

UNIVERSITY TRAVEL SURVEY 2016 RESULTS

Results report of the 2016 University of Reading staff and student travel survey

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2. SUMMARY

Context and report structure

This document sets out the findings of the 2016 University of Reading Staff and Student Travel Survey. The full University Travel Survey is undertaken every two years.

Aims of 2016 Survey

- Monitoring of the University Travel plan and comparison of travel data to modal split targets.
- To identify opportunities to facilitate and promote sustainable travel at the University in general.
- To identify any potential demand for a park and ride service to the University
- To identify specific locations that present the greatest issues for pedestrians and cyclists on campus.
- To provide feedback to local Councils and transport operators (eg Reading Buses and Readybike) relating to how to improve their services for the University Community
- To fulfil conditions of planning permission for development of the Park Group of Halls by yearly monitoring of trips made by building occupants.

Methodology

The survey data was collected between 25 January and 15 February 2016. It was conducted online using the Survey Monkey online survey tool, with paper copies made available to those staff without computer access as part of their role. Two iPads were offered as a prize draw (one for staff entries, one for student entries) to encourage participation in the survey.

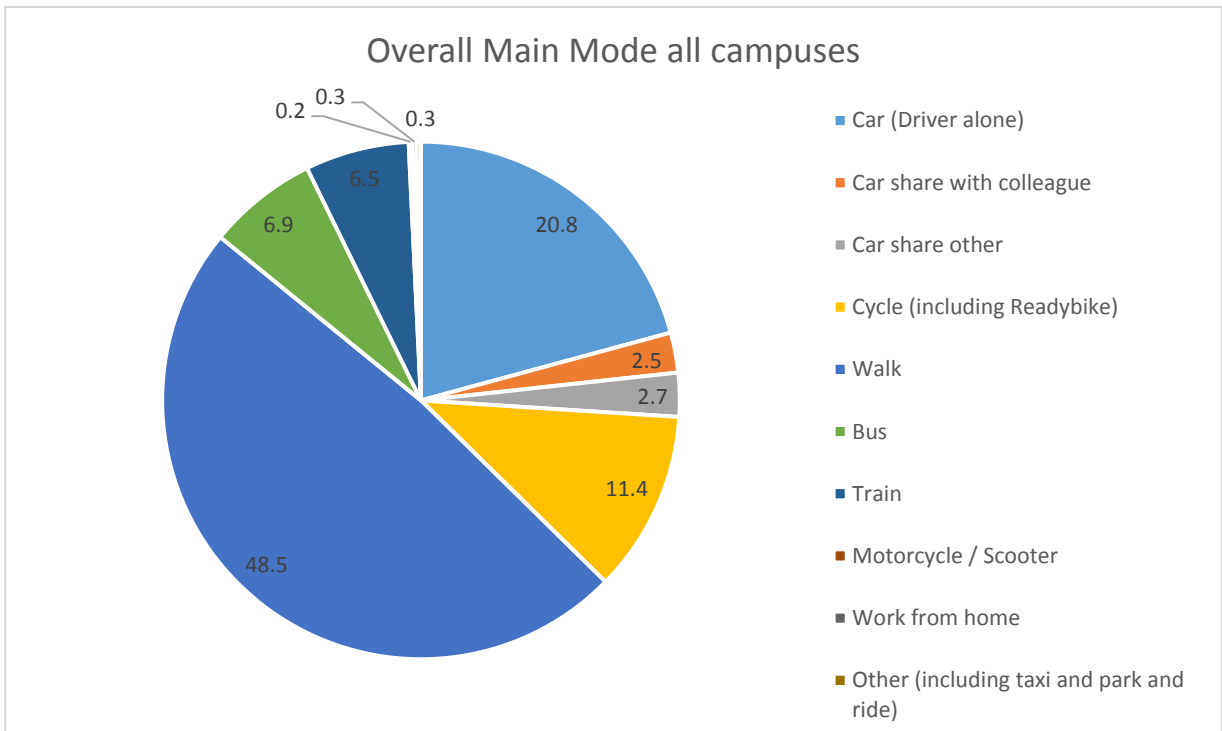
Responses

2633 complete responses were received from staff and students across the University. This is a student response rate of 9.3% and a staff response rate of 28.9%.

Travel to campus – modal splits and targets

The University has a headline target of 1% year on year reduction in commuting by single occupancy vehicles (SOV) from the 2012 Travel Plan. Overall modal split figures for 2016 can be seen in the figure below. SOV car use has reduced from the previous years and the key target of annual reduction in SOV has been met for 2015 (22%) and is also very nearly reached for 2017 (20%). Walking and bus use have also increased and achieved their targets, but cycling and car share figures while having slightly increased from 2014 have not met the 2015 target.

Whilst this is extremely encouraging, this is just a snapshot in time and there is no room for complacency. The higher proportion of student responses in the 2016 survey is also likely to have an impact, as far fewer students drive due to not generally being eligible for a parking permit. The reduction in SOV has been achieved through increases in walking and public transport. London Road campus has not achieved the target for SOV and has actually increased slightly since 2012. Levels of walking here are also lower than target and baseline figures.



Key issues identified

The survey data aids with understanding the issues faced by staff and students when commuting to the University. It helps identify initiatives that would improve travel to the University by sustainable modes and therefore facilitate choice to travel by these modes. Some of the key issues and suggestions raised in the 2016 survey are summarised below. A table of identified actions is include at the end of this summary.

Demand for separate cycle paths

Overcrowding on paths at peak times is discouraging both walking and cycling on campus. There is a very large demand for separate routes for cyclists on our campuses, with over 200 comments specifically requesting this, either generally across our campuses or in specific locations.

Specific locations where this is a particular issue for cyclists and pedestrians are include: Friends Bridge to Meteorology; Queen's Drive; RUSU to Black Bridge; and Hopkins to Friends Bridge.

Inconsiderate cycling and walking behaviours

There continues to be concerns over inconsiderate cycling and inconsiderate walking on campus paths. Route improvements should help with this but more needs to be done regarding education of how to behave safely and considerately.

Wilderness path surface

The issue of the path through the Wilderness being muddy for much of the year is now a concern to many more people since the Meteorology department has locations either end of it.

Showers, changing facilities and lockers

Showers, changing facilities and lockers are felt to be of limited availability and generally poor quality across campus. This discouraged cyclists who wish to shower as they have to change in toilet cubicles and have nowhere to store wet towels and clothes.

Bus route 19

There were requests to increase the frequency of bus route 19 which goes along the north and east edge of Whiteknights Campus currently every 20 minutes.

Car sharing

Further initiatives are required to promote car sharing to improve its mode share to meet Travel Plan targets, including better promotion of the existing option to share a car parking permit. A review of Liftshare membership is suggested.

Electric charging points

There is clear support for the addition of Electric charging points on campus, and some surprise that they are not already installed. Installation of these is already planned for the Sports Park car park, but they are not yet in place.

No demand for Mere oak Park and Ride

There was limited indication of use for the Park and Ride at Mere oak so no action here is suggested apart from potentially on open days.

Occasional parking – complaints about the current process

There were a number of issues raised regarding the procedure for obtaining occasional parking permits resulting in some staff members occasionally parking on the streets around campus (something the University wishes to avoid). Such occasional parking is often needed unexpectedly, but the permits require notice to work smoothly. It is a particular issue for Earley Gate staff who would have to come to Whiteknights House to collect a permit, or plan it very in advance. The Pay and Display car park should remove this issue for those at the main Whiteknights Campus, but may solve the issue for those from Earley Gate due to the distance.

Reinstate University car club

There is strong support for proposals to reinstate the University car club, but this time focussed more for student use nearer the halls (while retaining availability for staff use too).

Information for new staff members prior to arrival

New staff are no longer receiving a postal information pack from HR so there was some concern from new members of staff that they had not received information on parking or easit discounts, and that this would be useful before they arrived in Reading.

Conclusion

All this gathered information will be used to inform the Travel Plan review for 2017 and identified issues to be address will form the Travel Plan Action Plan.

3. INTRODUCTION

Context and report structure

This document sets out the findings of the 2016 University of Reading Staff and Student Travel Survey. The full University Travel Survey is undertaken every two years with the first full survey completed in January 2012. Prior to this a site entry count at the Whiteknights campus was also undertaken in 2006. An additional brief survey is scheduled for February 2017 to bring our survey years in line with the Travel Plan targets.

Throughout this report Actions are identified which will form the Travel Plan Action Plan going forward.

Aims of Survey

- Monitoring of the University Travel plan and comparison of travel data to modal split targets.
- To identify opportunities to facilitate and promote sustainable travel at the University in general.
- To identify any potential demand for a park and ride service to the University
- To identify specific locations where the greatest issues for pedestrian and cyclist issues on campus.
- To provide feedback to local Councils and transport operators (eg Reading Buses and Readybike) relating to how to improve their services for the University Community
- To fulfil conditions of planning permission for development of the Park Group of Halls by yearly monitoring of trips made by building occupants.
- To learn about University Business Travel in order to minimise carbon impacts.
- To learn about travel between Reading and Greenlands campuses in order to minimise carbon impacts.

Methodology

The survey data was collected between 25 January and 15 February 2016. It was conducted online using the Survey Monkey online survey tool, with links to the survey circulated through email distribution; Staff and Student webportals; the RUSU weboard; University webpages; In Brief staff newsletter; Yammer; Twitter; Greenweek flyers; student surveys blog; UPP Halls notices; a RUSU all students email and in the NSS survey marquee. Paper copies were made available to those staff without easy computer access as part of their role (mostly the cleaning staff). Two iPads were offered as a prize draw (one for staff entries, one for student entries) to encourage participation in the survey.

Response rates 2016

A total of 2744 responses were received, however a number of these were incomplete so the final number of usable responses was 2633. This was made up of 1499 student responses and 1134 staff responses. As a proportion of all registered students at the University (16148 undergraduate and postgraduate students across 3 campuses) this is a student response rate of 9.3%. This is an improved response rate to previous years (see Figure 1), following a focus on improving student response rates. Coordination with other surveys that need to take place at a similar time such as the NSS and UPP survey was improved for this year to avoid survey fatigue. The staff response rate is 28.9% (based on 3927 staff). This rate is lower than in previous years (see Figure 1), this may be due to the climate among university staff due to the PAS review. However Figure 2 shows that our response rates remain strong compared to other HE institutions.

Figure 1 UoR Travel Survey response rate comparisons to previous years

Survey / year	RESPONSE RATE %				NO. RESPONSES				UNIVERSITY POPULATION		
	Student	Staff	Park Group Halls ¹	Halls students	Total	Student	Staff	Other organisation on campus	Park Group Halls	Student	Staff
2016 Staff & Student	9.3%	28.9%	14.2%		2633	1499 =56.9%	1134 =43.0%	37	336	16148	3927
2014 Staff & Student	8.32%	30.68%	13.53%		2386	1134 =47.5%	1231 =51.6%	21	283	13624	4012
2013 Student only	10.30%	n/a	16.80%		1340	1340	n/a	n/a	394	13803 ²	
2012 Staff & Student	12.20%	40.05%	11.10%		3088	1617 =52.4%	1471 =47.6%	n/a	161	13253	3672
2011 Park Group post-oc	n/a	n/a	8.90%		150	129	n/a	21	129		

Figure 2 Response rates compared to other institutions

Institution	Year	Staff response rate	Student response rate
University of Reading	2016	30.68%	8.32%
University of York	2015	32%	4%
University of Sheffield	2012/13	30%	6%
University of Bath	2012/13	40.4%	13.5%
University of Southampton	2012	28.3% overall	

¹ more halls opened in September 2013

Who responded?

The majority of respondents were based at the Whiteknights Campus, which is our largest campus (see Figure 3). A response rate of at least 20% of staff was received from each of our three main campuses. Responses were received from all departments and faculties across the University.

Figure 4 to Figure 5 outline details of the survey participants. The gender split of respondents was fairly even, apart from in the 19-21 age category where more females responded. Nearly all the student responses were from full time students. Just over half the student respondents live in a University /UPP hall of residence and 30% live in private rented accommodation.

A much higher proportion of respondents were students this year. This was following a focus on improving the student response rate, so is a positive development. It is important to note that this may have an impact on the comparison of results to previous years' data. As with previous years, the majority of student responses were from first years, and the largest proportion of staff were from grades 6-8.

Figure 3 which campus are you mainly based at?

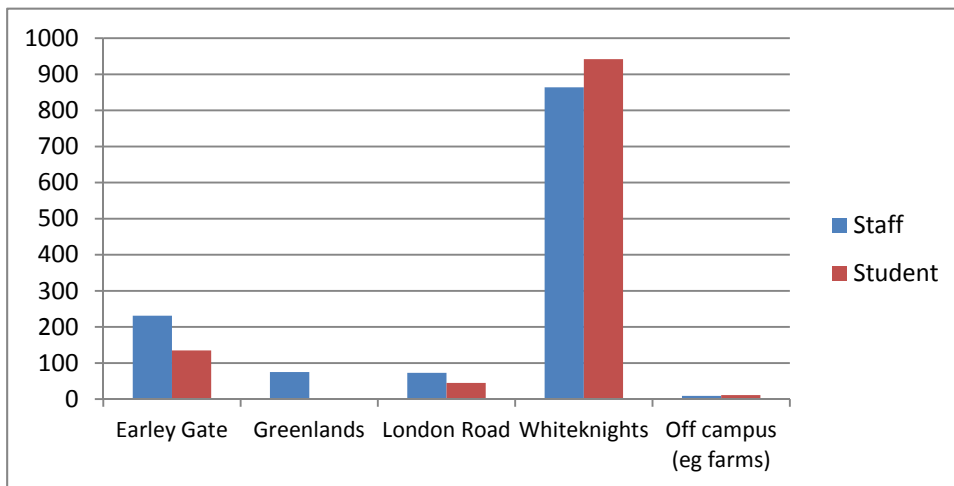


Figure 4 Age and gender of respondents

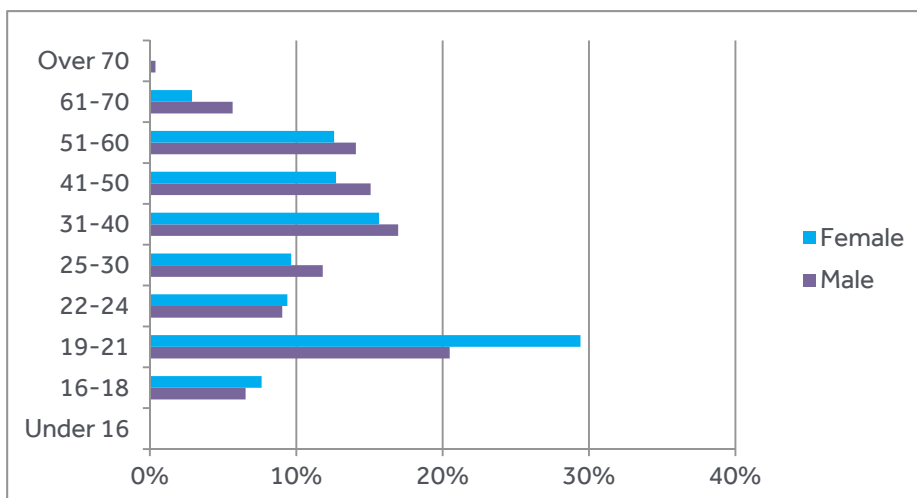


Figure 5 Full time or part time working/studying

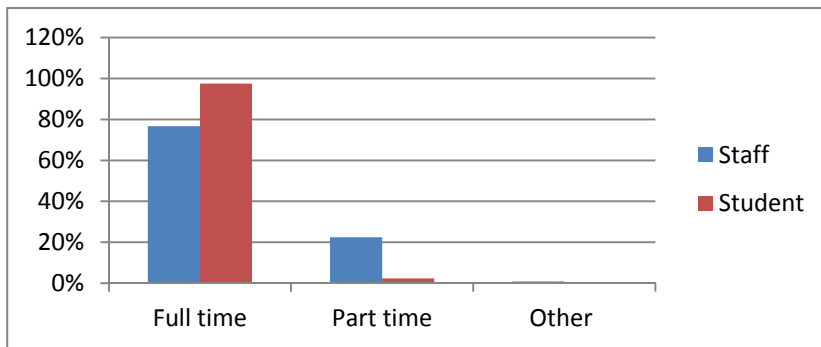


Figure 6 Student year

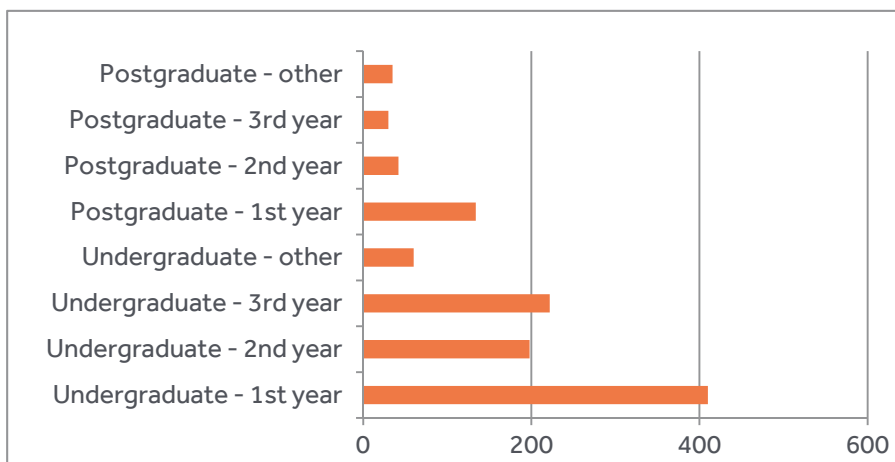
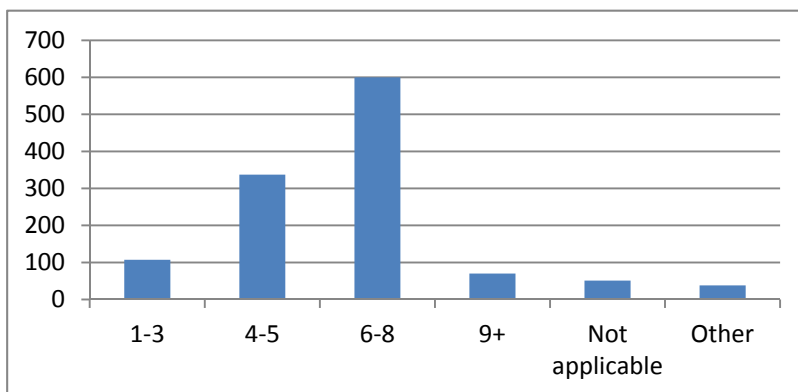


