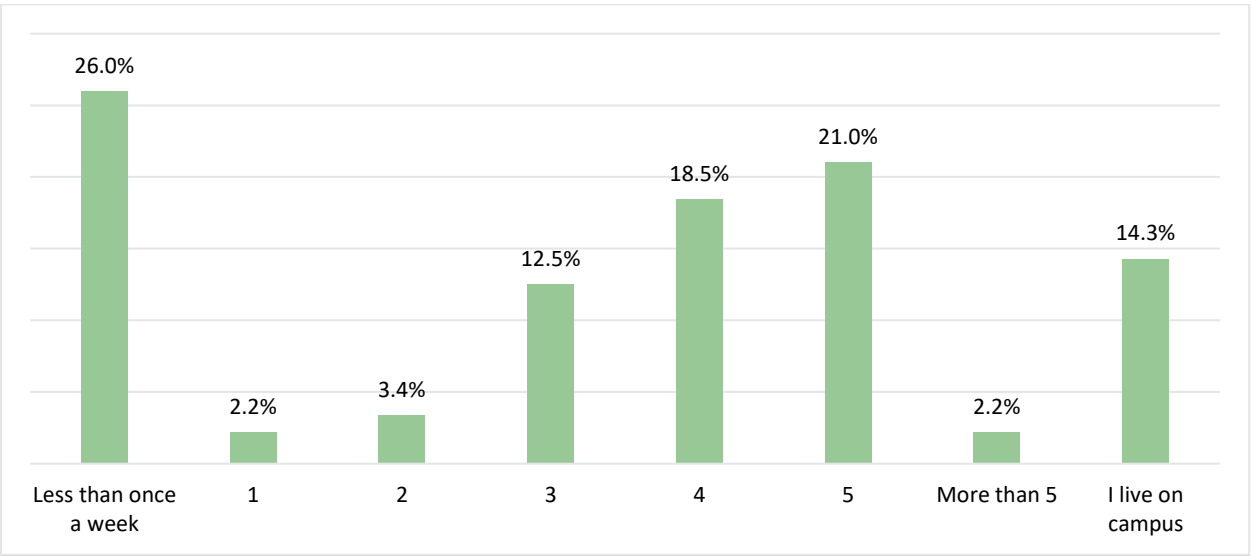


Figure 12: Average days per week that students travel to campus

The table above shows that 21.0% of students travel to campus 5 days per week (a 3.9% reduction since 2024). Just 5.6% travel to campus once or twice a week. 26% stated that they travel to campus less than once a week, and 14.3% said that they live on campus. As these quantities differ from the initial demographic data, it is assumed that there was confusion about living in campus vs travelling to campus. In future, this question will be refined.

Mode of Travel

This section presents the results of the Travel Survey questions relating to how staff and students usually travel to and from campus, including their use of different travel modes.

Staff

Staff respondents reported using a range of travel modes to access campus, with some journeys involving more than one mode. Where respondents

selected more than one mode, a hierarchy was applied to determine their primary mode transport. Separately, as with the 2024 survey, working from home was also considered, and applied to the modal shift data.

MODE	STAFF (EXC. WFH)	STAFF (INC. WFH)
Bus	13.3%	9.2%
Car (on own or including children)	50.0%	34.8%
Cycle	11.2%	7.8%
E-Bike	0.7%	0.5%
Lift share (with passengers based off-site)	0.9%	0.6%
Lift share (with passengers based on-site)	1.6%	1.1%
Motorcycle or moped	0.2%	0.1%
Park and Ride	0.1%	0.1%
Taxi	0.0%	0.0%
Train	6.8%	4.7%
Walk, run or jog	15.1%	10.5%
Other	0.1%	0.0%
WFH	–	30.5%

Table 7: Staff travel mode share

Including WFH allows for a consistent comparison with previous years' datasets and represents a complete picture of the working week (and has been used for headline target tracking), whilst excluding it provides a more robust representation of current modal share when staff do travel, hence the inclusion of both datasets. To compare with previous datasets, the following key trends have been noted:

- The main mode of travel when coming onto campus remains SOV, at 50.0% of journeys. Representing a continued increase from 46.6% in 2024, 43.3% in 2022 and 43.4% in 2020.

- 15.1% of staff walk, and 11.2% of staff cycle (compared with 20.3% and 10.8% in 2024, as well as 20.1% and 10.7% in 2022). Cycling has slightly increased, whereas walking has decreased. Further analysis shows that for staff, both walking and cycling were commonly selected in combination with other modes, highlighting the importance of combining both the main and alternative mode questions. However, some refinement of this question could benefit this analysis in future.
- Considering public transport, there has been an increase in bus travel, with 13.3% of responses, compared to 10.3% in 2024, 8.3% in 2022 and 8.1% in 2020. Train travel remains broadly consistent at 6.8% compared with 6.9% in 2024, 7.8% in 2022 and 9.1% in 2020.

Since 2024, overall staff travel patterns remain broadly consistent, reinforcing the 2024 results as a robust baseline. The continued use of sustainable modes suggests that many staff are already engaging with lower-carbon travel options, while the persistence of car use highlights the ongoing importance of measures aimed at reducing single occupancy vehicle travel.

Students

Students reported using a range of travel modes to access campus, with some journeys involving more than one mode. Where respondents selected more than one mode, a hierarchy was applied to determine their primary mode of transport.

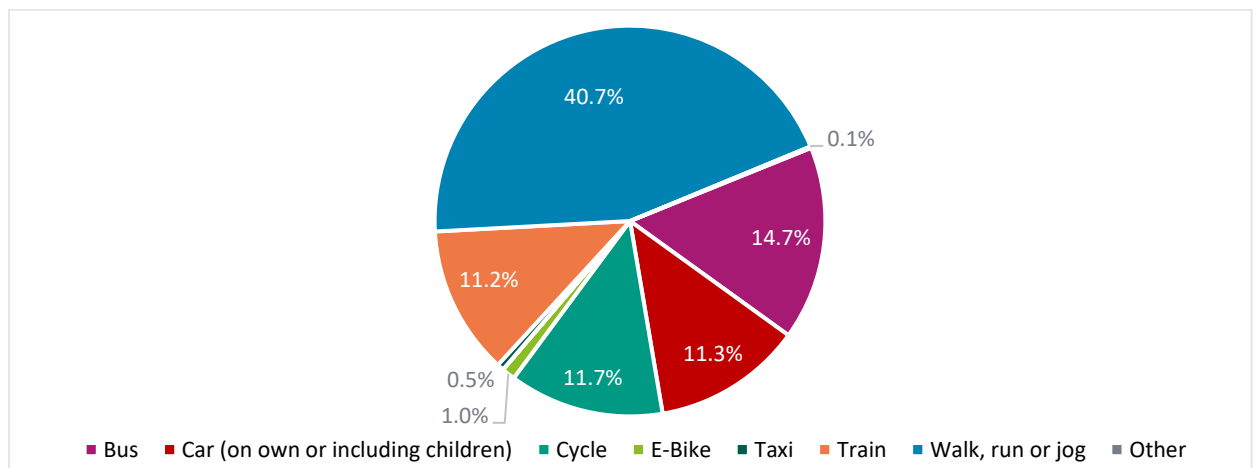


Figure 13: Student travel mode share (excluding those that live on campus)

The above shows that walking remains the main mode of travel undertaken by students, accounting for 40.7% of the respondents. This represents 12.6% decrease from 2024 (53.3%). 14.7% of students take the bus (compared to 15.2% of students in 2024), and 11.2% take the train (compared to 13.9% in 2024). The reason for this decrease is unclear, but could be credited to an increase in commuter students, or those travelling by car, as well as an increase in cycle usage.