Figure 7 Staff grade



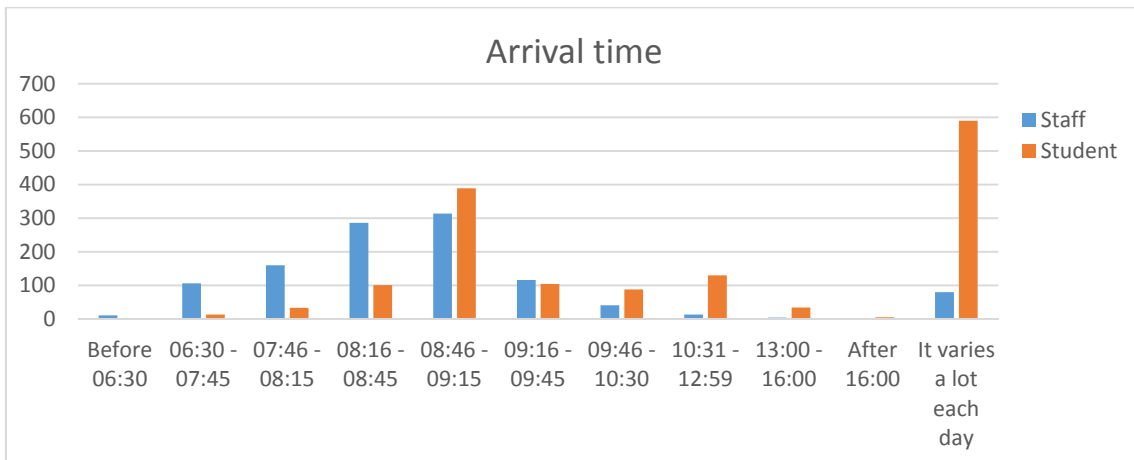
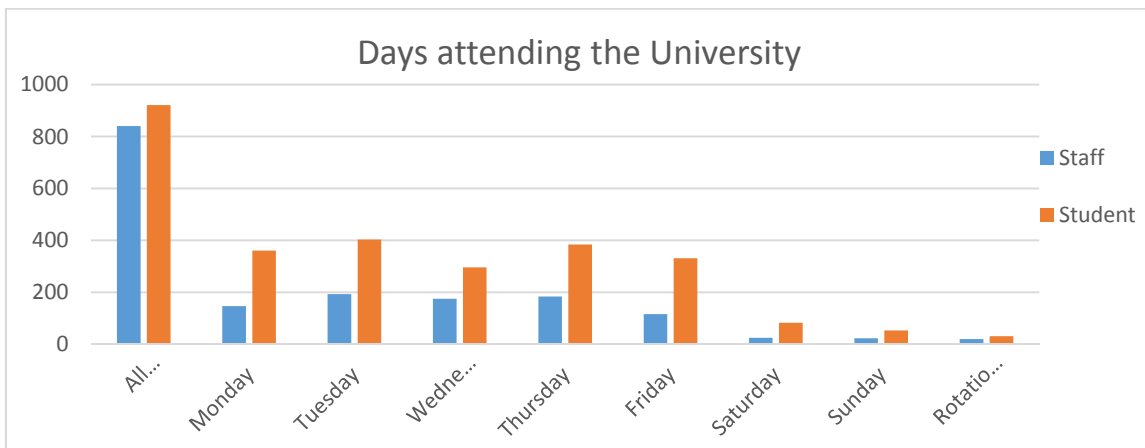
4. GENERAL TRAVEL TO THE UNIVERSITY

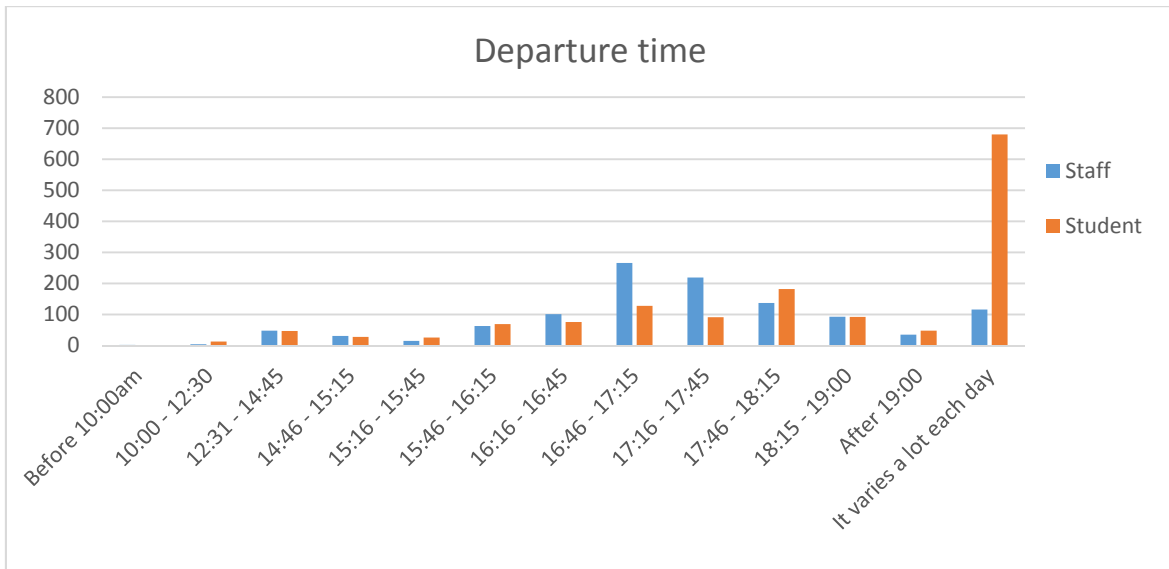
Days attending the University and arrival and departure times

The majority of both staff and students attend the University throughout the week, Monday to Friday. The quietest day for students is Wednesday, and for staff is Friday followed by Monday. Tuesdays and Thursdays are the busiest days for both staff and students on campus.

Staff have a much more staggered arrival time than students, starting from 6.30 am with the majority on campus by 9.15. Peak staff arrival is between 8.15 and 9.15. Ignoring the fact that for the vast majority of students their arrival times varies a lot each day, there is a definite peak arrival time on campus between 8.46 and 9.15 with over ¼ of students arriving at this time each day. Therefore 8.45 to 9.15 is the busiest time for both staff and students to arrive.

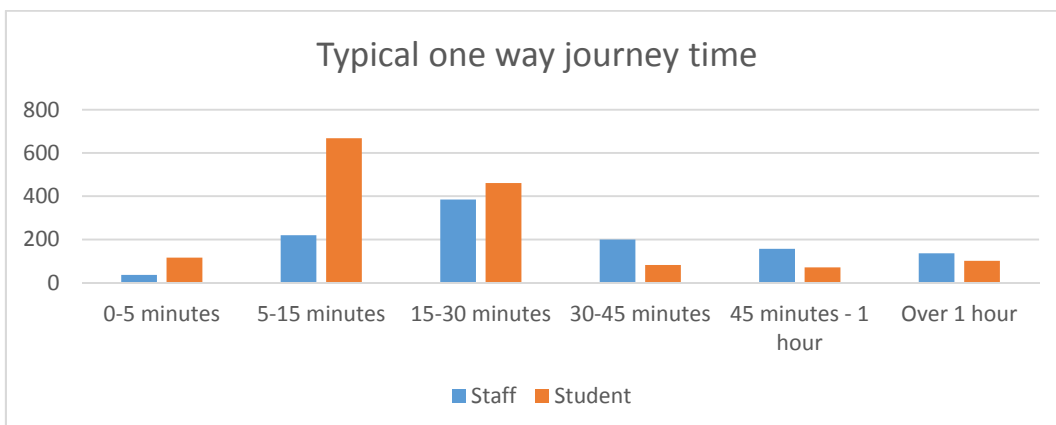
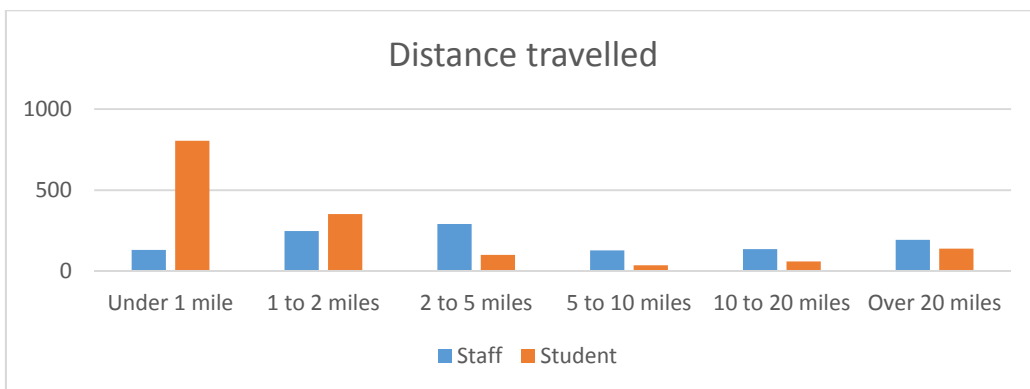
Student departure time from the University is much more varied, the peak is 17.46 to 18.15 but this is only 12% of students. The peak staff departure time is 16.46 – 17.15, with many staff also leaving the university until 17.45 and again until 18.15.





Journey time and distance

For the largest proportion of students their journey to campus takes 5-15 minutes, and is over a distance of less than 1 mile. This would reflect the large number of particularly first year students living in halls on and around campus. A large number of students also live between 1-2 miles away and their journey takes 15-30 minutes. The largest number of staff live 2-5 miles away and typically have a 15-30 minute journey, the longer distance with equal journey time to students indicates that many of these staff journeys are likely to be made by car. There are also a reasonable number of staff and students who have over an hours travel to the University – 12% of staff and 7% of students.



5. MAIN MODES AND TARGETS

How do people travel to our campuses?

The overall modal split for travel to the University of Reading can be seen in Figure 8. This shows that almost half the commute trips are on foot, with 20% by single occupancy vehicle, and over 11% on bicycle. The following sections of this chapter examine this key modal choice data split into staff and student populations; split by campus; and compared to our Travel Plan targets and modal choice data from previous years. Postcode plots of the data will also be examined and are available in the appendix. Remaining chapters look at each mode individually.

Mode by campus

There was no train travel to Greenlands. High proportions of cycling to Earley Gate. London Road has a poorer profile than Greenlands in terms of sustainability, despite its proximity to Reading town centre. This will likely be due to the nature of courses there requiring placements access. At Greenlands a number of staff live onsite which is likely to explain the high proportion of walking there.

Staff v students

Differences between staff and student travel remains a similar pattern to previous years. However student walking levels have fallen. This could be due to receiving responses from a higher number of non-halls based students in 2016. It is of concern that levels of student drivers have risen to 8%, back to 2012 levels.

Figure 11 shows the frequency and/or likelihood with which all modes are used. This illustrates that staff and students may use different modes on different days, or use multiple modes within their journey (eg train then bus). For example, this figure highlights that despite bus travel forming only 7% of the main mode, a much higher percentage use the bus most days or a few times a month or week. From Figure 11 you can see that the alternative modes that people are most likely to consider are cycle and bus.