11.7% of students cycle, the highest level of cycle usage since 2020 (with 4.1% in 2024, 5.9% in 2022 and 13.4% in 2020). An additional 1% also travel by E-bike. This increase may be due to the continued provision of services such as Dr Bike, classes, bike hire, subsidised locks and equipment, and the construction of new, secure cycle shelters on campus, delivered through the Travel Plan.

11.3% of students drive to University, comparing to 10.6% in 2024. If extrapolated to the total number of students enrolled at the university, this would account for over 1900 students driving on an average day. Whilst the overall split of students may still be low compared to other modes, it is also worth noting that the number of car drivers has increased substantially since 2022 (where 5.9% of students stated that they drive to campus).

Active Travel

This section covers the feedback regarding Active Travel, including walking and cycling both on campus and off-Campus. The Travel survey asked staff and students multiple choice questions about what would encourage them to walk or cycle more as part of their regular commute. This question was then followed by the opportunity to expand or provide further suggestions.

As respondents were given the opportunity to tick more than one option, those that ticked '*Nothing would encourage me to walk or cycle to campus, or walk or cycle more than I already do*' have been accounted for separately, with 48% of staff respondents (513 responses) and 30% of student respondents (137 responses). Compared with 2024, this represents a reduction of 4% and 2% respectively, which may suggest a growing willingness among both staff and

students to consider active travel. Of the options remaining, the results are summarised in **Figure 14**.

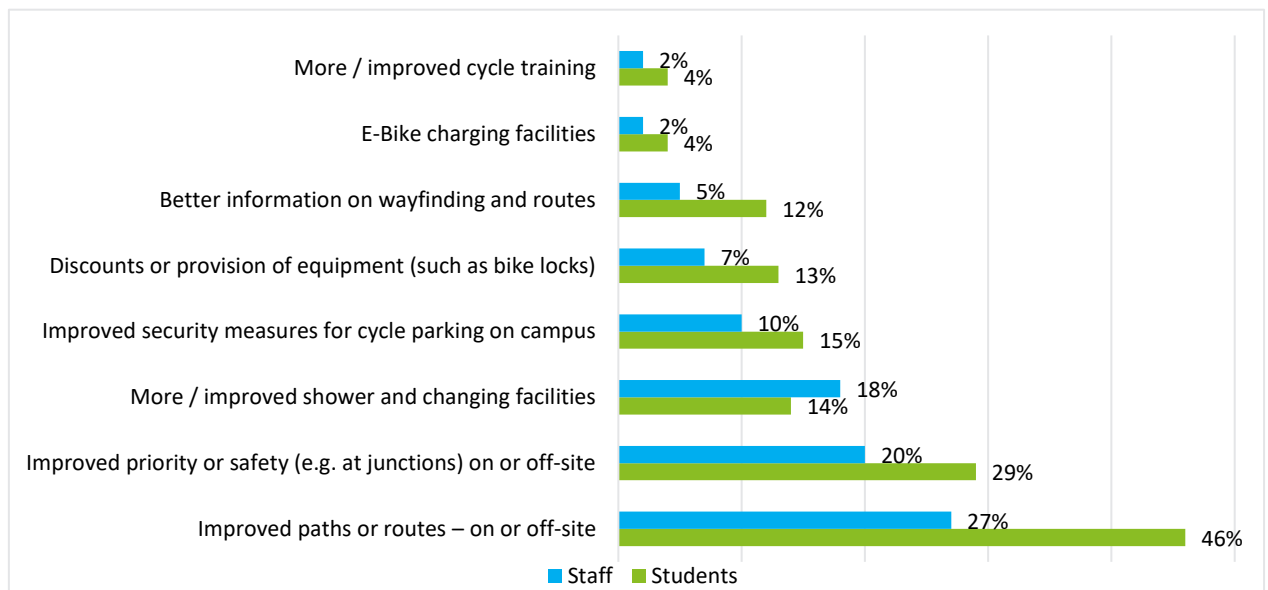


Figure 14: Changes / Improvements to encourage a switch to walking or cycling

The largest proportion of both staff and students selected that improved paths or routes (on or off-site) would encourage a switch to walking or cycling, or encourage walking or cycling more than they already do. This was followed by improved priority or safety – on or off-site.

These were also the most commonly selected responses in 2024, however the higher proportions indicated in 2025 indicate that there is a growing emphasis on infrastructure quality and safety influencing active travel behaviour.

For staff, the third most popular choice was improved showers or changing facilities, followed by improved cycle security. For students, the next most popular was improved cycle security, followed closely by improved shower facilities and discounts / provision of equipment.

At the end of the survey, the final multiple-choice question asked staff and students if there were any other incentives or support that would encourage the uptake of sustainable travel, with options including a Bike Hire Scheme (including Electric Bikes) or Pool/cargo bikes to travel between and around campuses.

A total of 168 staff and 152 students chose 'Bike Hire Scheme' and a total of 148 staff and 47 students chose Pool/Cargo bikes, demonstrating that both options could be popular opportunities to increase travel by cycling.

Walking – Qualitative Feedback

Within each survey question, and again at the end of the survey, respondents were given the opportunity to provide free-text responses to expand on suggested options or share additional views and experiences.

All walking-related responses were thematically coded and summarised in the preceding section. To further understand the spatial concentration of issues, locations referenced within comments were extracted and analysed separately. Where a respondent mentioned multiple locations, each was counted individually for location frequency analysis.

The table below focuses only on locations referenced in five or more comments ($\geq 5\%$ of the 109 walking comments). Together, these locations represent the areas where feedback was most concentrated.

LOCATION	%*	KEY THEMES	SUMMARY OF FEEDBACK
Not Specified – On Campus	23%	Safety; Path Quality; Lighting; Connectivity; Facilities	<i>Comments highlighted the need for safer walking routes, better lighting, clearer and segregated paths for pedestrians and cyclists, improved network connectivity and signage, and facilities like showers/changing rooms. Vehicle speed and conflicts with cyclists were recurring concerns.</i>
Not Specified – Off Campus	13%	Safety; Path Quality; Lighting; Connectivity	<i>Off-campus walking is perceived as hazardous due to heavy traffic, poorly maintained paths, and difficult crossings, particularly between Whiteknights and local residential areas, as well as the town centre. Poor lighting and lack of pedestrian priority also makes people feel unsafe.</i>
Christchurch Green	11%	Crossings; Junction Design; Pedestrian Priority	<i>Strong concern regarding lack of controlled crossings, complex multi-arm junction layout, narrow pavements and perceived high-risk pedestrian movements at peak times. Frequently described as hazardous.</i>
The Wilderness	10%	Flooding & Mud; Lighting; Vegetation; Accessibility	<i>Seasonal usability issues. Respondents frequently avoid this route in winter due to mud, standing water and lack of lighting. Overgrown vegetation and restrictive bollards also noted repeatedly.</i>

Pepper Lane	9%	Safety; Crossing; Vehicle Conflict; Path Quality; Lighting	<i>Safety concerns, particularly with vehicle conflicts, speeding, and rat-running behaviour, alongside inadequacies at the Elm Road roundabout crossing. Poor winter conditions (dark, slippery, puddled paths) and vegetation affecting visibility were also raised. A smaller number of comments referenced connectivity improvements.</i>
Whiteknights Lake	9%	Lighting; Shared Pedestrian/Cycle Conflict; Surfacing	<i>Poor lighting, personal safety concerns after dark, narrow/shared bridge sections and muddy desire lines. Lighting and segregation were dominant themes.</i>
Earley Gate	7%	Lighting; Personal Security; Crossing; Connectivity	<i>Winter lighting deficiencies, construction-related disruption, shared-space conflicts and complex junction movements. Lighting was the most consistent deterrent to walking on this side of campus / via this entrance.</i>

Table 8: Walking – qualitative comments

Cycling – Qualitative Feedback

Qualitative responses relating specifically to cycling were reviewed separately to identify barriers, opportunities, and recurring themes influencing cycling behaviour. A total of 241 comments were received, covering cycle routes and safety (113 comments), cycle security (43 comments), shower / locker facilities (61 comments) and cycle hire schemes (24 comments).

As with the walking feedback, responses were collated and categorised into key cycling-related topics, with relative frequency indicators where appropriate.

Table XX summarises the 113 comments relating to cycle routes and safety, highlighting the locations most frequently mentioned and the themes raised by respondents.

LOCATION	%	KEY THEMES	SUMMARY OF FEEDBACK
General - On Campus	31%	Cycle Lanes; Pedestrian Conflict; Vehicle Conflict; Speeds; Incentives; Cycle Security; Information; Crossings	Respondents frequently raised concerns about conflicts between cyclists, pedestrians, and vehicles on shared or unclear routes, with calls for dedicated cycle lanes across campus. Some also mentioned speeding, behaviour at crossings, bike theft, and the need for better facilities and incentives to support cycling, including showers and lockers.

General - Off Campus	21%	Cycle Lanes; Safety; Vehicle Conflict; Lighting; Surfacing; Cycle Storage; Junction Design	Cycling feels unsafe due to heavy traffic, poor or inconsistent cycle infrastructure, and driver behaviour. Many suggested the University should work with local authorities to advocate for safer, segregated cycle routes and improved conditions on key routes to / from campus and in the wider Reading area.
Campus - Reading Station	6%	Cycle Lanes; Connectivity; Safety; Vehicle Conflict; Information; Cycle Storage	Current routes feel unsafe or unclear due to traffic and limited dedicated infrastructure. Suggestions included segregated cycle routes, better information on cycling options, and improved facilities to support station-to-campus journeys.
Whiteknights Lake	4%	Lighting; Surfacing; Pedestrian Conflict; Kerbs; Safety	Feedback focused on poor lighting and path conditions around Whiteknights Lake, particularly on bridges and during winter / poor weather. Also highlighted narrow sections and maintenance issues, which creates conflicts with pedestrians and safety risks.
Christchurch Green	4%	Cycle Lanes; Junction Design; Vehicle Conflict; Safety; Surfacing / Drainage	Feedback highlighted safety concerns, particularly unclear cycle lane design and conflicts with vehicles at the junction. Respondents also noted drainage issues and standing water affecting access to the cycle lane near the bus stop.
Queens Drive	4%	Surfacing; Safety; Vehicle Conflict; Junction Design; Cycle Lanes	Poor road surfaces and bumpy sections on Queen's Drive forces cyclists into the centre of the road, increasing vehicle conflicts. The entrance is also difficult to navigate, particularly at the cycle lane transition points and during periods of heavy traffic.

*Percentage reflects the proportion of cycle route and safety comments, not of the total 241 cycling comments.

Table 9: Cycling – qualitative comments

Table 10 summarises comments relating to cycle security. This topic has been considered separately as a major barrier to the uptake of cycling for both staff and students.

LOCATION	%*	KEY THEMES	SUMMARY OF FEEDBACK
General - On Campus	58%	Security Improvements; More provision of secure storage; Lockers; Information; Tailgating; Cargo Bike Storage	Respondents emphasised the need for more secure and reliable cycle storage on campus, including more lockable shelters, lockers for storing belongings, as well as options for storing cargo or e-bikes. Bike theft remains a common concern. Suggestions included better CCTV coverage, clearer signage, and more proactive security measures. Several did praise the new secure cycle shelters across campus.
RUBC	14%	More provision of secure storage; Security Improvements	Repeated call for a secure cycle shelter at the boat club, as the current facilities leave bikes vulnerable to theft.

Earley Gate	9%	More provision of secure storage; Security Improvements	Ongoing bike theft concerns at Earley Gate and the need for more secure cycle shelters. It has been noted that the recent improvements have primarily been focused on the central areas of campus, and Earley Gate is therefore lacking by comparison.
Palmer Quad	7%	More provision of secure storage; Security Improvements; Information	Existing racks are difficult to use for some bikes. While security staff are alert, the messaging that thieves are in the area (and can still cut through 'secure' locks) only highlights the risk rather than addressing it.
London Road	5%	More provision of secure storage	Repeated call for secure cycle storage at London Road campus and the MERL, as the current facilities leave bikes vulnerable to theft.
Central Square	5%	More provision of secure storage	Respondents highlighted a need for additional secure cycle spaces at Central Square, and overcrowding at current shelters due to ongoing construction work (ironically, to build a new shelter)

**Percentage reflects the proportion of comments about cycle security, not of the total 241 cycling comments.*

Table 10: Cycle Security – qualitative comments

Other Cycling Incentives

Additional incentives were also considered separately as follows:

- **Shower / Locker Facilities:** There were 61 comments about shower and locker facilities as both a barrier and incentive for active travel uptake. Many noted that current facilities are insufficient or inconveniently located.
- **Cycle Hire Scheme:** There were 24 comments citing interest in an on-campus bike hire scheme, with receptiveness to e-bikes, to support short trips between campuses and reduce the need for personal bikes.

Summary

For active travel, staff and students identified safety, security, and access to facilities as the main factors influencing their choices to walk or cycle.

Appetite for walking is often limited due to poorly maintained paths, inadequate lighting, and hazardous crossings, while cycling is constrained by unclear routes, cycle thefts, limited facilities, and conflicts with both pedestrians and motor vehicles.

Addressing these concerns through targeted infrastructure upgrades, incentives, collaborating with local authorities and improving facilities is likely to have the greatest impact on the uptake of walking and cycling.

Public Transport

This section covers the feedback regarding Public Transport. The Travel survey asked staff and students multiple choice questions about what would encourage them to take the train or bus more as part of their regular commute. This question was then followed by the opportunity to expand or provide further suggestions.

As respondents were given the opportunity to tick more than one option, those that ticked '*Nothing would encourage me to take the train or bus more than I already do*' have been accounted for separately, with 42% of staff respondents (453 responses) and 14% of student respondents (64 responses). Compared with 2024, this represents an increase of 3% and 1% respectively.

Of the options remaining, the results are summarised in Figure 15.