Figure 8 Overall modal split for University of Reading 2016

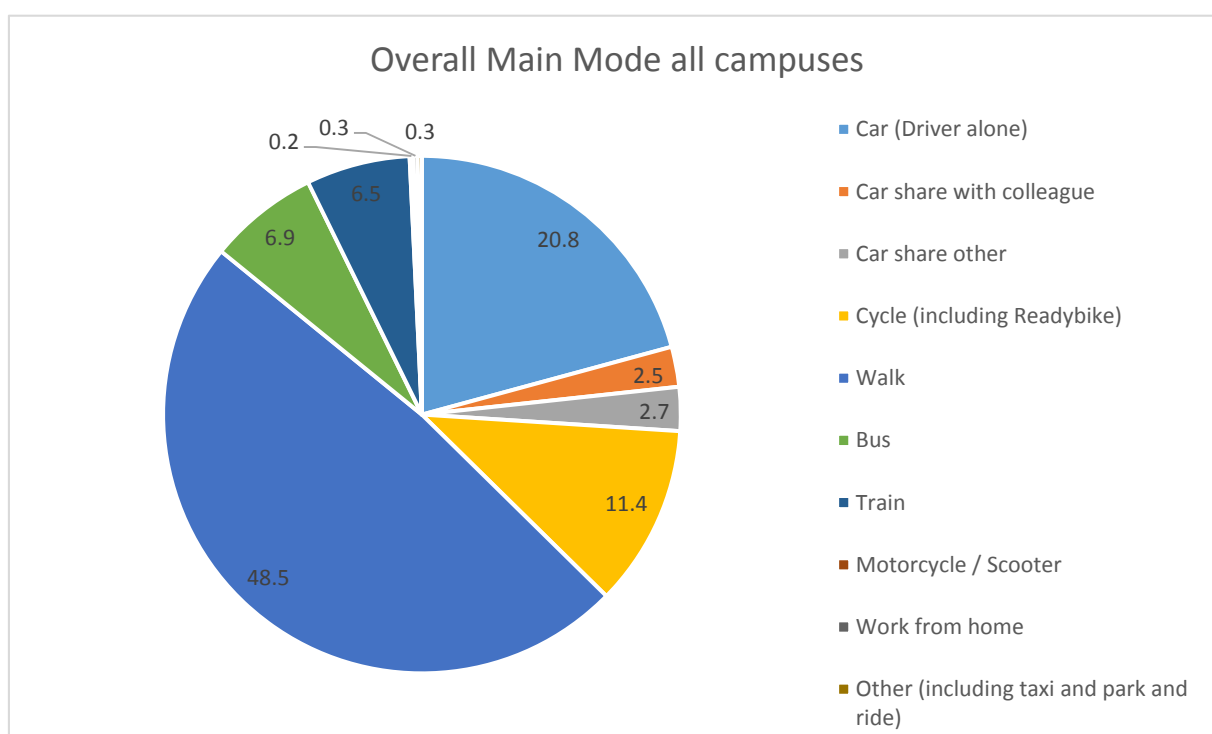


Figure 9 Main mode by campus

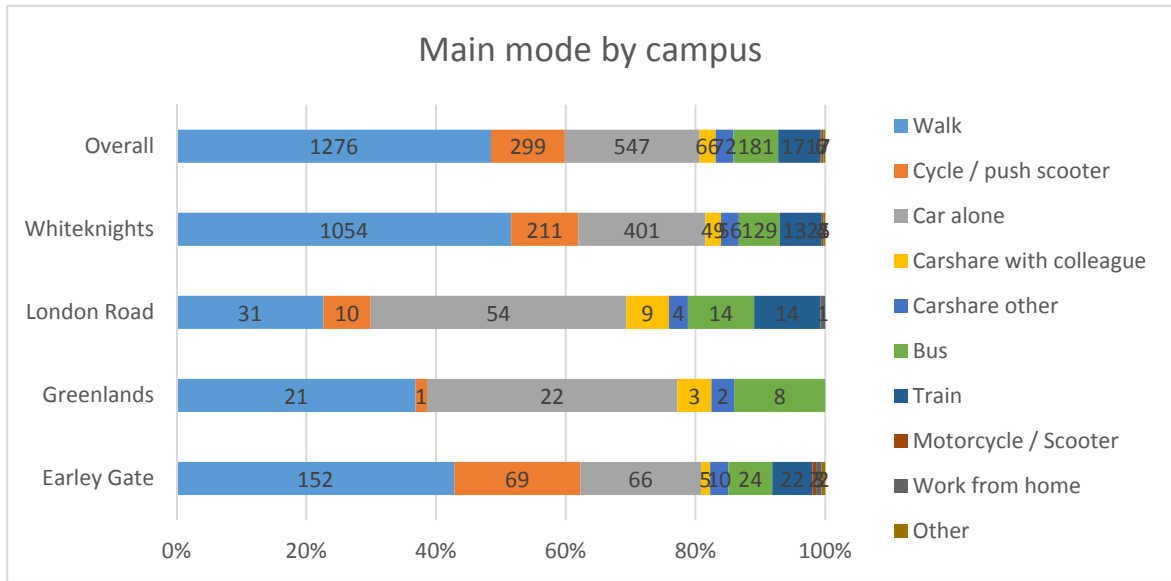


Figure 10 staff and student modal splits

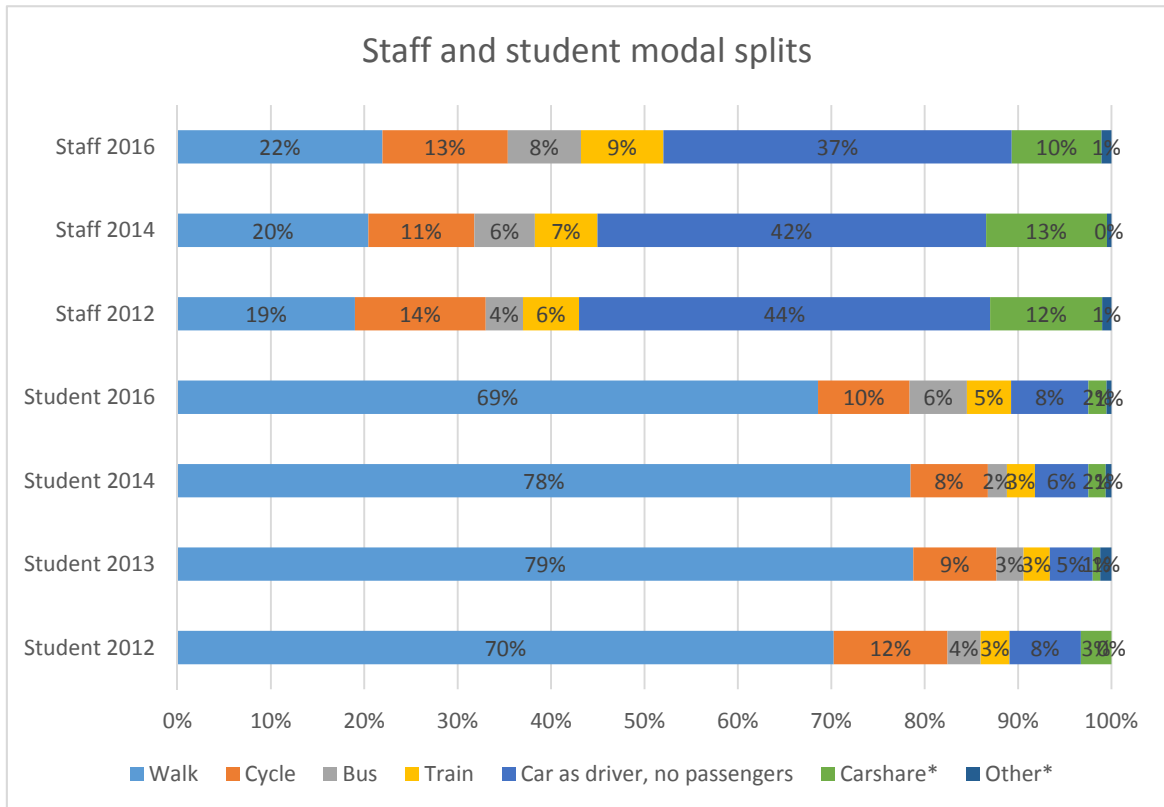


Figure 12 Staff modal split 2012-2016

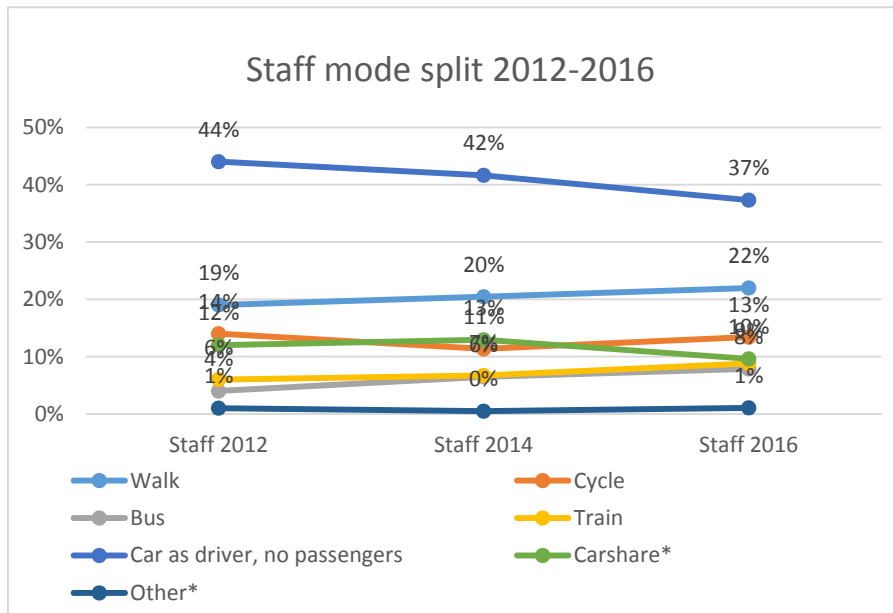
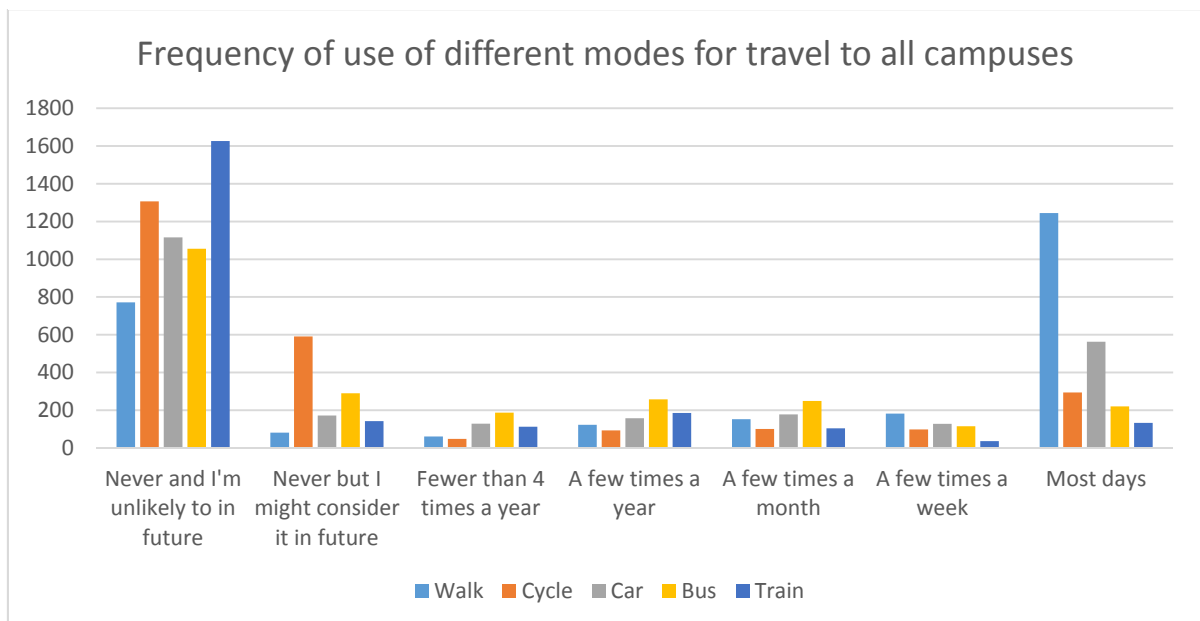


Figure 11 Frequency or likelihood of use of all modes for travel to all campuses (n.b. data on use of car-share, park and ride or work from home as alternatives not collected).



Postcode plots

Post code plots illustrating the home locations of those travelling to the University, and by which mode are available in the appendix.

Modal split targets

The University has a headline target of 1% year on year reduction in commuting by single occupancy vehicles (SOV) from the 2012 Travel Plan.

Table 1 and Table 2 compare the 2016 modal split data to the University Travel Plan 2012 targets for 2015 and 2017 respectively. The areas where the targets have been met are highlighted in green, and those areas where targets are not met are highlighted in red. We can see from these tables that the key target of annual reduction in SOV has been met for 2015 and is also very nearly reached for 2017. Whilst this is extremely encouraging, this is just a snapshot survey so we cannot be complacent. The higher proportion of student responses in the 2016 survey is also likely to have an impact, as far fewer students drive due to not generally being eligible for a parking permit. The reduction in SOV has been achieved through increases in walking and public transport. Both cycling and car share figures have not met the 2015 target.

This could be to do with the closure of Sibly hall since the 2012 figures, as cycling levels have been consistently lower. They have at least increased since 2014.

London Road campus has not achieved the target for SOV and has actually increased slightly since 2012. Levels of walking here are also lower than target and baseline figures.

The following sections of the report look at each mode in turn to examine what actions could be taken to make these modes more attractive to staff, students and visitors.

Table 1: Mode use by campus compared to 2015 targets

CAMPUS	TARGET / YEAR	WALK	CYCLE	CAR ALONE	CAR SHARE	BUS	TRAIN	OTHER
All campuses	Actual 2016	48.5	11.4	20.8	5.2	6.9	6.5	0.8
	Target 2015 ²	46	14	22 ³	8	4	4	1
Whiteknights and Earley Gate	Actual 2016	50.3	11.7	19.5	5.1	6.4	6.4	0.8
	Target 2015	46	14	22	8	4	4	1

² The University Travel Plan 2012, p19 has the same Overall targets as for Whiteknights and Earley Gate as this is the main site of the University.

³ Table 6.1 in the University Travel Plan 2012 incorrectly states that this figure is 23%. The headline target of a 1% reduction each year from a base level of 25% in 2012 would lead to a 2015 target of 22%.

Table 2: Mode use by campus compared to 2017 Targets

CAMPUS	TARGET / YEAR	WALK	CYCLE	CAR ALONE	CAR SHARE	BUS	TRAIN	OTHER
All campuses	Actual 2016	48.5	11.4	20.8	5.2	6.9	6.5	0.8
	Target 2017	46	15	20	9	5	4	1
	Actual 2014	48	10	24.5	7.5	4.5	5	0.6
	Baseline (Actual 2012)	46	13	25	7	4	4	1
Whiteknights and Earley Gate	Actual 2016	50.3	11.7	19.5	5.1	6.4	6.4	0.8
	Target 2017	46	15	20	9	5	4	1
	Actual 2012	46	13	25	7	4	4	1
Greenlands	Actual 2016	36.8	1.8	38.6	8.8	14	0	0
	Target 2017	22	2	47	14	11	2	2
	Actual 2012	22	2	52	11	9	2	2
London Road	Actual 2016	22.6	7.3	39.4	9.5	10.2	10.2	0.7
	Target 2017	24	10	34	14	9	8	1
	Actual 2012	24	8	39	12	8	8	

6. WALKING ON CAMPUS

Walking to University

There is a very high level of walking to our campuses, particularly among students as many live in Halls on or around the main Whiteknights Campus. 69% of student respondents walked to the University as their main mode of travel (see the figures in Chapter 5). However this has actually decreased from 78% in 2014. There has been an increase in proportions of staff walking to 22% from 20% in 2014. Overall the staff and student walking proportion of 48.5% has still exceeded our 2016 target of 46%. The majority of the university population walk most days for at least part of their journey.

The home location of walkers is shown in the appendix. With some outliers (students included their parental home postcode) we can see that the majority of walkers live very close to the campus.

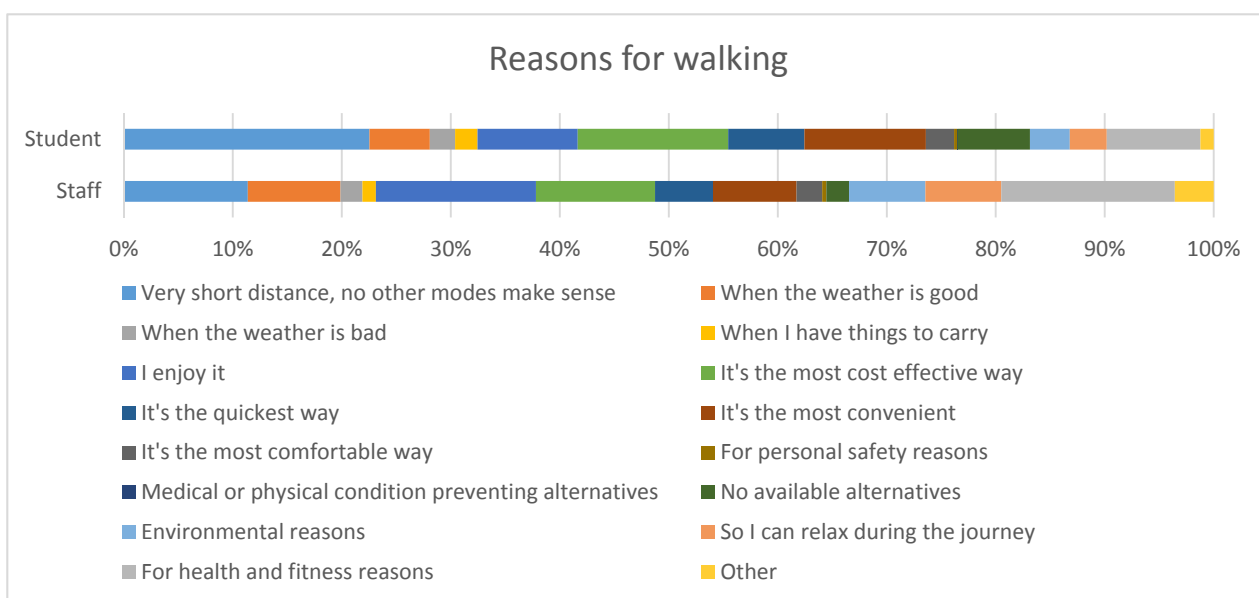
Reasons for walking

The figure below shows that the most popular reason for walking was that no other modes make sense over a short distance. 'I enjoy it' was a popular reason for staff, as was 'for health and fitness reasons'. Cost effectiveness and convenience were the greatest reasons for students.

Other reasons given included: – if there is a problem with my bike or car or bus; If I'm smartly dressed and don't want to get muddy or sweaty; No need to shower; To save bus money; Going to pub or on somewhere else after work without car/bicycle; If going to accompany friends; Too icy to cycle; Can't park on campus so have to; Paths too busy to cycle at 9am; When not doing school run; When it's light enough to walk through Wilderness.

There isn't a bus or a safe bike route, so what choice is there?

These additional reasons can be useful for identifying potential motivators for further promotion of walking to the University.



Pedestrian Crossing at Pepper Lane

Pepper Lane is a busy but narrow road adjacent to the Whiteknights Campus. Previous surveys had highlighted requests for a pedestrian crossing at this point due to fears of accidents, and previous attempts to persuade local Councils to install a crossing here have not yet come to fruition due to budget constraints. Figure 13 shows that for the majority of staff and students this would not impact

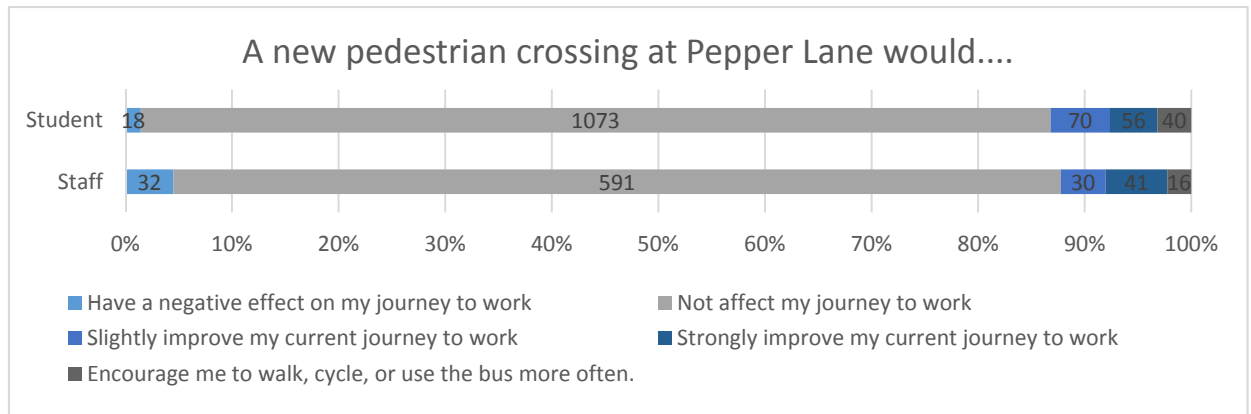
their journey to university, which is not surprising given the number of other entrances to campus. However over 200 respondents replied that this would strongly or slightly improve their journey to campus, or encourage them to use alternatives to the car more often.

Interestingly a few staff and students indicated that this would have a negative effect on their journey to work – mostly drivers feeling it would increase traffic in the area.

This is the most unsafe part of my journey when walking and cycling. I often find I have to run across the road as it is very rare that traffic will stop to let you pass and is often traveling over the speed limit. I do not feel safe cycling along this stretch of road so if I am short on time in the morning will drive instead.

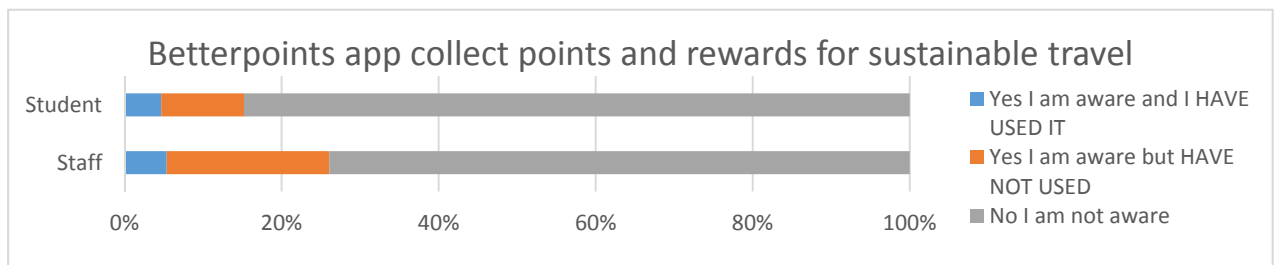
We really need a crossing or at least a central refuge on Pepper Lane. It is dangerous trying to cross at peak times and is the one thing I don't enjoy about my walk to and from work.

Figure 13: How would a pedestrian crossing on Pepper Lane affect your journey?



Walking initiatives

The only existing walking initiative questioned in the survey was relating to the Betterpoints app where points are collected for sustainable travel. Over 25% of staff and 15% of students were aware of the app, but only 5% of each had used it. This is not massively high, but not incomparable with other initiatives that will be discussed in later chapters.



Further initiatives

Both staff and students had many suggestions for further initiatives improving walking on and around our campuses. There were 632 comments. The majority of these related to lighting, path surface and path width concerns with overcrowding and shared spaces on campus with cyclists. These will be dealt with in the following chapter which looks in more detail at paths and routes on campus.

7. PATHS ON CAMPUS (WALKING AND CYCLING)

Previous surveys had highlighted one of the most significant areas of concern on campus was shared pathways between pedestrians and cyclists. Work had commenced looking at potential improvements to Campus Routes, with consultants employed to look at this area, but delays to this work left room for the current travel survey to provide further useful information.

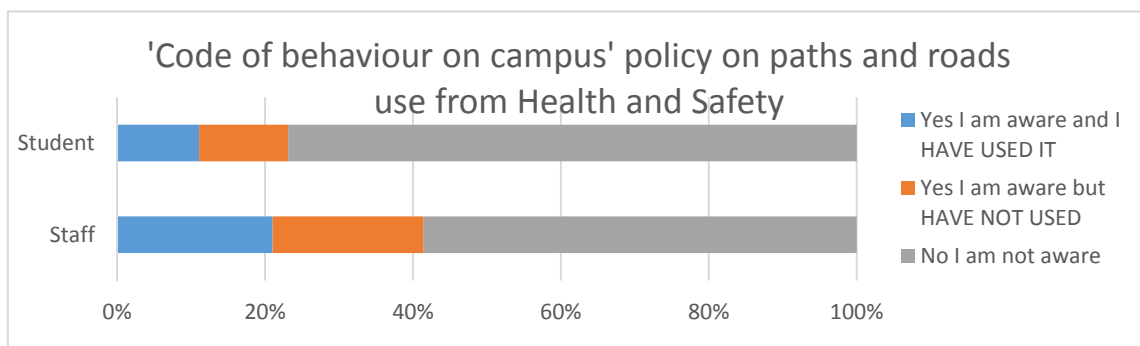
Code of behaviour on campus paths

As an initial response, the University Health and Safety team issued a policy and guidance on the use of campus paths, as a key concern was staff and students being unsure of who had right of way on paths and other areas, and where they should move to avoid potential collision.

Awareness of this policy is over 40% for university staff, and 24% for students. Over 20% of staff and 10% of students reported having referred to this policy. Whilst this is encouraging, clearly more work could be done to promote awareness of this policy. Specifically, respondent comments to the following questions highlight that many students remain unaware of who should be where on the paths on campus.

Make the cycle routes on the Whiteknights campus clearer. eg I was cycling from Shinfield Rd to a building at Earley Gate and I was seriously unsure of the best route, or even if I was allowed on the paths. Do I have to go out onto the public road?

It would be good if the pavement could be separated into bike lane and footpath, because I never know who has right of way.