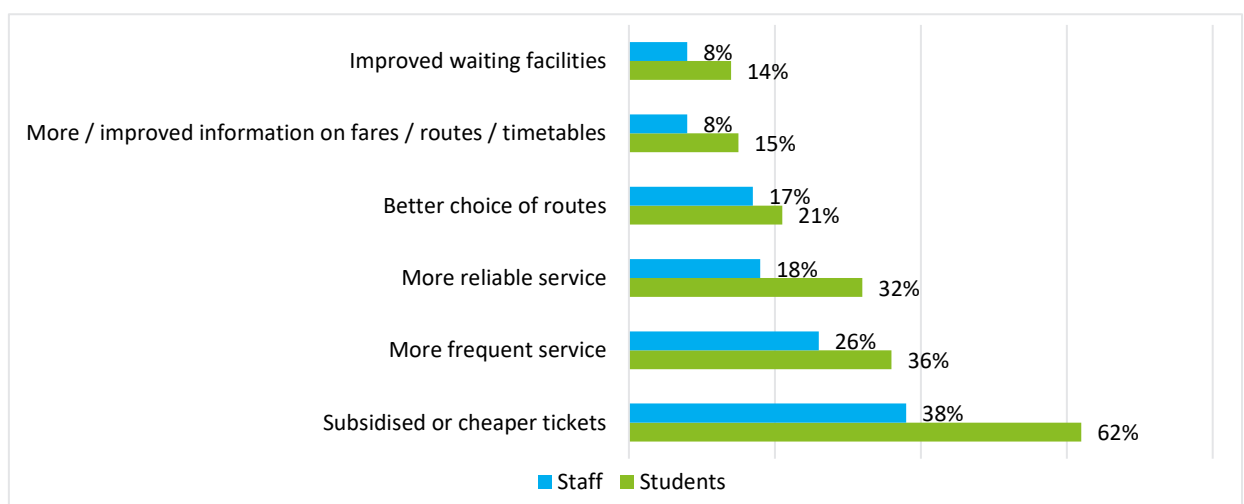


Figure 15: Changes / Improvements to encourage public transport usage

The largest proportion of both staff and students selected that subsidised or cheaper tickets would encourage increased use of public transport. This is followed by the demand for more frequent, and then more reliable services. This is broadly consistent with the priorities demonstrated in the 2024 survey, however even more staff and students are choosing price as the most important factor to them when it comes to choosing public transport for their commute.

Bus Travel – Qualitative Feedback

Within each question and at the end of the survey, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions about bus travel.

The answers from each qualitative question have been pooled and grouped into thematic categories. There were 633 total comments about buses. Each full response has been retained, but the key themes (those that represent above 5% of all comments) and feedback has been summarised below.

THEMES	PERCENTAGE	SUMMARY OF FEEDBACK
Stops and Routes	20.22%	Many respondents cannot use buses due to indirect routes, multiple changes, or poor coverage from their homes outside of central Reading, or to other areas of Campus. Suggestions include more direct buses, better P&R options, and improved alignment with timings of work, lectures or train departures / arrivals.
Positive	15.80%	Generally, very positive about existing bus initiatives. The Bus2Work scheme and other discounts were frequently praised for affordability and convenience, while the number 20 bus is widely considered fast and useful, and a huge improvement on services to and from campus.
Cost	14.85%	Many respondents felt bus fares are too expensive, particularly compared with driving. Suggestions included cheaper tickets or more flexible options.
Incentives	12.48%	Suggestions included greater discounts or subsidies, more flexible ticket options for hybrid workers, and better promotion of existing schemes such as Bus2Work. Some also suggested free or trial bus travel to help people test public transport before committing.
Duration	11.53%	Long journey times are a major barrier to bus travel, impacted by congestion, changing services, delays, and waiting times.
Frequency	9.00%	Many respondents felt bus services are not frequent enough, particularly outside peak times or in the evenings. Sometimes the 20 and 21 depart a minute apart, leaving long waits until the next service, with delays making journeys unreliable.
Outside Termtime	5.53%	Responses highlighted reduced services outside of term time as a barrier, particularly the absence of the 20. Staff suggested maintaining the route during vacation periods, even if only during peak commuting hours.

Table 11: Bus Travel – Qualitative Comments

It is worth noting that 15.8% of comments were generally positive, reflecting strong satisfaction with initiatives introduced and supported through the first phase of the Travel Plan, particularly fare discounts and the addition of the White Knight 20.

206 of these comments identified specific locations to which bus connectivity could be improved. The top locations (above 5%) are presented in Figure 16 below.

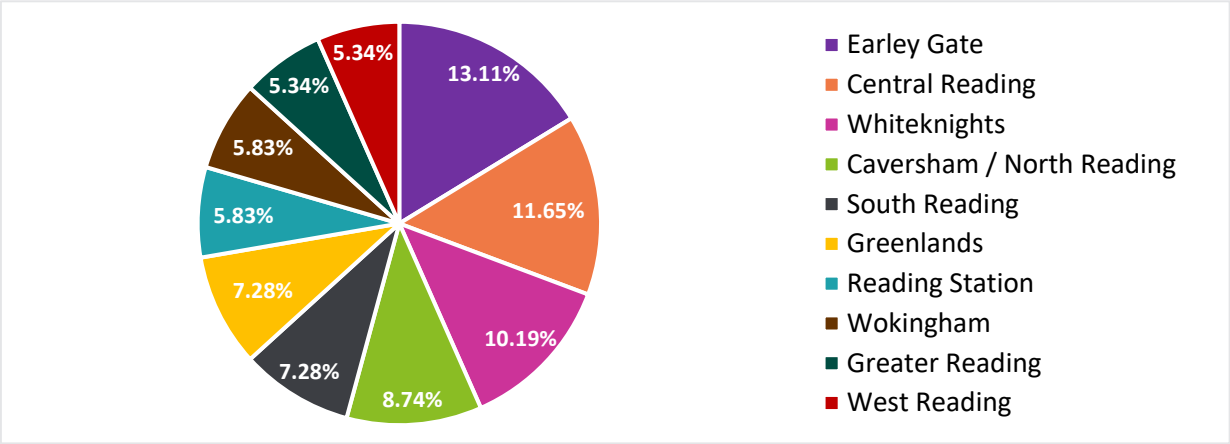


Figure 16: Bus Connectivity Locations

Train Travel – Qualitative Feedback

Respondents were also given the opportunity to provide qualitative feedback on train travel, which were then thematically categorised. In total, there were 104 comments, with key themes presented below.

THEMES	%	SUMMARY OF FEEDBACK
Cost & Incentives	72.12%	Many respondents felt rail travel is too expensive compared with driving, particularly when combined with bus fares for the final leg of the journey. High peak-time ticket prices and the withdrawal of historical discount schemes were frequently mentioned. Several suggested subsidies or discounted rail passes, similar to the Bus2Work scheme, to make train travel more affordable.
Timetables	21.15%	Train timetables and service frequency were commonly cited as barriers to rail travel. Respondents noted infrequent services, inconvenient connections, and poor alignment between train, bus, and university timetables, often resulting in long waits or multiple changes.
Reliability	15.38%	Respondents reported delays, cancellations, and missed connections, which make rail travel unpredictable and difficult to rely on for work commitments. As a result, many indicated they choose to drive instead, particularly when they need certainty about arrival times for meetings, teaching, or childcare.
Routes	8.65%	Limited or indirect rail routes are a barrier to train use. In several cases there are no direct services to Reading or nearby stations, meaning journeys require multiple changes or significant additional travel.

Table 12: Train Travel – Qualitative Comments

Summary

Cost is consistently the main barrier for both staff and students to use public transport. Compared with driving, the cost for both trains and buses are too high, particularly with ongoing concerns about cost of living.

Service quality is also a key issue, with many highlighting infrequent, unreliable services and long journey times. Poor connectivity, including indirect routes and weak integration between bus, rail, and university timetables and working hours, further limits usability.

Reduced services outside peak times and semesters disproportionately affect staff. While existing schemes are viewed positively, respondents indicated that greater incentives, flexibility, and improved service provision are needed to encourage people to choose public transport as a viable, long-term option.

Travel by Car

This section covers the feedback regarding car travel and parking on campus. The Travel survey asked staff and students multiple choice questions about why they choose to drive over other modes. This is presented below.

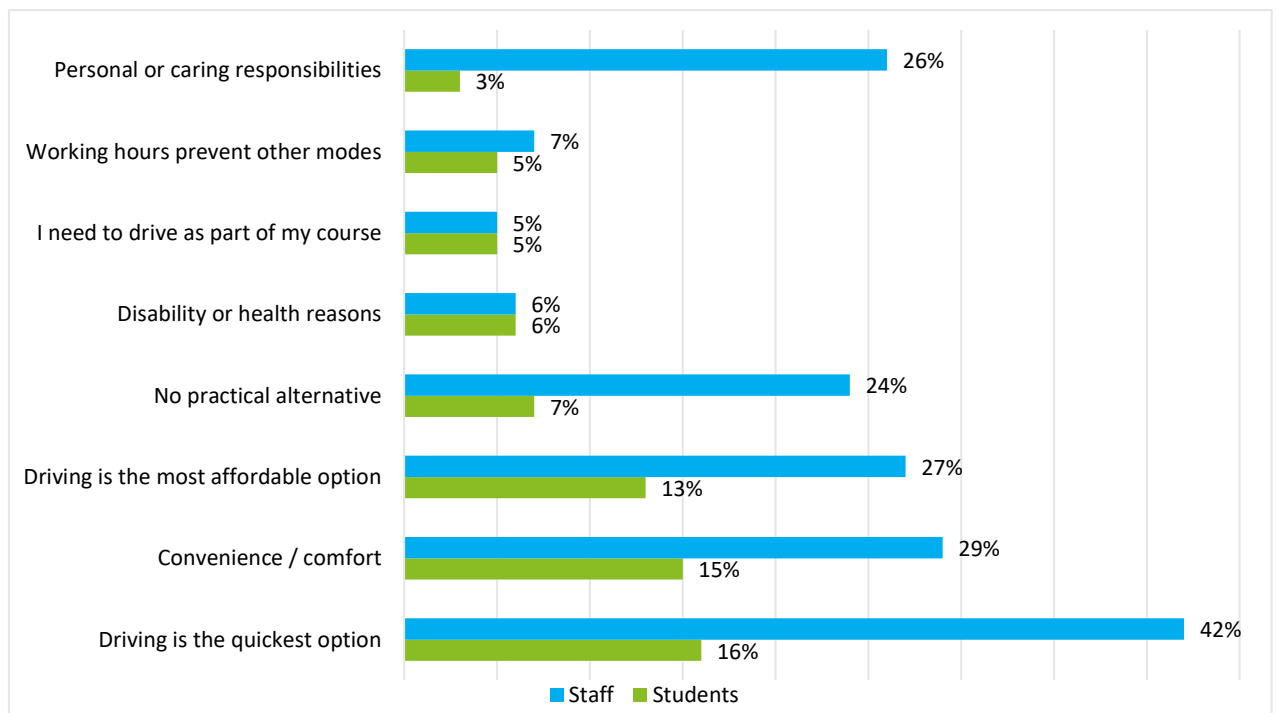


Figure 17: Why staff and students choose to drive to campus

As shown above, speed and convenience are the main decision factors when it comes to driving, as well cost and caring responsibilities, particularly for staff. This is consistent with the reasons why people don't choose active travel and public transport, and whilst some factors we can't influence, there are potentially opportunities to reduce the impact of driving in cases where it practically can't be avoided.

Staff and students were also asked how car travel could be improved. As respondents were given the opportunity to tick more than one option, those that ticked '*Nothing could be improved / I have no opinion on this question*' have been accounted for separately, with 43% of staff respondents (488 responses) and 35% of student respondents (142 responses).

Of the options remaining, the results are summarised in **Figure 18**.

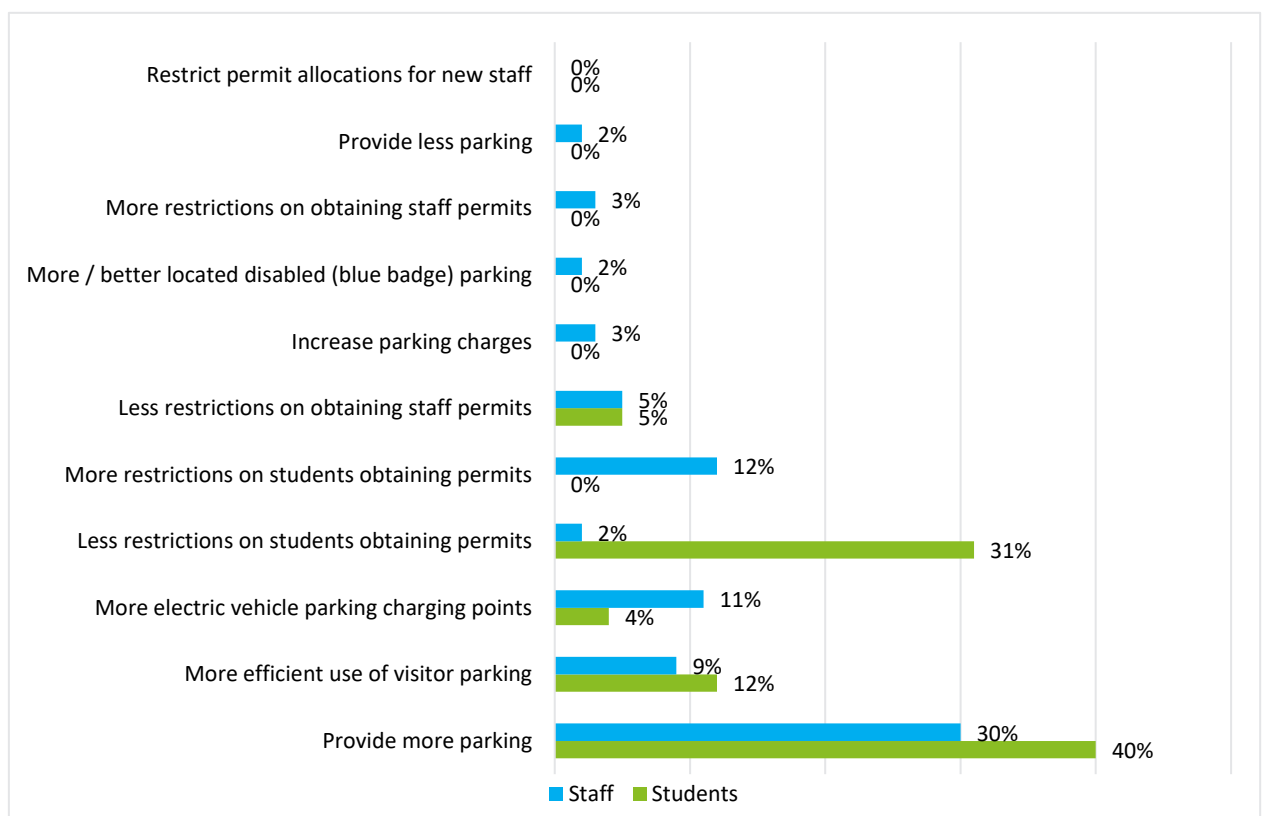


Figure 18: Improving car travel and parking

The above figure shows that staff are in favour of more parking, reducing student permit allocation, and more EV infrastructure. Students are also

interested in more parking, but conversely would prefer less restrictions on their permit allocation, and more options / efficient use of visitor parking.