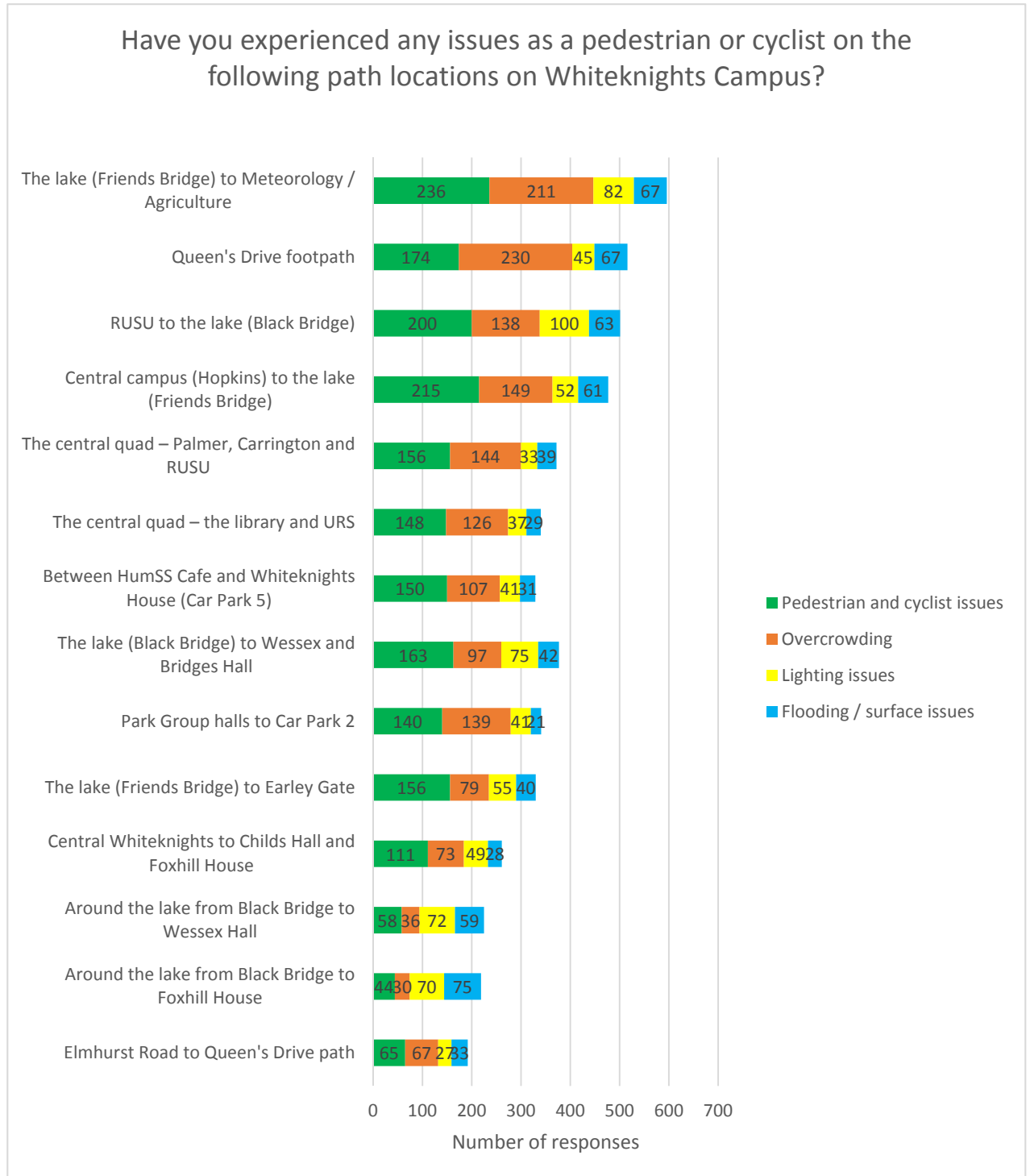


Specific routes and issues on campus

A number of specific locations on campus had been identified in previous surveys and emails as causing concern. Identification of which of these areas are experienced as problematic by the highest proportion of people on campus was required in order to prioritise any improvement plans.

40% of both student and staff respondents reported having experienced an issue on the paths on campus as a pedestrian or cyclist. They were then provided with a list of locations on the Whiteknights Campus and asked to indicate what type of issues they had experienced, with space for additional comments in the following question. The responses can be seen in Figure 14. Staff and student responses were generally of a similar pattern, except that staff were more concerned than students about the link from Hopkins to Friends Bridge, and Friends Bridge to Earley Gate.

Figure 14 Location and type of issues experienced on pathways on Whiteknights campus



It can be seen from this figure that for all but two of the locations overcrowding and pedestrian cyclist clashes were the primary concern. Path surface and lighting were of higher concern only around the smaller paths around the lake. Between Black Bridge and Foxhill House flooding / path surface was the biggest issue, and the largest number of lighting concerns were for the path from RUSU to Black Bridge.

Of the top four locations with overcrowding / cyclist/pedestrian issues, three are the paths over and around the lake between main campus and Earley Gate. This aligns with comments previously received regarding concerns in these locations, confirming that many university staff and students experience these issues. The second was the Queen's Drive footpath, with concerns specifically over cyclist

clashes here. This is a particular concern as there is a road immediately adjacent to the path that cyclists should really be using. This data can be further expanded on by examination of the qualitative comments recorded in the survey, with more detail of the specific issues staff and students experience provided.

Survey comments

Expansion on the issues in the locations identified above, as well as greater insight into the experiences of walkers and cyclists on campus, can be obtained from the helpful detailed comments provided by staff and students in response to the travel survey. In the walking section of the survey 632 respondents provided a more detailed comment about walking around campus, and 526 comments were received in response to the question about cycling around campus. As requested in these questions, most comments helpfully included reference to specific locations which allows us to investigate and take action far more effectively than general comments.

Key themes and issues from these comments are presented below, frequently in the words of individuals experiencing the issues. Only those issues raised by at least 5 separate respondents are included. In many cases similar issues were raised by large numbers of respondents.

Cycle paths and path widening

The number one comment in both sections was a request for separate cycle paths on campus. 164 comments in the walking and 111 in the cycling section explicitly referred to a request for separate paths for cyclists. These are huge numbers for an open response question, and is clearly something that both cyclists and walkers on campus would like to see to improve their journeys.

Aligned to this were requests for path widening (50 responses under walking and 40 under cycling).

The locations referred to for widening or separate cycle paths were generally those previously identified in the previous section (Paths to Earley Gate; Paths to Foxhill / Childs Hall; Queen's Drive), but most locations on campus received some mention.

Pedestrian and cyclist behaviours

Many of the comments referred to peak arrival and lecture changeover times as causing the overcrowding issue when students walk together in large groups and not just cyclists but also faster walkers find it hard to overtake. There were also a couple of requests for fast walking lanes!

Whilst wider paths and segregated paths may improve many of these issues, there will still be some locations that this will not be possible so education plans needs to be included as discussed above under code of behaviour on campus paths.

The paths between central campus and the Earley gate (Meteorology) can become quite crowded. I'm happy to cycle slowly and give way to pedestrians, but this still seems to make some pedestrians as uncomfortable as asking them to give way so you can cycle past. A cycle lane may help.

The issues frequently seemed to stem from behaviour and confusion over who should be where for those trying to behave considerately. Cycle bells created some interesting comments - some pedestrians complained about being surprised by cyclists without bells. whereas a few others felt some cyclists were rudely ringing at them expecting the pedestrian to get out of the way (giving the perception the cyclist felt they had right of way). This situation needs more investigation – the national advice is for cyclists to have bells and use them with plenty of warning to pedestrians – so education on doing this politely and pedestrian education that this is what cyclists are supposed to do may be useful.

General inconsiderate cycle behaviour was mentioned in 74 walking comments, including not using lights and forcing pedestrians out of the way. Cyclists speeding was specifically raised by 27 comments in the walking section.

Additional inconsiderate pedestrian behaviour included pedestrians not looking where they are going and looking at their phones or using headphones - accident concerns were also raised (by both drivers and cyclists) in relation to this. Queen's drive was raised as a particular issue for this due to pedestrians not considering the new car park entrances. 45 walking comments related to inconsiderate pedestrian behaviours.

It was also not just pedestrians and cyclists who behaved inconsiderately around paths – some pedestrians reported being splashed by inconsiderate drivers.

Path issues in specific locations: flooding, muddy surface, no footpath or no path on a desire line.

As requested in the survey questions many comments included mention of specific issues in specific locations. Locations where there were no paths on a desire line; or no footpath; or that the existing footpath surface was frequently too muddy or wet to use. The locations with at least 5 mentions are listed below with the top two in terms of number of comments, first, and then subsequently West to East on Whiteknights campus (other campuses received fewer comments). Example quotations from the survey respondents are provided to highlight the issues experienced.

1. The Wilderness paths – Lyle to Meteorology and Beech Lane (42 walking comments and 14 cycle comments)

This was the location with the highest number of comments, many more comments than in previous surveys although it has always received some mentions previously. The main issue here was the muddy surface of the paths not being suitable for office shoes, and it being a particular issue due to departments being split either side of it. 42 comments about this is a substantial number in an open answer response. Other issues raised for this location were lighting and the barrier access gate at Beech Lane. The muddy surface was certainly the most raised issue. This did affect people's mode choice as some stated they did not walk to work due to this reason.

If walking to work, I would take the pedestrian path from Wilderness Road through the wood to Meteorology at Earley Gate. This has been made less accessible to pedestrians, and is very muddy during the Winter. If made more accessible, I would consider walking to work more often.

Maintenance of the path between Lyle and agriculture/meteorology, particularly during the winter months - at the moment, office footwear is not suitable for crossing this part of campus for most of the year, and there is not a good tarmac alternative nearby.

2. Queen's Drive and E&F zebra crossing (14 mentions of E&F roundabout location, and 36 of Queen's Drive; 31 cycling comments)

This was the location with the 2nd highest number of comments. Issues at this location had been flagged previously, including in the previous question, but it is useful to see some of the detailed response provided, particularly given the additional issues of the new Car Park 1a. There were two related main issues raised. Firstly overcrowding and cyclist / pedestrian issues on the footpath, with concerns about pedestrians using the road. Secondly concerns over the crossing near E&F building, and this not being on a desire line for much of campus and therefore encouraging crossing outside the barriers,

A path should be put in around the edge of the playing field by the small roundabout near Old Whiteknights House. This is the quickest way for students coming from Sports Park entrance to get to buildings such as Harbourne or Maths, but there is no path and you have to walk on the road.

3. Park Group Halls entrances – pedestrians walking in the road due to lack of footways on desire lines (11 walking comments).

The entrance at upper Redlands road has a pavement on only one side of the road. However many people want to be on the other side, to join the main pathway into campus. Due to this and the awkward angles of the available pavement most people walk in the road which isn't ideal when cars are coming.

4. Foxhill entrance path to internal road – overcrowding and pedestrian cyclist issues (12 cycling ones, 8 walking)

As a cyclist and on foot, I take the route off campus via the Upper Redlands road exit. Ease of access would be greatly improved for me if the path parallel to Child's Hall were widened. Between the back of HBS and the water storage buildings is nice and wide, but then it suddenly narrows and this causes issues between cyclists and pedestrians. This is despite the fact that I have a bell.

Separate cycle routes. Often have cyclists forcing pedestrians onto muddy grass when they race past. Mainly around Childs/Foxhill House

5. Internal Road from CP3 to CP4/nursery and RUSU: Flooding and lack of path from CP3 or through CP4 (9 walking comments).

It would also be really helpful to have a footpath that continues beyond the nursery on the round and around the RUSU car park so we don't have to actually walk on the road.

The path past car park 2 and 3 ends at the nursery, but lots of people continue on in the road, through car park 4 to go over to Earley Gate.

6. Quad: paths not on existing desire lines (16 walking comments; 30 cycling).

Particularly in the main quad, the paths do not seem to go where people want to walk. I understand that it would be unsightly to have lots and lots of paths criss-crossing the quad but as it is a lot of people walk on the grass damaging it.

Grassed area of central quad outside RUSU & Carrington gets very muddy in wet weather. You could put 'green' pathways eg woodbark along the 'natural' paths which people make.

7. Car Park 8, Archaeology, Maths and Systems Engineering: No footpaths and pedestrian crossings (9 walking comments).

Need a path along next to the Archaeology building from car park 8

I find it problematic that there is not always a pavement. This is particularly an issue with Archaeology, whose main entrance opens directly onto a road. You have to either walk in the road or cross it without a crossing to get to a pavement.

8. Bridges Hall and Wessex Hall to Agriculture / psychology – No direct path with a particular issue for wheelchair users (8 walking comments).

A path through from Bridges Halls to the Psychology Block - currently need to walk on grass for the quickest journey

The new path from Bridges to Earley Gate is poorly thought out. There is no drop ramp from the new path to the road behind the Science and Technology Centre. This is a problem for cyclists and wheelchair users.

9. Foxhill to Agriculture – no direct or non-muddy path (5 walking comments)

As I approach Foxhill House (where I am based) from the south-east, I am particularly affected by the lack of a suitable path. In the light and in good weather I use the gate by the lake dam, the path along the dam, and the track through the woods, but this means I must bring a torch when returning in the dark, and is impassable in wet weather. The alternative paths - on campus (around the lake), or via Foxhill Lodge and Foxhill Drive - are circuitous, and add several minutes to the journey. Either a woodchip path through the woods, or a gate from Foxhill Car Park to the Mockbeggar bus stop, would be useful.

8. CYCLING

Paths on campus are not the only issue that affect cyclists, there are other issues and facilities as well including cycle parking and the use of safety and high visibility equipment as well as Readings' Readybike on street hire scheme. This chapter covers these issues – path and route related cycling issues are covered in the previous chapter. A Postcode plot of home location of cyclists, and frequency of cycling is available in the appendix.

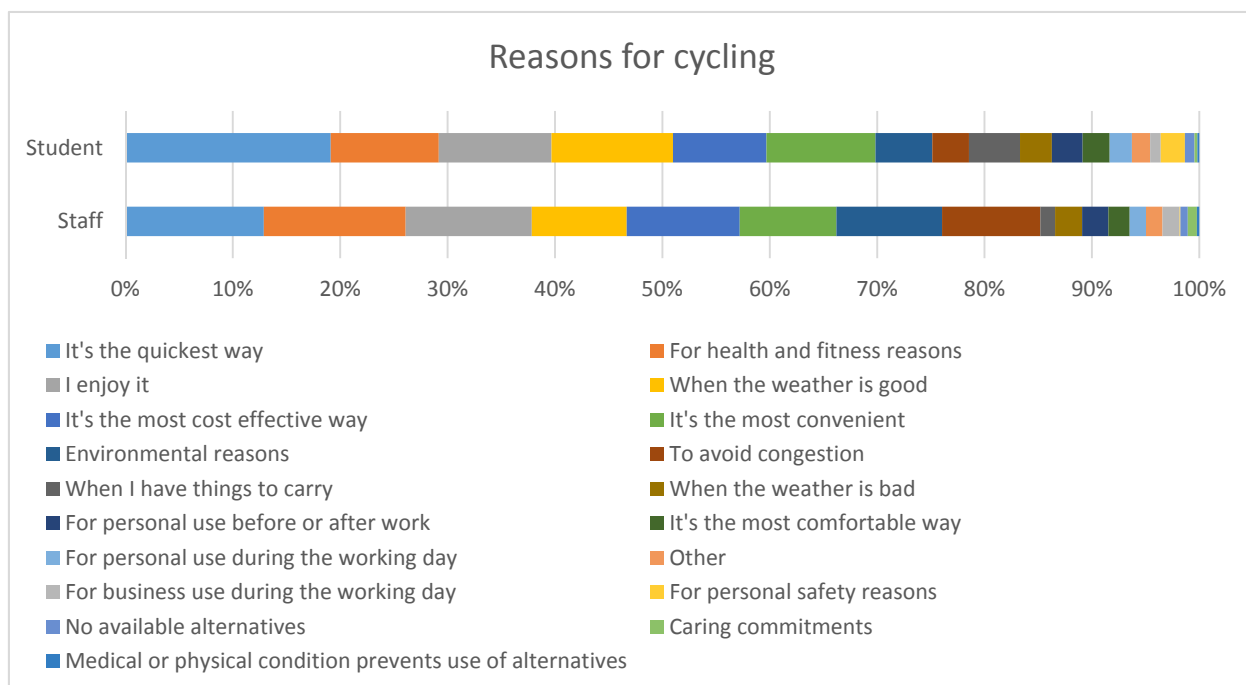
Cycling modal split and reasons for cycling

Figure 10 and Figure 11 in Chapter 5 show that overall 11.4% of travel to the University of Reading by survey respondents was by bicycle. This was an increase from the previous year although still does not quite meet our target compared to our 2012 baseline.

The highest levels of cycling were to Earley Gate, with almost 20% of the modal share. The lowest was as expected Greenlands (due to the fast road outside the campus) with only 2%; but London Road also had a fairly low proportion of cyclist, with only 7%.

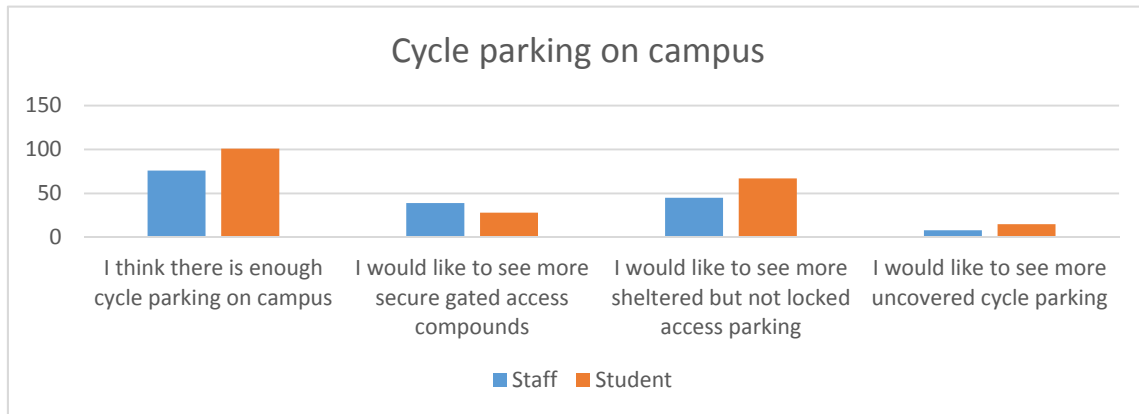
Proportionally levels of cycling are higher among staff than students (13% compared to 10% respectively), which may be contrary to what would be expected, however this is likely to be due to the very large percentage of students walking to campus due to the close proximity of residences.

The most popular reasons for cycling were for the speed, enjoyment and health and fitness benefits. Students in particular were more likely to reserve cycling for good weather. Cost effectiveness; convenience were also factors for cycling. Staff in particular were motivated by environmental reasons and to avoid congestion. Other reasons for cycling included 'when I don't have to drop off others' and 'I get Betterpoints for cycling that I use to get vouchers back.'



Cycle Parking

Cycle parking requests⁴



The majority of staff and students are happy with the amount of cycle parking on campus, but others had suggestions for locations of where they would like to see more. The responses did not vary for different campuses, however no responses to this question were received from respondents based at Greenlands.

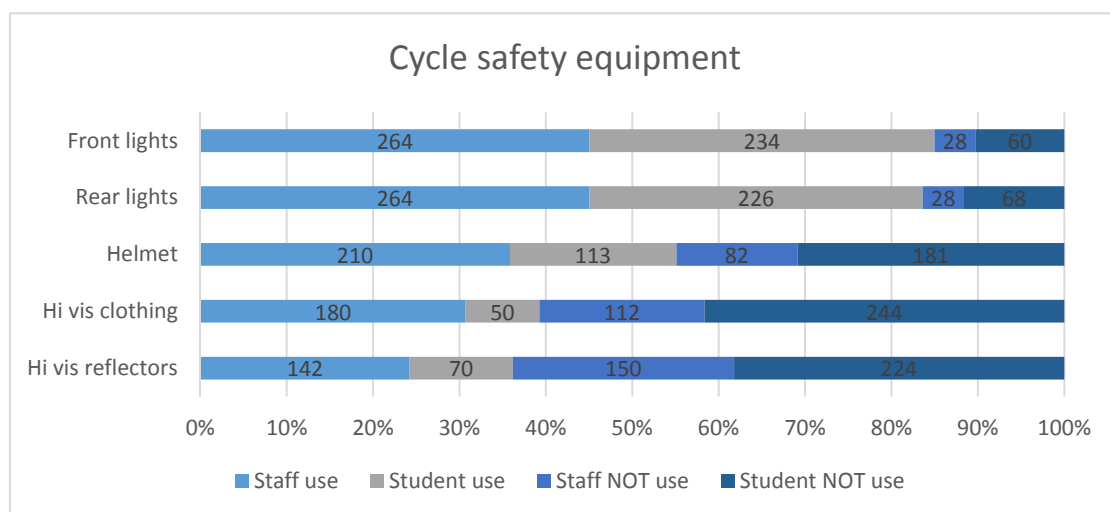
Requests for a compound near Whiteknights House, HumSS; the library; Earley Gate (Agriculture and Meteorology) were raised. Requests were also raised for ones at Earley Gate and the Library, and these are already planned.

Cycle safety equipment

A big issue on campus is that some cyclists do not use lights or are not visible in low light. This is not just an issue for the cyclists safety, but for other path users on campus, so cyclists were asked whether they used these items (Figure 15), and if not, why not.

The total number of respondents for Figure 15 is 586 (the number that reported they cycled to university at least a few times a year – 292 staff and 294 students). Roughly 16% of the cyclists reported not using lights, slightly more students than staff. Reasons given for this included cost; I don't need to as I only cycle on campus; or only cycle in daylight,

Figure 15 Use of cycle lights and safety equipment



⁴ This question was not asked to the first 800 respondents due to an error in the survey.

Slightly fewer cyclists use a helmet, and staff are far more likely than students to use hi-vis and a helmet. Those who didn't use these items had a range of reasons, including a feeling that it would be overkill for a very short journey, a few mentioned appearance or hair issues, and others had simply 'not got around to buying a helmet yet'.

I only ever use the paths and I cannot afford to buy all of this kit

They cost a lot and they don't look pretty. I have lights, but I use them at night.

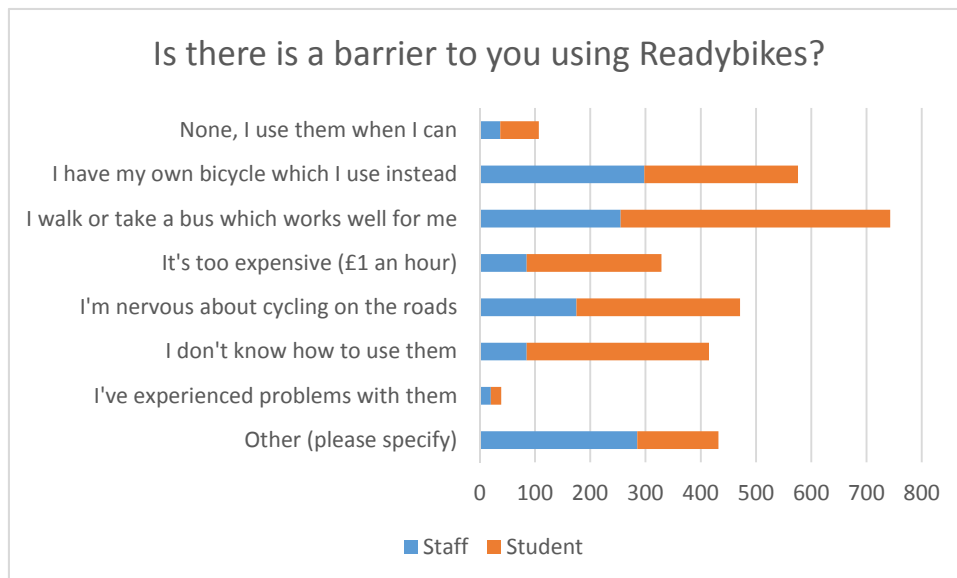
This feedback provides some understanding of what issues cyclists are facing in obtaining and using this equipment

Readybike

Readybike is Reading's on-street bike hire system, and there are docking stations on all our Reading Campuses. We were keen to provide feedback to Readybike about how they can improve the system for university staff and students. Figure 16 shows that only just over 100 respondents reported using Readybike when they could without problems.

A large number of particularly students reported not knowing how to use them, despite information campaigns and information in welcome handbooks and demos during welcome week. This suggests that more can be done here. A few, again mainly students, felt it was too expensive.

Figure 16 Views on Readybike

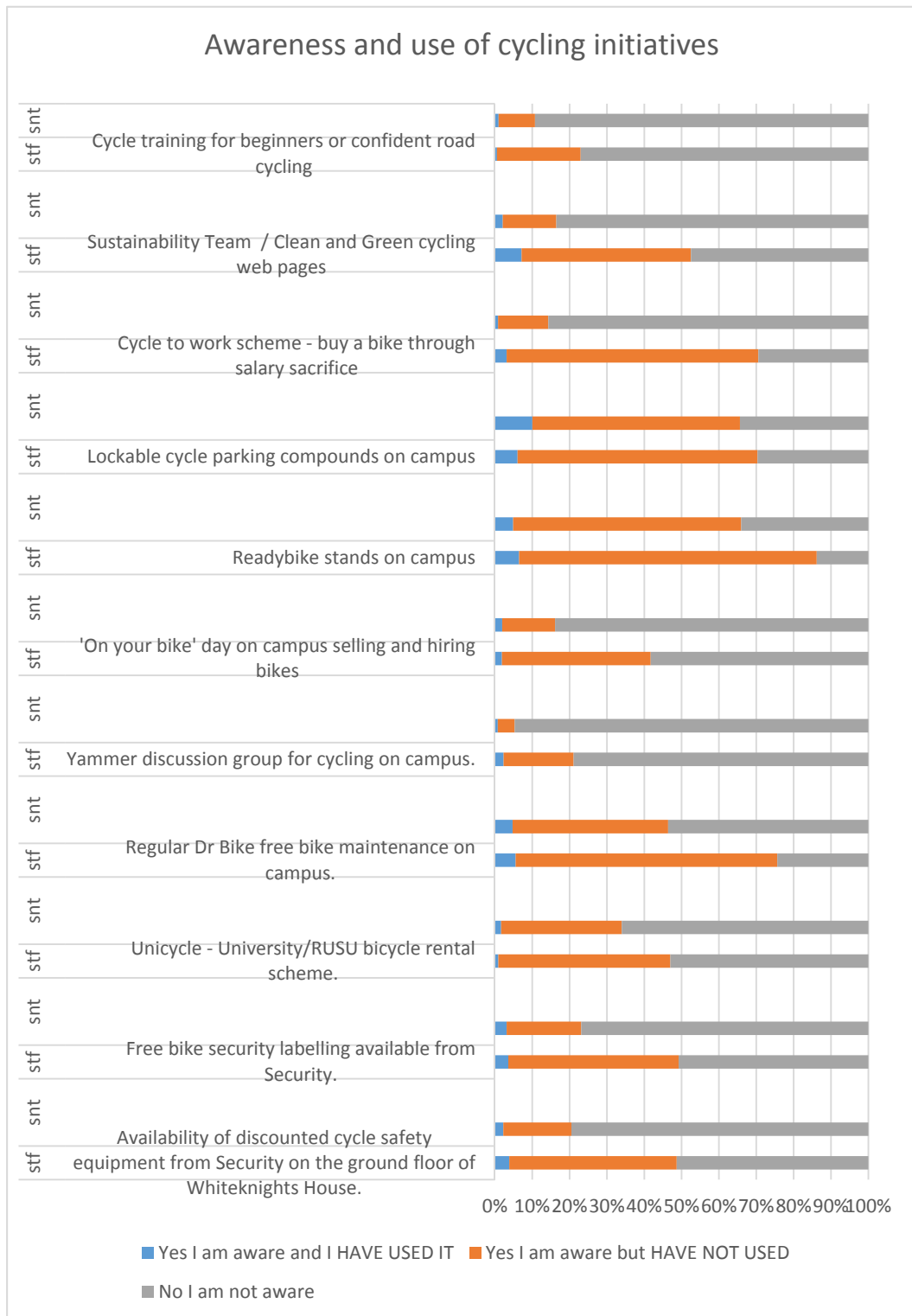


Cycling initiatives awareness and use

The University runs a number of initiatives promoting cycling. It is valuable to examine which of these both staff and students are using or are aware of to monitor which are most well used.

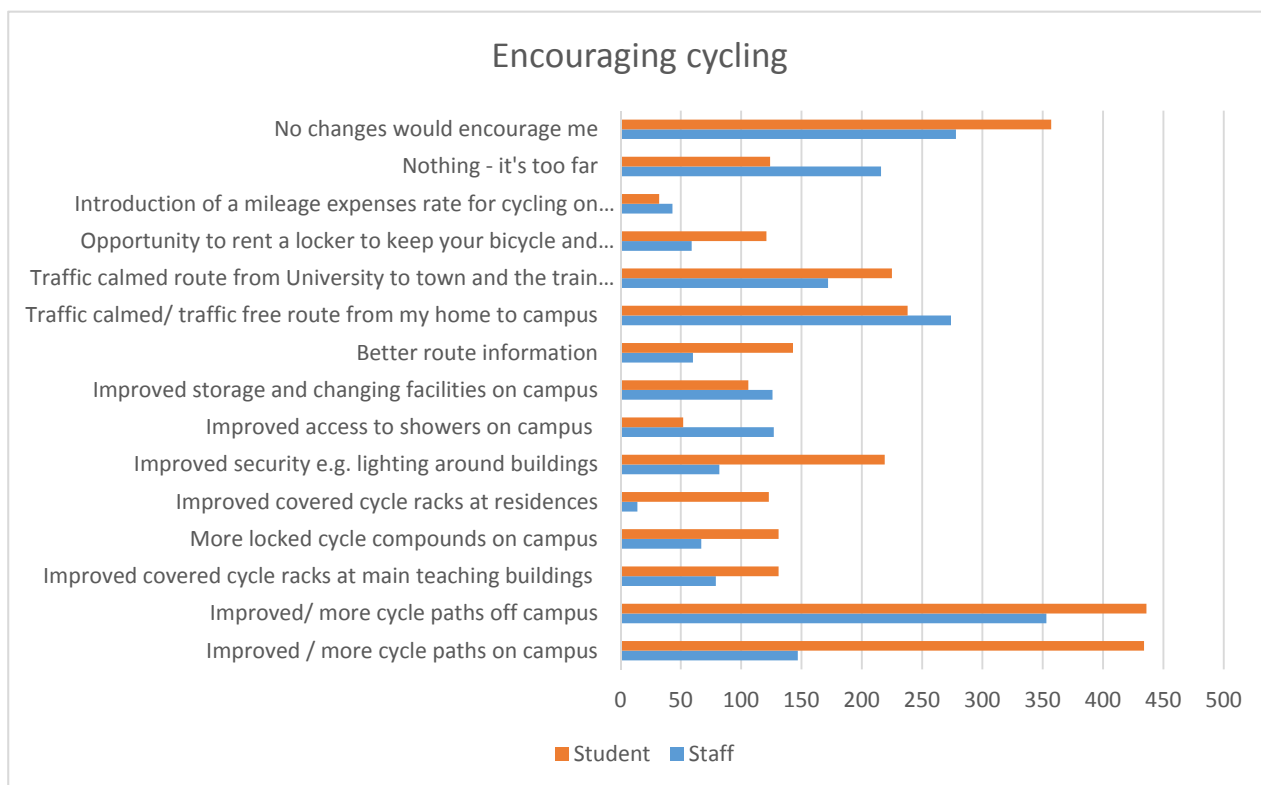
The highest levels of both use and awareness are for the Readybike stands on campus; for the lockable gated compounds on campus; and also Dr Bike free maintenance. Awareness of the salary sacrifice scheme was also quite high for staff at 70%. And use of the Sustainability Team's cycling web pages

was relatively high for staff (compared to other initiatives) at 8%. Lowest levels of awareness were for Yammer; and for cycle training courses.



Encouraging cycling and other cycling comments

We can see from the figure below that the main encouragement for cycling would be improved routes off campus. Second was improved routes on campus which has previously been identified as a key factor and being looked at in the previous chapter. This was particularly important for students. Also rated highly were security/ lighting for students. Traffic calmed route to home and the train station were the next highest items. Other items mention in the comments include security concerns around theft, and a number of issues with locations off campus.



Showers, changing rooms and lockers

Many of the cycling comments related to issues with showers on campus – lack of availability and the quality of the ones that were available. There were a number of requests for places to store changed clothes, shower things, and particularly wet towels and clothes as there are no such facilities available and colleagues are not happy with them around the office. 68 comments related to showers, 19 to lockers and 18 to changing facilities. The issues were raised across campus.

It can be hard to change in a small toilet cubicle and there's not really anywhere for me to store my things because of working in an open plan area.

Proper changing and shower facilities with storage lockers in an accessible location on central campus are needed. The isolated shower rooms currently provided are of poor standard in my experience. I use the shower in the Whiteknights basement. There is only one shower for the whole building. It is cramped, without adequate space or gear storage, the shower tray constantly floods and drains poorly.

I'd be more encouraged if there was changing and storage in my building (JJT or Maths) so I could store my work clothes and freshen up without having to leave the building. I most put off by the logistics of transporting/organising my smarter work clothes each time. It would be nice to have a locker to hang up smart clothes at work.

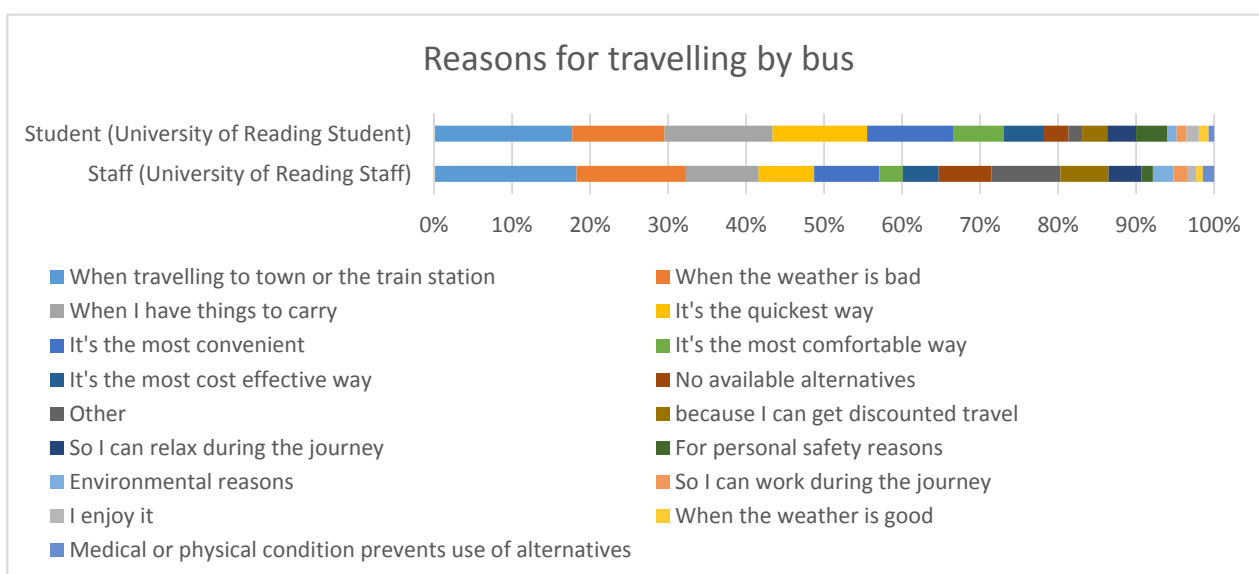
9. BUS TRAVEL

Bus modal split and reasons for use

Figure 10 and Figure 11 in Chapter 5 show that overall 6.9% of travel to the University of Reading by survey respondents was by bus. This was an increase from the previous year and exceeds our target of 4%. Staff commute mode by bus as a proportion has doubled from 4% to 8% since 2012, and student proportion increased from 4% in 2012 (and 2% in 2014) to 6% currently. This is extremely encouraging to see and a reflection of the hard work by Reading Buses and the University to improve services, promote and make bus travel more interesting.

In addition to the 6.9% who travel by bus as a main mode, Figure 11 shows that 200 respondents used the bus most days, and lots more used it a few times a year or more frequently. Figure 17 shows that the majority of travel from Reading train station is by bus (325 people by bus compared to 48 cycling and 158 walking).

The figure below highlights that the most popular reasons for travel to the University by bus was for travelling to town or the train station; when the weather is bad; when you have things to carry; and because it's the quickest and most convenient way. Popular other reasons for travel to the University by bus were: When car or bicycle is not available eg due to service; when going out after work (eg drinking alcohol or into London). If not feeling well enough to cycle or walk; when it's dark; Car share one way but times don't match both ways; So don't have to worry about parking; and on days when there is limited parking – graduation events. Many of these reasons indicate that bus travel to the University is feasible for current drivers and therefore it might be valuable to explore what might encourage more frequent bus use for them.