Whilst some options for improving car travel may seem counterproductive to reducing SOV modal share, it is still important to collate this information to understand what incentives or restrictions staff and students would be the most (or least) receptive to receiving. And, where there is genuinely no option except car travel, it is essential that we promote environmentally conscious driving habits and infrastructure that supports this – including car sharing, Park & Ride, EV use, and the effective management of parking and permitting.

Car Sharing

Staff and students were also asked about car sharing to and from the University. 64% of staff said that they would not be interested in car sharing, and 9% already car share – therefore, as an estimate, 27% of staff would be interested in car sharing in some capacity, whether arranged through a platform such as EasIT or by themselves (a decrease of 6.9% from 2024). On the other hand, 33.0% of students do not (and would not be willing to) car share, and 21.0% currently do so. Therefore, 46.0% of students would be interested in car sharing in some capacity (a modest 3.5% increase since 2024).

There is therefore opportunity (and receptivity) to promote car sharing as a viable option for car travel to and from campus.

Park & Ride

Staff and students were also asked about what would encourage them to use the Park & Ride services in Reading. The Park & Ride from MereOak (for free) has been in place since 2022, and the Park and Ride service from Thames Valley Park (TVP) has been in place since October 2025.

Whilst 47% of students and 69% of staff said that they would not be interested in Park & Ride at all, the following Figure presents what measures would

encourage remaining users to choose Park & Ride as part of their regular commute to campus.

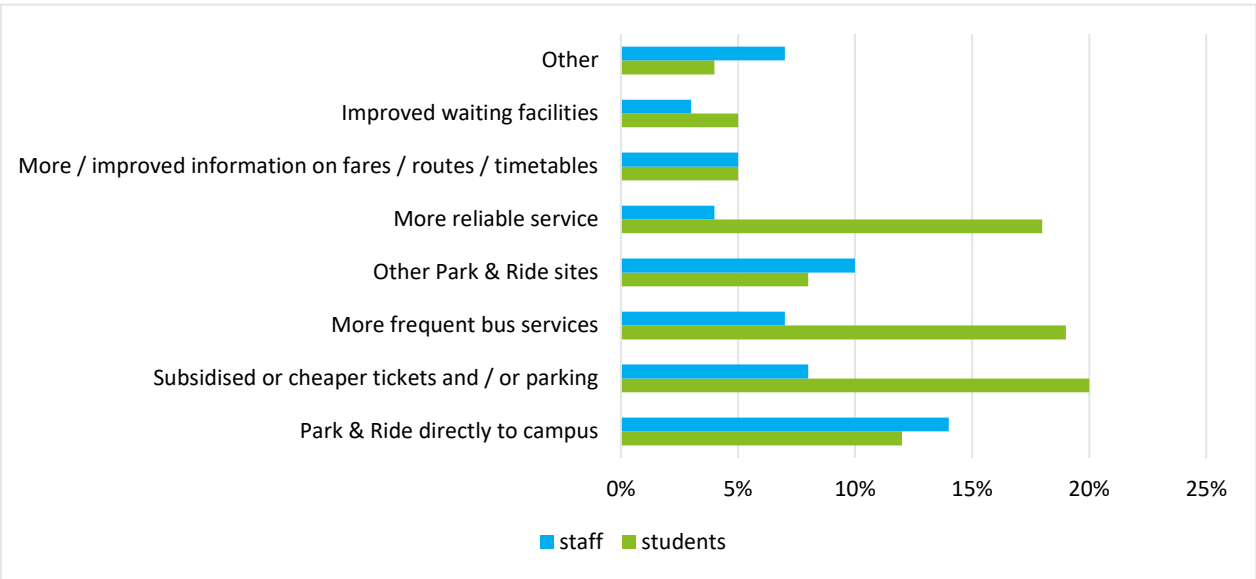


Figure 19: Factors to encourage uptake of Park & Ride

For staff, more direct routes to campus and other Park & Ride sites would encourage uptake. For students, cost, reliability and frequency of the parking and bus service are the most important factors.

Given that the TVP Park & Ride site has only been available to UoR staff and students as a free service since October 2025 (2 months prior to this survey) it may be that there was limited awareness, and there is an opportunity to further promote both sites further as cost-effective options for car travel to campus from both the south and east of Reading.

Electric Vehicle Use

Whilst the headline targets of the Travel Plan aim to reduce SOV use, it is important to recognise Electric Vehicle (EV) use as a more environmentally conscious method of car travel, and to monitor and incentivise its usage wherever it is feasible to do so.

Given the affordability of Electric Vehicles, and the low EV usage by students in the 2024 survey, staff were asked about their attitudes towards EV’s. 19% of staff currently use either a full, or hybrid EV, a 9.6% increase compared to 2024,

indicative of increasing demand. In 2024, 29.6% of staff said that they would be interested in leasing or purchasing an EV. In 2025, 23% said the same. This decrease is likely due to a shift from stated interest to actual ownership.

The next survey period will also aim to capture student interest in EV's, though it is expected to be a much lower proportion.

It is also noted that 7% of students and 14% of staff indicated that increased EV charging on campus would encourage sustainable travel choices.

24% of staff said that they would be interested in an EV salary sacrifice scheme specifically. This is consistent with the demand in the 2024 survey, and given the increase in EV usage, there is certainly a sufficient justification for a salary sacrifice scheme to be reintroduced.

Car Travel – Qualitative Feedback

Within each question and at the end of the survey, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions about car travel

As with other modes, the answers from each qualitative question have been pooled, and then grouped into thematic categories. There were 367 total comments about car travel and parking. Each full response has been retained, but the key themes (those that represent above 5% of all comments) and summarised feedback has been presented below.

THEME	%	SUMMARY OF FEEDBACK
Finding Spaces	26.98%	Strong concern that parking demand exceeds supply, especially after 9am. Issues are most acute at Earley Gate due to loss of spaces from development. Respondents highlight time lost searching for spaces, reliance on early arrival, and perceived underuse or poor allocation of existing parking (e.g. EV, visitor, tenant spaces).
Permit Categories	19.07%	Strong demand for more flexible and fair permit options, particularly for occasional users (e.g. pay-per-use, short-term or part-time permits). Current system is seen as inflexible and inconvenient, with concerns around equity (e.g. pricing by grade) and eligibility (e.g. students, staff priority, and access to specific car parks).

Infrastructure	15.53%	Concerns focus on poor quality and design of parking areas, particularly narrow bays, unclear markings, and poor surfaces. Issues are most frequently raised in specific locations (e.g. Car Park 13, Car Park 7, and Greenlands). Safety is also highlighted, including lighting, crossings, and congestion, alongside calls to improve layout and access.
Cost	13.62%	Strong concern that parking costs are too high, with many calling for reduced or free parking, particularly for staff and students with limited alternatives. Pricing is seen as unfair (e.g. by grade or usage) and not reflective of part-time or occasional use.
EV Support	13.08%	Strong interest in switching to EVs, but uptake is limited by high costs and lack of support. Key asks include more charging infrastructure (with gaps at Earley Gate, for example), subsidised/free charging, and call for a salary sacrifice scheme. There is also low awareness of existing provision, and concern that current incentives are insufficient to drive change.
Enforcement	11.44%	Widespread concern that parking rules are poorly enforced, particularly around non-permit holders (often students or external users) taking spaces. This is seen as unfair to permit holders, with calls for more consistent monitoring, penalties, and control of misuse (e.g. disabled bays, EV spaces, and specific car parks like Earley Gate).

Table 12: Car Travel – Qualitative Comments

Summary

Staff and students choose to drive because of time, convenience, cost, and the need to accommodate caring responsibilities, reinforcing many of the same barriers identified for public transport / active travel.

While a significant number of respondents said that no improvements are needed, those who did highlighted a strong preference for increased parking provision and changes to permit allocation. Staff tended to favour reduced student access, while students prefer fewer restrictions and greater flexibility.

Qualitative feedback reinforces these findings, with primary concerns including insufficient parking availability, inflexible and inequitable permit systems, and high costs. Issues with parking infrastructure, including layout, safety, and site-specific design, further impact the user experience.

There is also clear interest in more sustainable approaches to driving, including car sharing and Park & Ride. There is also an increasing interest in electric vehicles, though uptake is constrained by limited infrastructure, high costs, and low awareness of existing support. There is demonstrable interest from staff for an EV salary sacrifice scheme to address this. Inconsistent

enforcement of parking regulations also adds to frustration, particularly where misuse of spaces reduces availability.

Overall, the findings highlight the importance of managing parking, improving fairness and flexibility, and supporting more sustainable forms of car use where driving remains necessary.

Travel Plan Progress and Opportunities

This section of the report will focus on the specific measures and incentives that have been delivered or received continued support through the Travel Plan since it’s commencement in 2024. Staff and students were asked which services they have engaged with over the past two years, and this is summarised below.

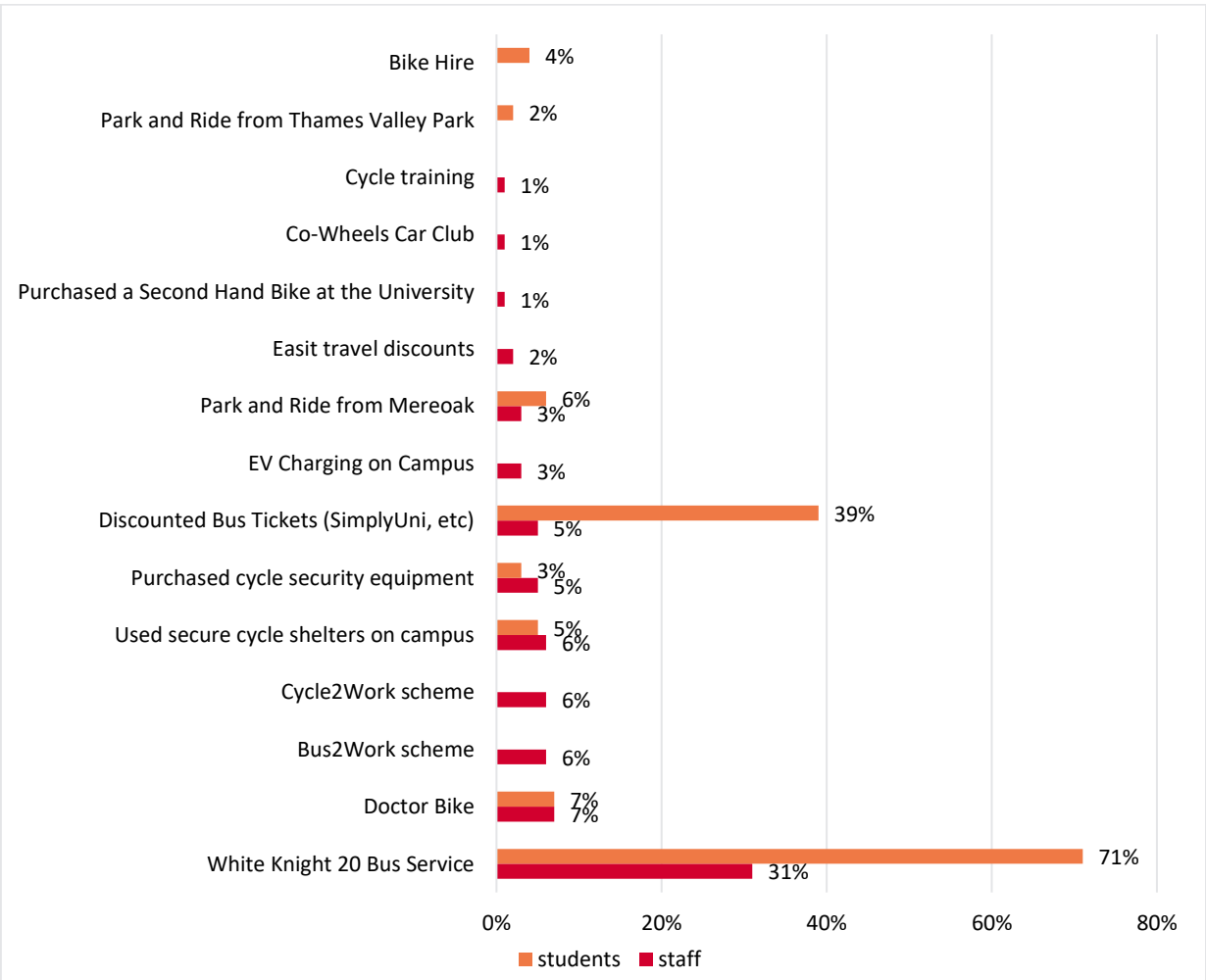


Figure 20: Travel Plan Incentives and Measures 2024-2026

The White Knight 20 Bus service is the most popular incentive / service that the Travel Plan has delivered, for both staff and students. Students are also highly supportive of the bus discounts available to them, for example Boost and SimplyUni.

At the end of the Travel Survey, staff and students were also provided with a multiple choice question asking 'Are there any other incentives or support that you would like to see introduced to encourage more sustainable travel on campus?'. The results of this question are presented below.