Bus routes and tickets

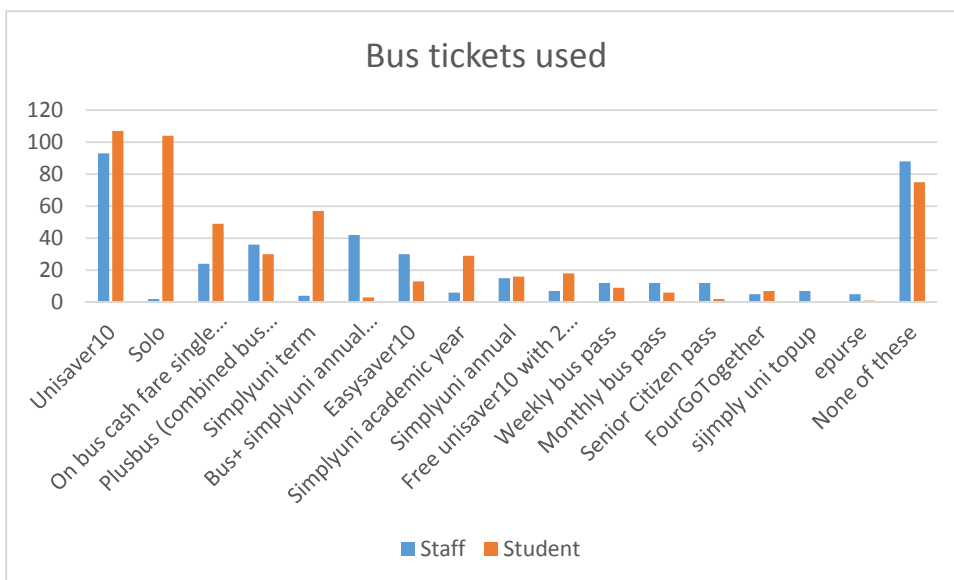
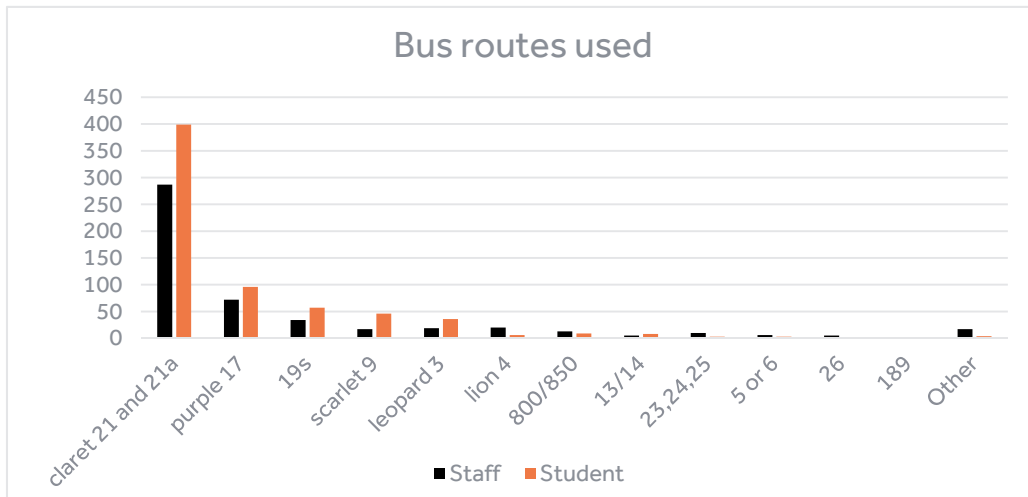
The overwhelming majority of bus travel to the University is on claret 21 and 21a claret spritzer. This is the direct and frequent route from the town centre and Reading train station, past London Road Campus, to the centre of Whiteknights Campus.

The second most used route by both staff and students is the purple 17 which goes close to the Earley Gate entrance. As this service is not immediately adjacent to the University entrance it can often be overlooked in promotions as a 'University Service' but this data suggests the route is clearly well used by the University population. The 19s, scarlet 9 and leopard 3 are also popular routes. All these services are provided by Reading Buses.

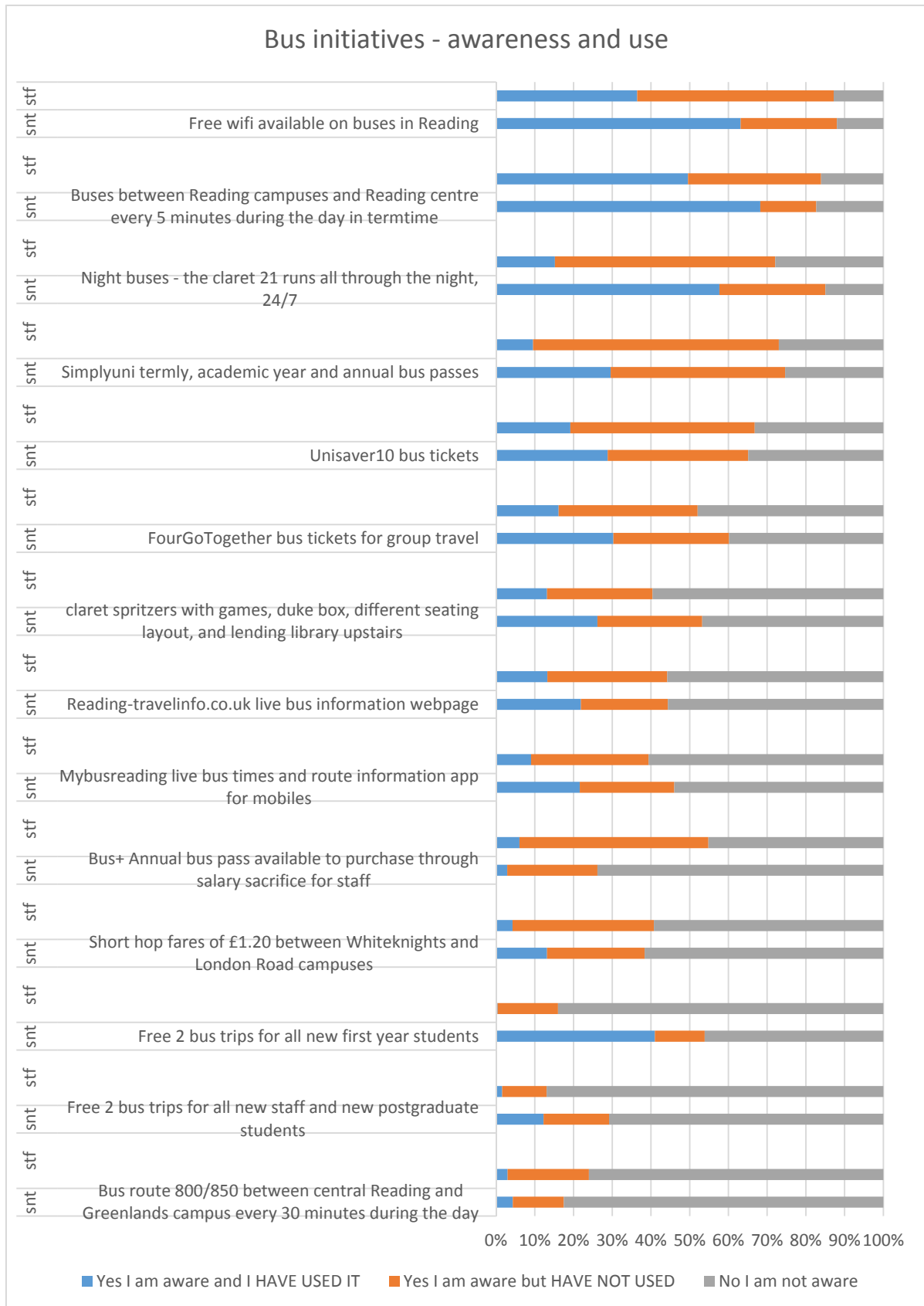
In terms of tickets the most popular is Unisaver10, with solo ('child fare') heavily used by students. The simplyuni term pass is also popular with students, with the staff salary sacrifice busplus popular with staff. Plus bus combined train and bus tickets are also used a lot which will be a reflection of the number of staff and students travelling from the train station.

6 of the 'other' ticket responses were something like 'simplyuni top up card' – indicating that as the card has 'simplyuni' written on it, rather than unisaver, people may not remember what it's called, which may cause issues for passengers understanding their ticket options.

There isn't a discount scheme like easy save for the number 2, but I do use the simply bus e-purse and did have an easy saver but found having two cards inconvenient



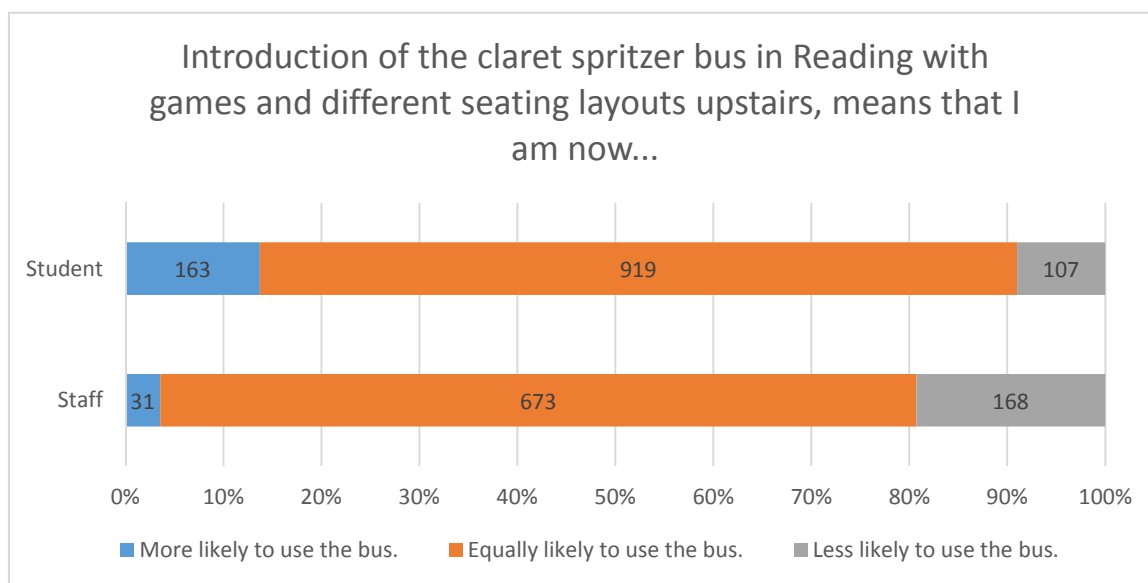
Bus initiatives



General awareness of bus initiatives is very high with above 80% awareness on free wifi, claret 21 routes and night buses. 57% of students reported having used night buses, 41% of students had used free bus tickets and 10% has used the postgraduate ones. A few new staff also reported having used them. This new initiative for new staff may need more promotion as awareness of it was not high however. Awareness was also low of the bus route to Greenlands.

Claret Spritzers

For the start of academic year 2015 Reading Buses introduced the 'claret spritzer'. Buses were redesigned internally specifically for the University route to make buses more fun, including games; Lego; lending library; more social seating layouts; and music speakers for passengers to play their own music. These were promoted at induction events during welcome week, with students given the opportunity to get on board to see for themselves.



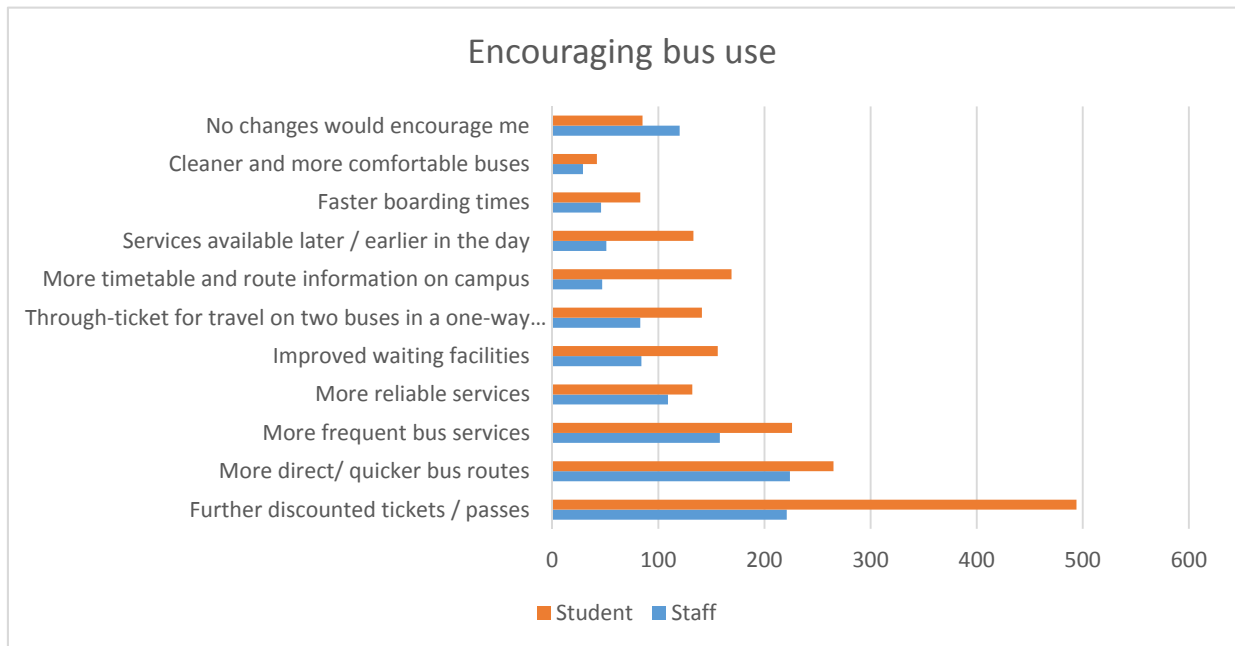
130 comments in response to this question about the Spritzer bus, the overwhelming majority of them negative, calling it a gimmick and highlighting annoyance at reduced levels of seating. Some wanted peace and quiet on the bus so would wait for a 21 instead. However these comments were mostly from staff or those who only used the bus infrequently.

Locations of bus travellers

Appendix 1 shows the home locations of bus travellers to the University. This highlights that the majority of bus travellers to the University live within Reading itself, but across the whole town. There are a large number living in West Reading, which does not have a direct link to the University.

Bus comments and encouraging use

The figure below highlights that further discounted tickets were most likely to encourage students to use the bus more, whereas for staff, more direct routes were most likely to encourage use.



Many of positive comments were received about the 21 service into town and friendliness of bus drivers. There were also a number of complaints about a need for reducing fares (this can also be seen in the figure below illustrating what would encourage bus use – it was clearly the most popular choice, particularly for students). It may be interesting to explore what ticket types those stating this currently use, and how often they use the bus to see if they are using the best value fares available to them.

Another issue was a requests for through routes. This issue was highlighted for those in West Reading / Tilehurst and Caversham. Frequency of service was an issue for those in Woodley and Wokingham. Evening reliability was also mentioned, as was the issue with not giving change (including suggestions of contactless payments). Reliability of 21s on campus at peak morning and evening times was mentioned.

Living in West Reading, the through-ticket idea would be excellent and the fact that it doesn't exist means I just don't get the bus at the moment as it's so pricey and I end up waiting at the station for up to 15 minutes in the morning. I would prefer to get the bus in really bad weather when I don't want to cycle, but the cost and the wait means I usually choose the car.

There is no route directly to Caversham you have to change buses in town this is my main reason for not bothering it is two lots of waiting for a bus. and 2 fares. I will get a bus for one leg of the journey (town to LR) if it is bad weather or the bus is there as I pass the stop.

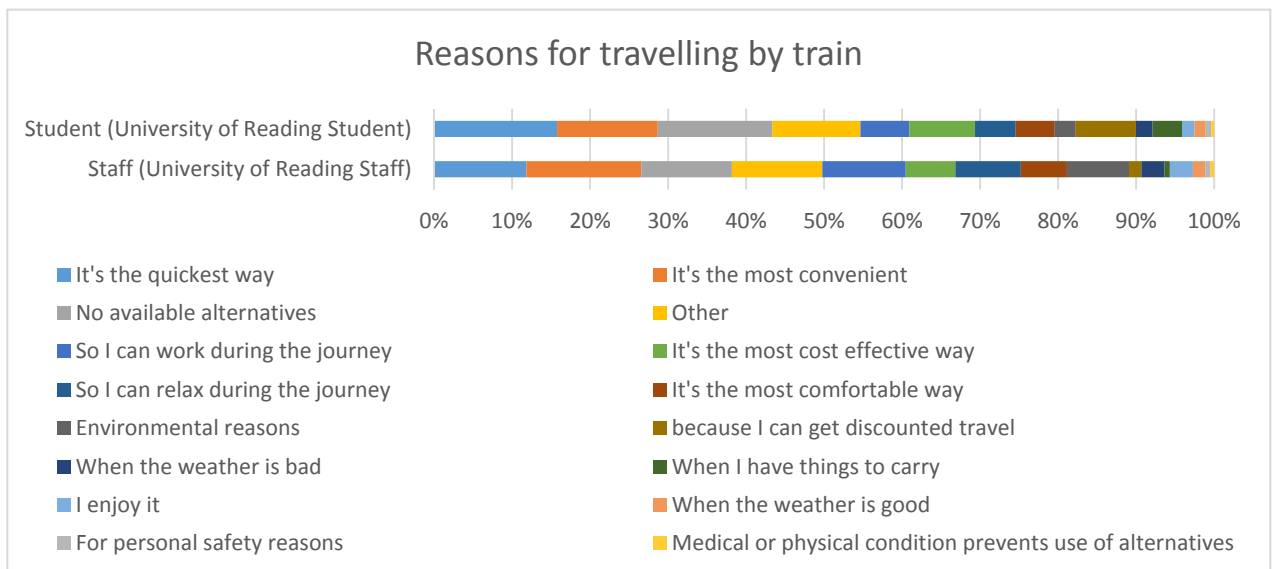
10. TRAIN TRAVEL

Train modal split and reasons for use

We can see from Figure 10 and Figure 11 in Chapter 5 that 6.5% of travellers to the University use train as their main mode. This is an increase from 5% in 2014 and 4% in 2012, so an encouraging picture. It has also exceeded our 2017 target of 4%.

For staff the figure is 9% and for students 5%. There is no train travel to Greenlands despite reasonable proximity to Henley train station. There is a slightly higher proportion of train travel to London Road than the other campuses.

Train is most often chosen for being the quickest and most convenient way. For many train commuters there were no alternatives available. Around 10% of the staff response was appreciating being able to work during the journey, or relax during it. 'Other' reasons included similarly for bus travel, being able to drink at events after work and also avoiding congestion. The most popular 'other' reason was when travelling from somewhere other than home after a weekend away (eg visiting parents, friends or partner) – this was an extremely popular reason - or when travelling into London.



Locations of train travellers

The home locations of those staff and students travelling to the University by train are shown in appendix 1. This shows that a number of people commute to the University from London and areas east of Reading. There is a large cluster from Oxford. With others coming from Newbury, Andover, Basingstoke, Southampton and Bristol. Also from Surrey to the South East of Reading.

Train stations and tickets

The majority of train travel was to Reading station. This is likely to be due to the many excellent train connections from Reading as well as the frequent bus service to Whiteknights campus. Around twice as many staff travelled to Earley Station than students. Noone report train travel to Henley station.

To reach the university campuses from the stations, the majority of travel was completed by bus, with walking the second most popular option, and cycling and taxi. Only a few participants reported using a Readybike to travel from the train station to campus.

In terms of ticket use a very large number of students used an '16-25 railcard' which gives a good discount on travel. Nearly 50 staff reported owning an easit card, and over 40% of staff were aware of the easit rail discounts (see following figure). This could be higher. Staff additionally had a network railcard; used season tickets. Both staff and students used the plus bus rail and bus tickets.

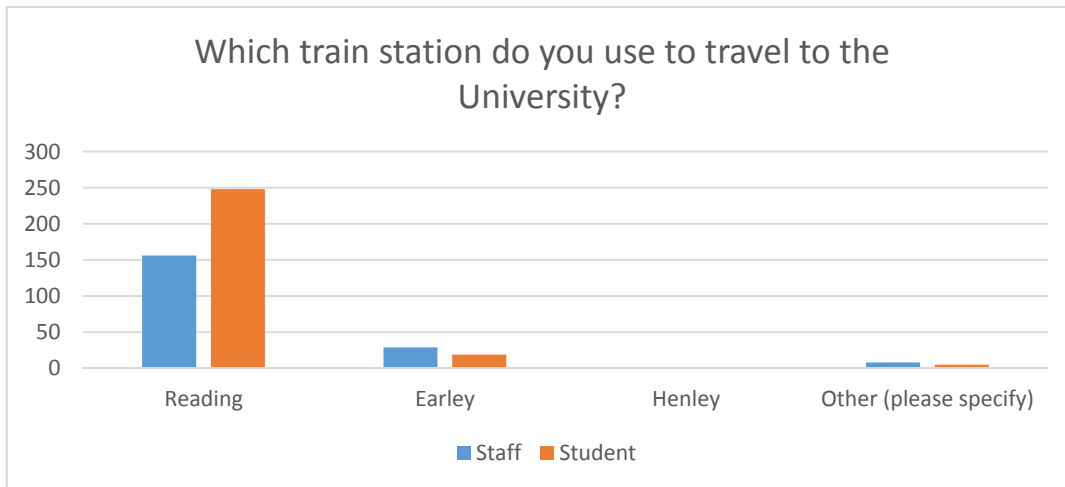
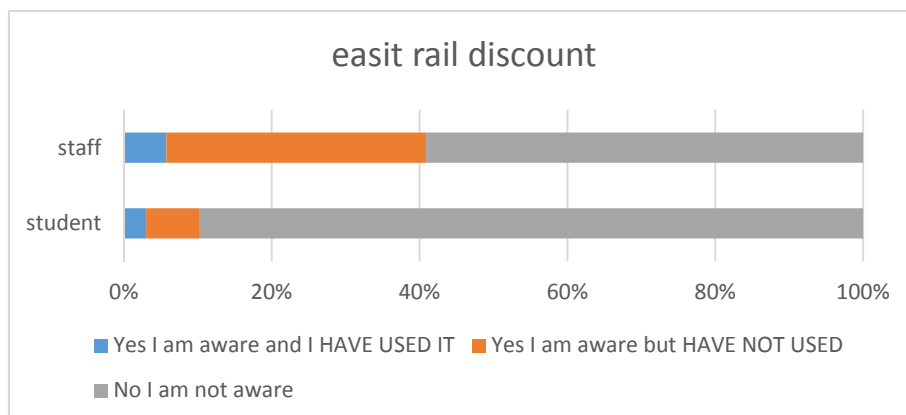
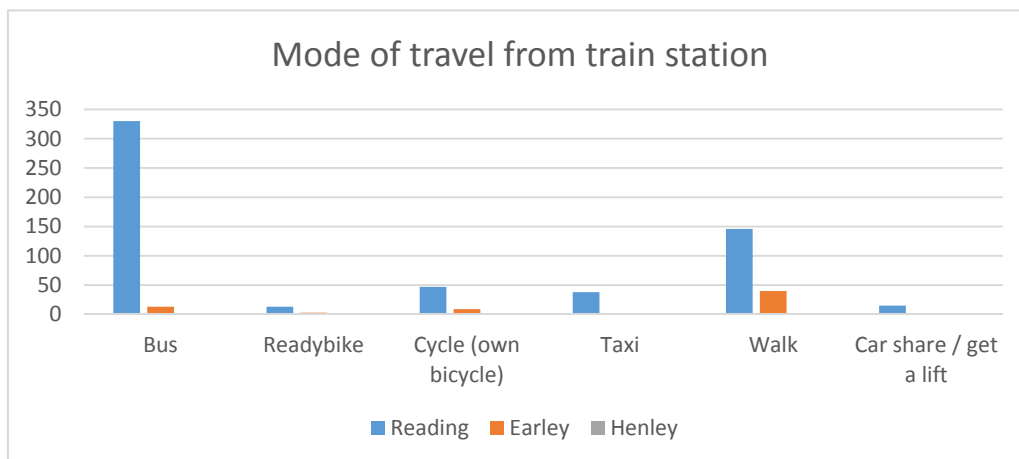
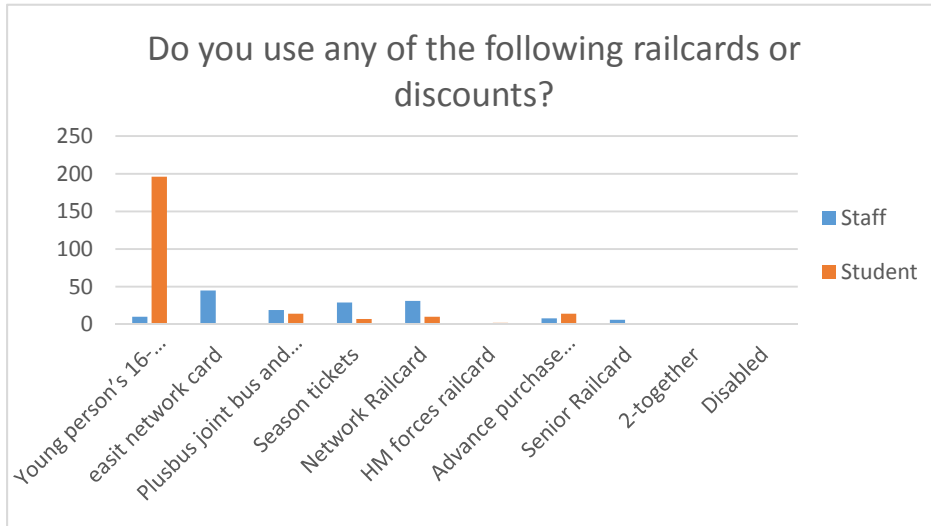


Figure 17 Mode of travel from train stations to the University





Train travel comments

The majority of comments in the train section related to the cost of rail travel. Many comments highlighted that travel by car was cheaper, and until that changed they were likely to continue to use the car.

If I were to travel by train I'd get off at Earley Gate but the discount doesn't currently extend to this station. I have worked it out and annually it works out slightly more expensive to travel on the train than my car so unless there was a financial incentive I'm unlikely to use the train.

If discount was available to Earley station, I would consider the train a viable alternative to driving.

At least 10 requests were received for extension of easit to Earley station, and despite positive comments about easit, a few issues were also raised, particularly with buying tickets online where this has to be done through easit's website which doesn't make all the cheap price tickets available. There were also concerns of having to buy the discount pass annually, and that it does not apply from stations on the Virgin routes to the South.

Thank you for saving me £400 by introducing Easit!

Easit discount not available from ticket machines, long queues at desks so I cannot usually use it.

The remaining issues with more than a couple of comments related to the bus and cycle options for reaching the train stations.

I used to travel by train when I lived in, Oxfordshire and then cycle on to University. This link is the weak point, improve the cycling and changing facilities and you might have lots more people using the trains.

11. DRIVING, CARSHARING, PARKING AND PARK AND RIDE

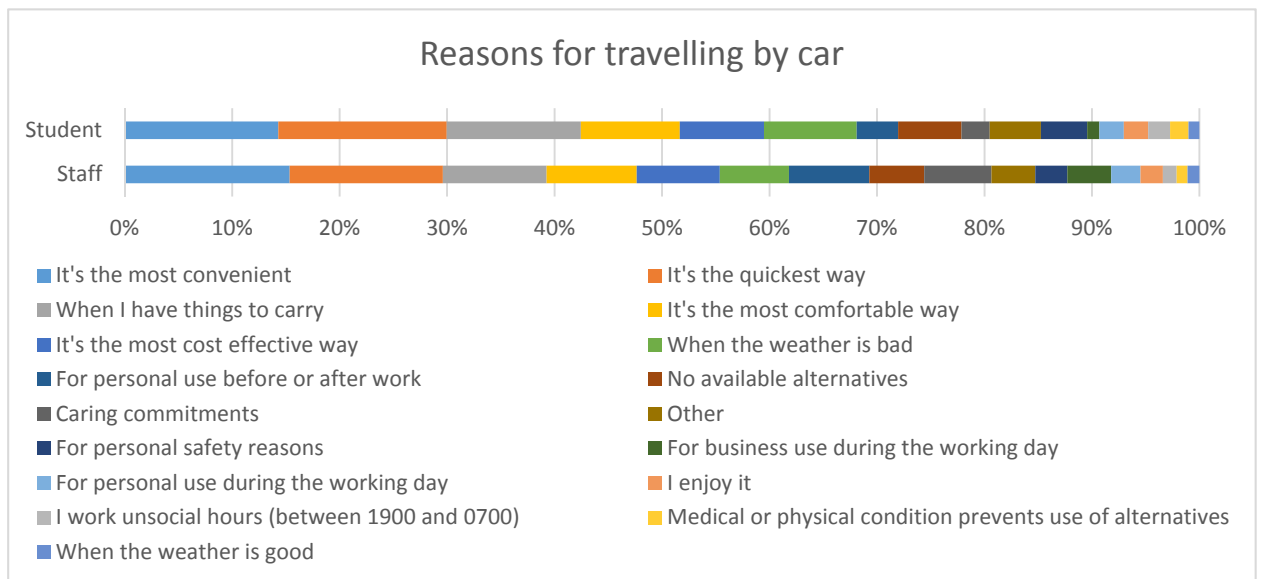
Car mode share

As shown in Figure 10 and Figure 11 in Chapter 5, 37% of staff and 8% of students report driving to the university on their own in a vehicle as their main commute mode. Overall the figure is 20%, this is a reduction of nearly 5% since 2012. Reducing levels of single occupancy cars arriving on campus is a key Travel Plan target, and these figures meet our targets for 2016.

The highest proportions of single occupancy driving are for London Road campus. There are very good alternative transport options available to London Road campus so this should be examined further. It could possibly be due to the number of placements. Greenlands Campus also has a high proportion of driving, but there are limited alternative options to reach this campus more rural campus. Earley Gate and Whiteknights are at similar levels.

Reasons for traveling by car

The figure below shows that the most popular reasons for driving was that it is the most convenient and quickest way. It was useful for when you have things to carry and is the most comfortable and cost effective way. Less than 10% of staff or students said it was because there were no alternatives available.

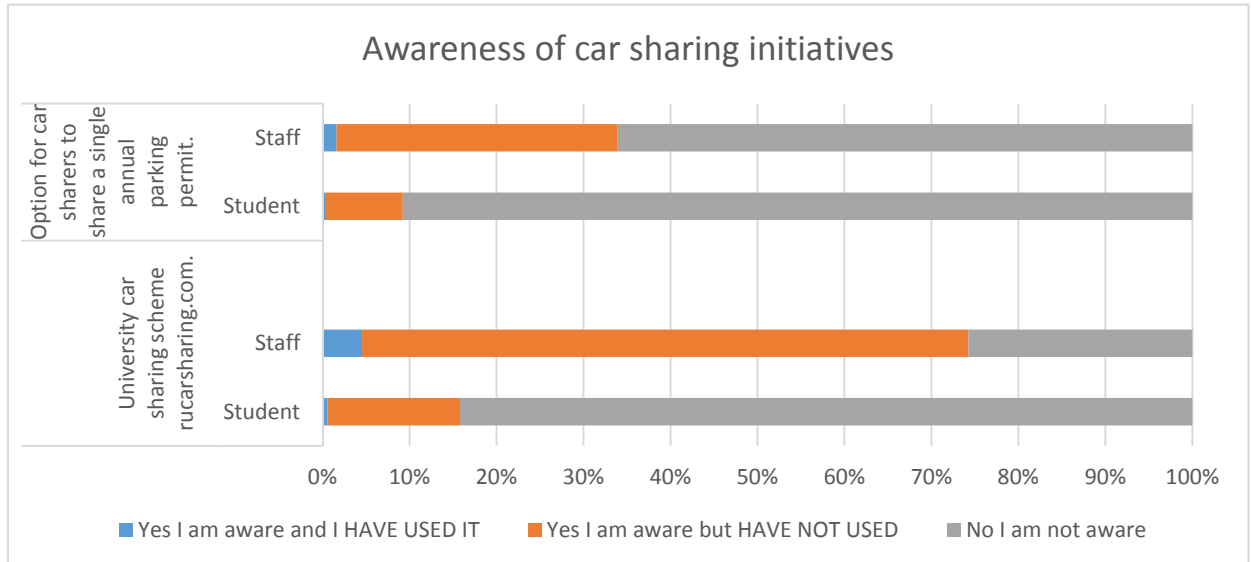
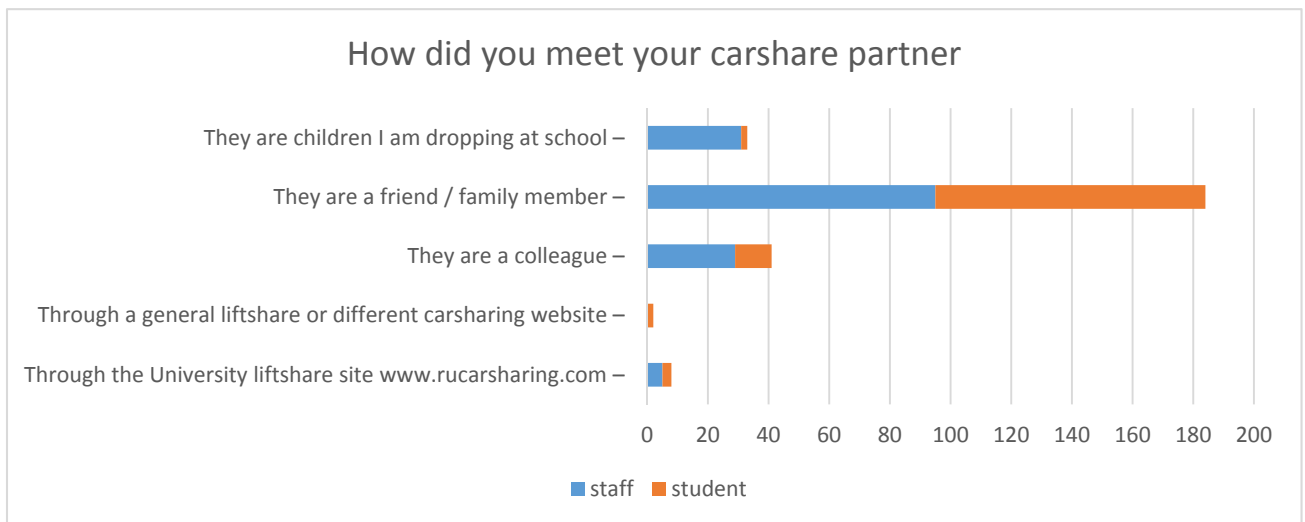


Journey time, distance and location

The home location of drivers to the University is included in the appendix, and highlights that the drivers to the University live over a wide area, but include a considerable number who live close to the campus. From the comments section some respondents living close to the campus described how they will occasionally drive to the University if they need to go somewhere else straight after work.

Carshare

The university is keen to encourage car sharing as a more sustainable method of car use. 10% of staff and 2% of students reported car sharing to the university in the survey. Some of these specified that they were not sharing with people working on campus, or were 'sharing' with their children they were dropping off at school. Only 5 staff and 3 student sharers reported meeting through our Liftshare site. This is despite awareness of our carsharing scheme being high at 75% among staff, but quite a lot lower among students. As students do not generally get parking permits it has not been heavily promoted to them, but this promotion could perhaps be reconsidered.



What would most encourage car sharing?

The highest scoring option was help in finding a car share partner with similar working patterns. 2nd was more predictable start and finish times at work. Equal 3rd and 4th, with 90 staff members selecting, was emergency ride home and reserved parking. Reserved parking was the highest option for students. 92 additional comments about what would encourage or improve carsharing (or reasons for it not being an option) were received.

The top reasons in the comments against car sharing were school run responsibilities and unpredictable working pattern. Additional reasons were working overseas a lot and commitments after work, eg gym.

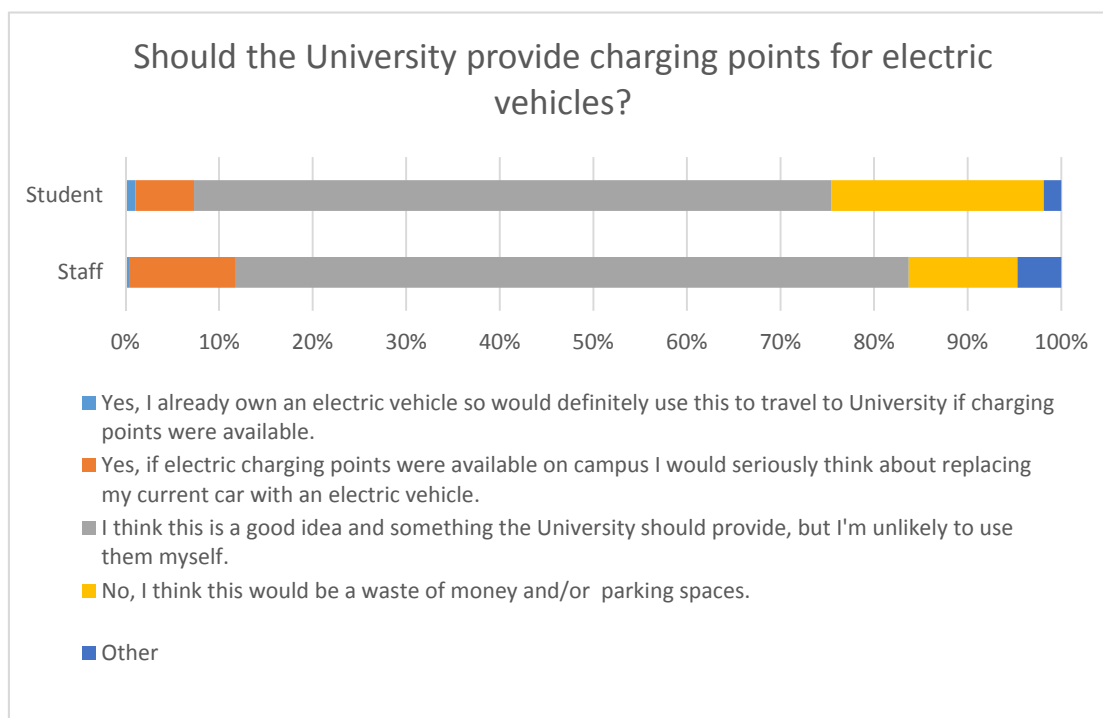
Part of pre-school and childminder contract is that I am able to collect my child within 20 mins if they are unwell or have an accident

You should not prejudice against car sharers who are not sharing with other university employers. I car share with 3 people from Leighton Park

Two comments mentioned that reduced or shared permit costs would encourage car sharing. This is already available, so perhaps this needs more advertising. The awareness figure above shows that only 34% of staff were aware of this permit.