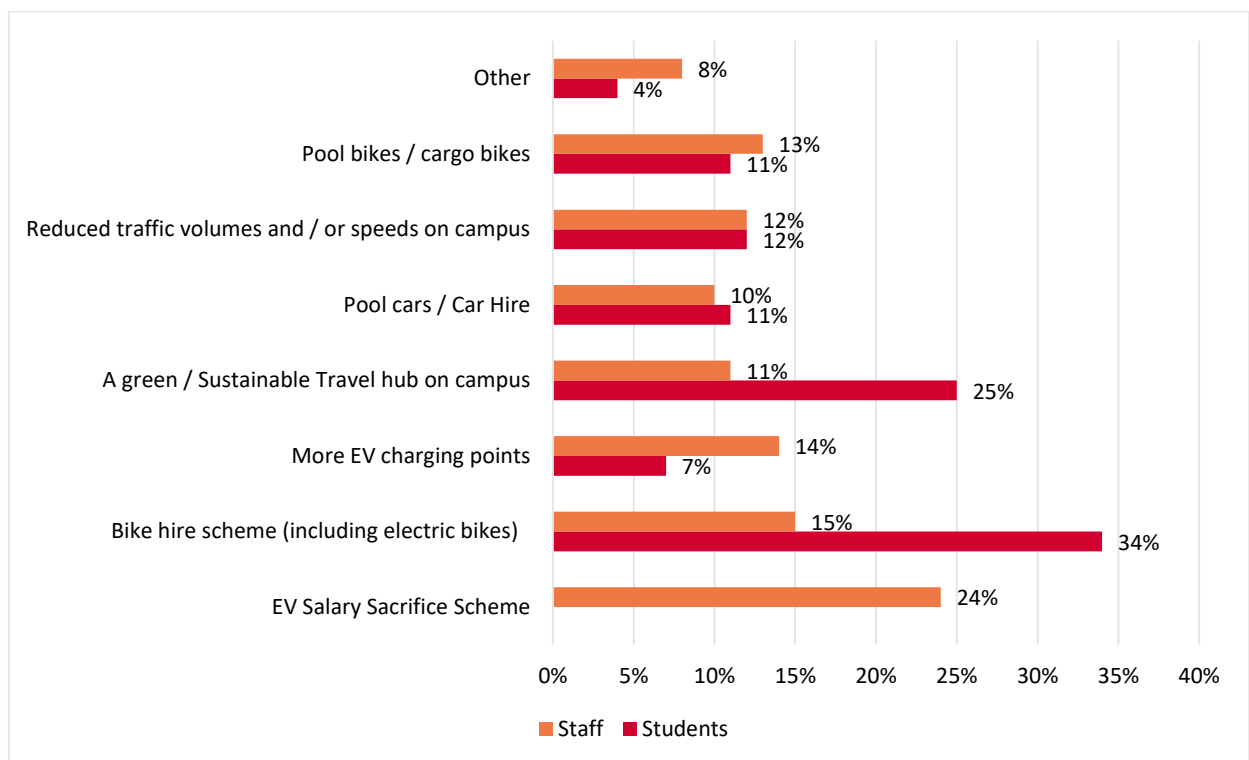


Figure 21: Receptiveness to other sustainable travel incentives

The above chart indicates that staff would be the most receptive to an EV salary sacrifice scheme, bike hire schemes, and more EV charging on campus. Students would be the most receptive to a bike hire scheme and a sustainable / green travel hub. Smaller proportions of both staff and students are supportive of reducing / controlling traffic and speeds on campus, and access to pool bikes and cars.

Qualitative feedback / suggestions have primarily been reported on by mode elsewhere in this report.

Summary and Next Steps

The 2025 Travel Survey provides the first formal monitoring point against the University's 2024–2029 Travel Plan and demonstrates that, while overall travel behaviours remain broadly consistent with the 2024 baseline, there has been a slight shift away from sustainable modes. Single Occupancy Vehicle (SOV) use has increased marginally for both staff and students, and as a result, the University is not currently on track to meet its 2029 mode share targets.

However, as this represents an early stage in a five-year programme, these findings should be interpreted as an indication of emerging trends rather than a definitive outcome. Encouragingly, many sustainable travel behaviours remain well established, particularly among students, and there is evidence of increased cycling uptake and continued engagement with public transport initiatives, particularly following the successful launch of the White Knight 20.

The survey highlights that travel choices are strongly influenced by three overarching factors: cost, convenience, and safety. Driving continues to be perceived as the most practical option for many, particularly where public transport is expensive or unreliable, or where active travel routes are considered unsafe or poorly maintained. At the same time, there is clear evidence that both staff and students are receptive to change where viable alternatives are available.

Across all modes, the most significant barriers identified include:

- The high cost and limited flexibility of public transport;
- Safety concerns and infrastructure limitations for walking and cycling;
- Constraints associated with parking availability, cost, and permit systems;
- Practical considerations such as journey time, reliability, and caring responsibilities.

Positive feedback on existing initiatives, particularly the Whiteknights 20 bus and the construction of secure cycle shelters, demonstrates that well-targeted interventions can successfully influence travel behaviour. There is also growing

interest in emerging opportunities such as electric vehicles, bike hire schemes, and enhanced active travel facilities.

Overall, the findings reinforce that while behavioural change is achievable, it is dependent on the provision of accessible, affordable, and reliable alternatives to car travel, alongside targeted infrastructure improvements and incentives.

Next Steps

In response to the findings of the 2025 Travel Survey, the following priority areas have been identified to support progress toward the 2024–2029 Travel Plan targets, and continued contribution to the delivery of the University's Estates Strategy and Net Zero Carbon commitment by 2030

1. Enhance Active Travel Infrastructure and Safety

Improving conditions for walking and cycling should remain a key priority. This includes:

- Targeted interventions to improve path quality, lighting, and drainage and crossings along key routes, utilising specific travel survey feedback;
- Increasing the provision of secure cycle parking, including at under-served locations and identified theft hot spots;
- Undertaking a wider review and rationalisation of existing cycle parking provision;
- Reviewing and improving access to showers, lockers, and changing facilities.

Continued collaboration with local authorities will be essential to address off-campus routes and connections.

2. Strengthen Public Transport Provision and Incentives

Given that cost and reliability are the primary barriers, the University should:

- Continue to work with transport operators to improve service frequency, reliability, and route coverage;

- Explore opportunities to expand or enhance subsidised ticket schemes (e.g. Bus2Work);
- Strengthen promotion and awareness of existing services and discounts;
- Addressing identified infrastructure issues, such as bus stop maintenance and waiting environments;

3. Influence Responsible Car Use

While reducing SOV use remains a core objective, the survey highlights the need to better manage car travel where it cannot be avoided. Key actions include:

- Working with internal stakeholders to review and improve parking and permit systems;
- Encouraging more efficient use of parking through improved communication and behavioural messaging;
- Facilitating car sharing through existing or new platforms;
- Continuing to support and promote Park & Ride services, including targeted awareness campaigns.

4. Support the Transition to Low-Emission Vehicles

Recognising the increasing interest in electric vehicles (EVs), the University should:

- Expand EV charging infrastructure across campus, with consideration for location gaps and response to demand;
- Explore the feasibility to introduce an EV salary sacrifice scheme in line with travel survey feedback;
- Improve awareness of existing EV provision and incentives;

5. Deliver New Incentives and Behaviour Change Initiatives

To further encourage modal shift, the University should prioritise:

- Exploring the feasibility of a bike hire scheme, including e-bikes;
- Investigating the potential for a centralised sustainable travel hub;

- Expanding engagement, marketing, events and behaviour change campaigns, including the continuation of Dr Bike;

6. Improve Data, Monitoring and Engagement

To strengthen future monitoring and ensure effective delivery of the Travel Plan:

- Continue to refine survey questions to improve clarity and data quality;
- Increase response rates, particularly among students;
- Maintain regular monitoring and reporting against Travel Plan targets;
- Use survey insights to inform ongoing engagement with stakeholders, including local authorities and local public transport providers.
- Ensure alignment with the University's Estate Strategy and Net Zero Carbon objectives, supporting an integrated approach to sustainable travel, infrastructure planning, and estate-wide environmental performance.