Electric Vehicles

The university does not currently have any charging points for electric vehicles but is looking to install them. Survey respondents were asked for their views and comments on the provision of charging points, with the responses in the figure below. Many of the 'other' responses were in favour of provision but provided a more detailed response (see below). 13 students and 4 staff already own an electric vehicle. Only 12% of staff and 23% of students were against electric charging points. This is even stronger support for providing them than in the survey two years ago. They are also important for visitors to the University.



The comment responses to this question were interesting, with many staff and students keen to highlight that electric is not as good as walking, cycling or buses and train, and that these should remain a priority for the University. Some respondents also mentioned that they would only look to replace their cars with electric once their current car is worn out, highlighting the better environmental benefits of not needlessly buying new products. It is encouraging to read such comments from university staff and students.

Electric cars are absolutely the future and it is crazy that the University does not have any charging points to encourage early adopters - only once risk averse people see that it is possible to commute with an electric car from their more adventurous colleagues/friends/family will this technology really begin to take off.

The lack of charging points for electric vehicles was one of the reasons I've just purchased a new diesel car.

Car Club

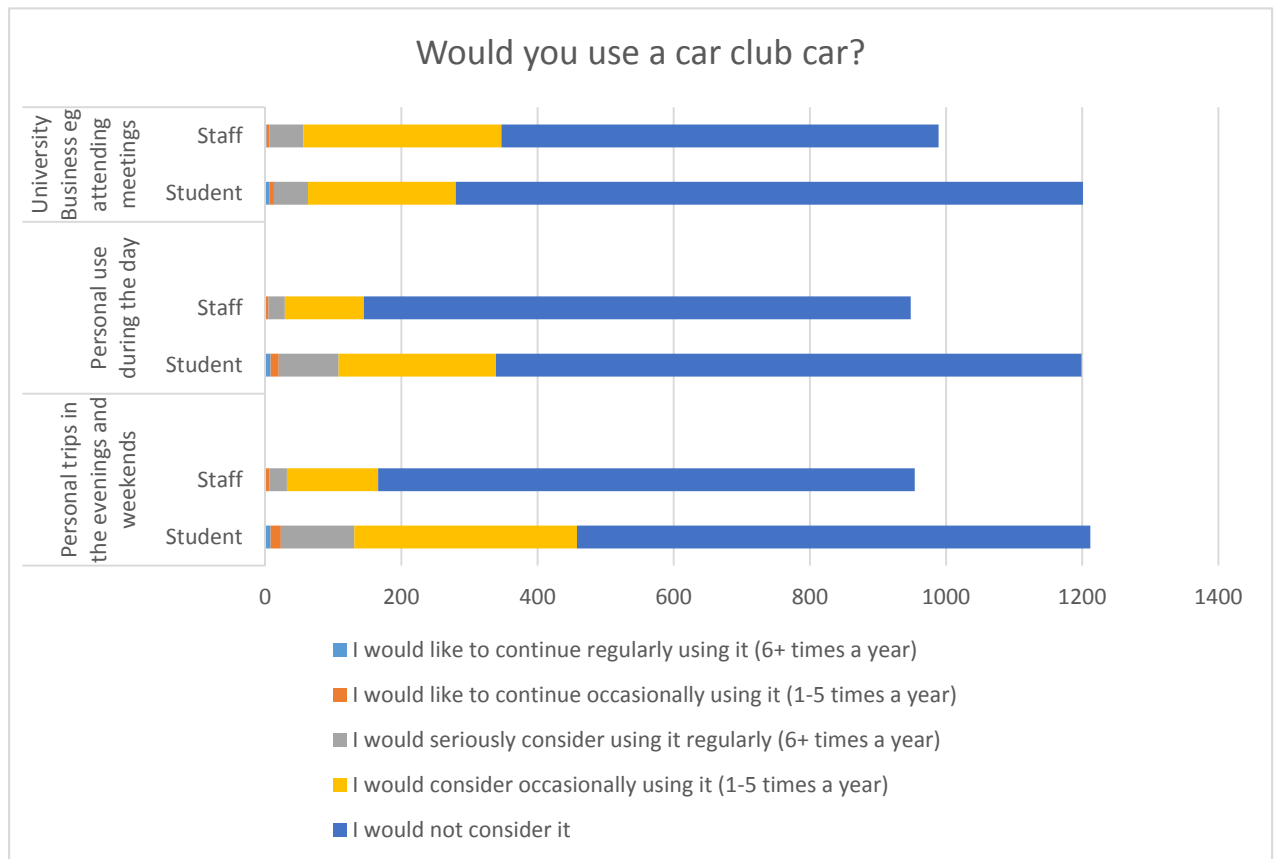
The University intends to reinstate the car club car on Whiteknights Campus, so it is valuable to understand the potential uses of it. Figure 18 shows that while the majority of staff and students would not consider using a car club car, substantial numbers of particularly students would seriously consider using it regularly, particularly students for personal use during the day and in the evenings and weekends. Quite a few students mentioned that they would use a carclub for placements, also for interviews, sports trips, and for moving house.

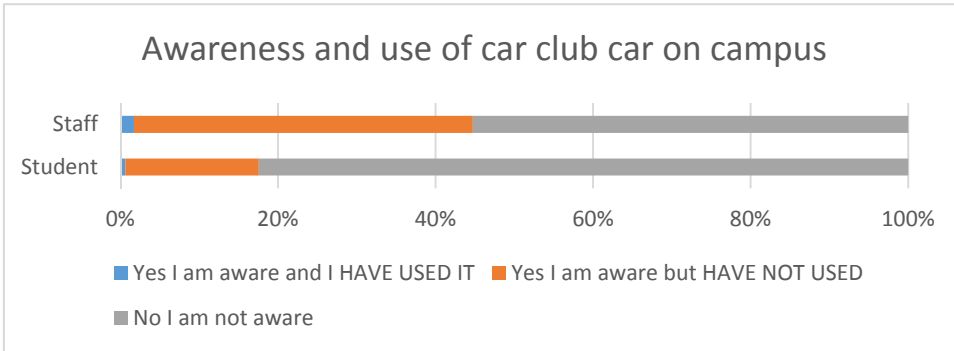
There was also some demand from staff for university business use, particularly for occasional travel to Greenlands (as identified from the comments). However in the comments section some staff referred to being attracted to use it only if it were internally chargeable. In the general car use comments there were a number of comments asking for a car club to be reinstated. Awareness of the scheme was not massively high at 35% of staff and 18% of students, probably as there has not been one in place this year.

I'd only use it for University business if there was a sensible arrangement for booking it out on a department account and charges going direct to the department rather than via expenses.

It's a shame that the hertz car sharing has stopped it was really useful.

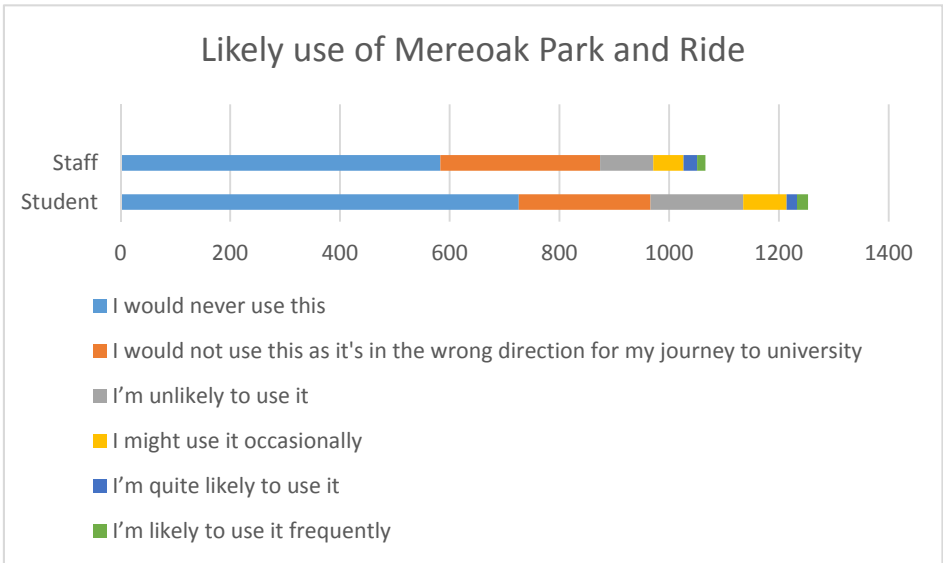
Figure 18 Car club intended usage





Park and Ride

Staff and students were asked about their potential use of the new Park and Ride at Junction 11 of the M4. The majority of staff and students felt they would never use this, with 40 staff and 39 students quite likely to use it, or use it frequently, and further 55 staff and 79 students who might use it occasionally. These numbers do not seem high enough to warrant pursuing a regular bus service from the University to the Park and Ride. However a few of the 170 comments to this question referred to potentially using it on open days and graduations, so this may be something to consider. Cost compared to an annual parking permit, and journey time reliability were key factors in the comments of staff who would consider using it.



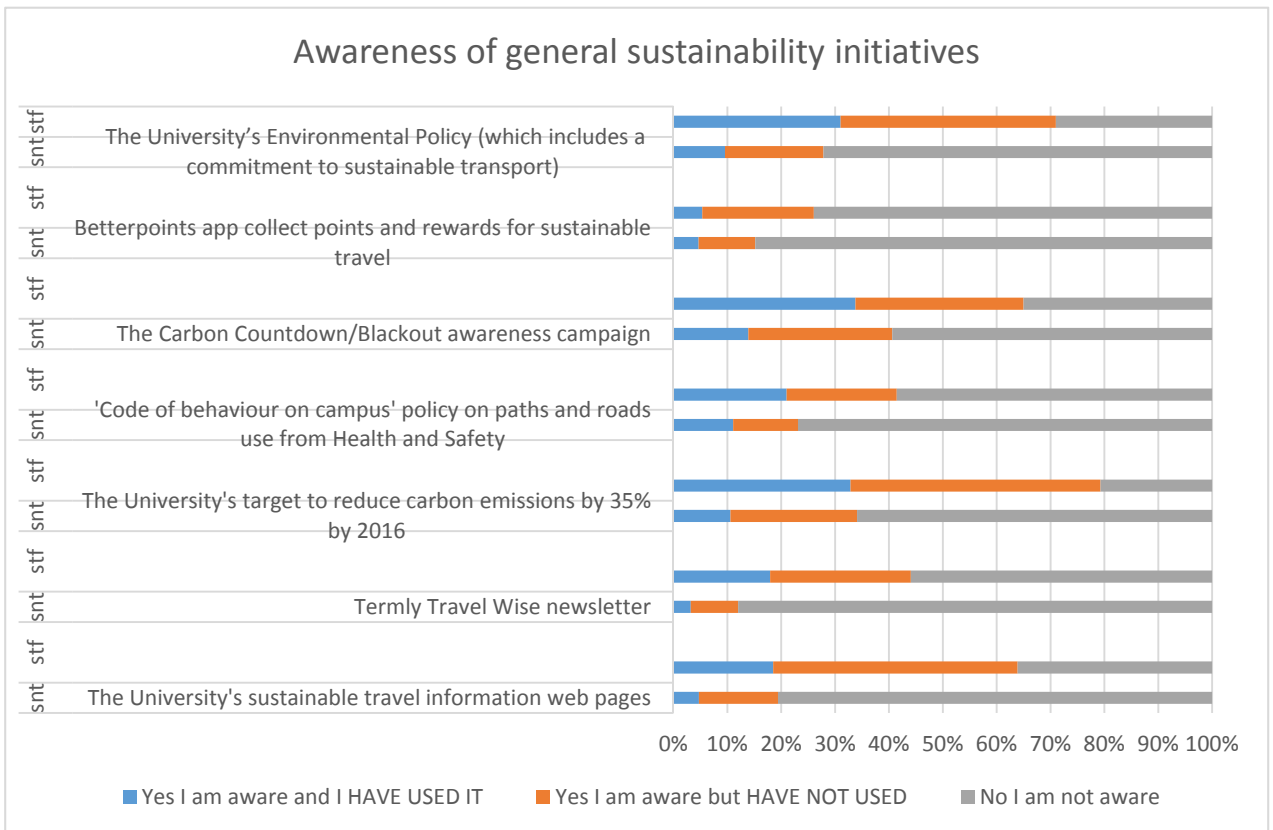
Price would be a significant factor. I am likely to move house in the next couple of years so this would be an interesting option if it were cheaper than buying a car parking permit for campus per year.

I regularly need a car for business meetings, so flexible options at a reasonable cost would be essential. Also, the frequency and length of the journey from the P&R would influence whether I would use it.

12. AWARENESS OF GENERAL INITIATIVES

Figure below shows overall awareness and usage figures for a range of sustainable travel initiatives at the University. Figures for other initiatives have been demonstrated and discussed throughout this report. Usage levels are important to see how popular and well used initiatives are. Awareness of initiatives is equally important to identify, to ensure that staff and students are aware of these offers and have the choice to use them or not depending on their preferences and circumstances.

More needs to be done to promote the sustainable travel webpages to students, and the Travel Wise newsletter. In terms of our 35% carbon emissions reduction target, awareness has again increased among staff from previous years, rising to over 78%, while it has fallen very slightly for students to 34%.



13. CARBON CALCULATIONS

Carbon emissions from staff and student commutes to the University are highlighted in Table 3 below.

Table 3 Carbon emissions from staff and student commutes

	Students	Staff	Total
<u>from survey responses:</u>			
Car emissions	108	629	737
Bus emissions	61	113	173
Train emissions	19	49	68
Total emissions tCO2e	188	791	979
# Survey responses	1,498	1,134	
# total in University	16,148	3,927	
scaling factor	11	3	
<u>Total University:</u>			
Car emissions	1,164	2,178	3,342
Bus emissions	653	390	1,043
Train emissions	210	170	379
Total emissions tCO2e	2,026	2,738	4,764

14. CONCLUSIONS

Generally the University continues to make excellent progress in promoting sustainable travel and reducing levels of single occupancy car use. Cycling levels have increased slightly from 2014 after a decrease between 2012 to 2014 however they still do not meet our Travel Plan modal split targets. To alter this some improvements to campus facilities for cyclists are required. Improvements to showers and changing facilities would improve things, while improvements to paths which is the focus of the current Campus Routes work would also benefit pedestrians on campus.

The survey highlights a number of areas to focus on in order to continue the good work completed so far and promote sustainable travel modes, particularly cycling. This data will be used to inform the Travel Plan review for 2017 including the Travel Plan Action plan.

15. APPENDICES

Postcode Plots

Key: Yellow = train; Red = car alone; Orange = car share; Blue = bus; Purple = cycle; Green = walk

Figure 19 All Modes, South UK. Key: Yellow = train; Red = car alone; Orange = car share; Blue = bus; Purple = cycle; Green = walk

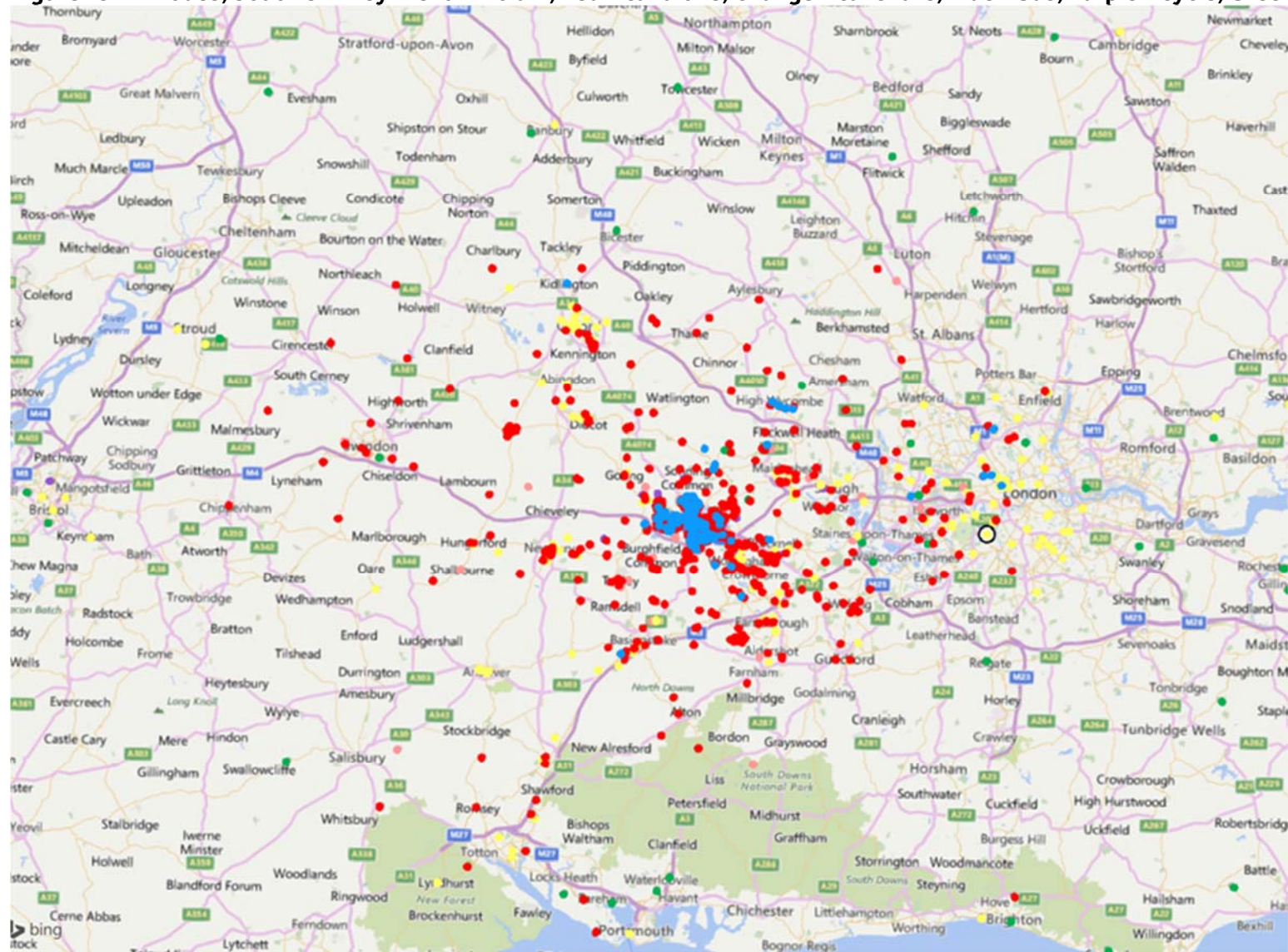


Figure 20 All Modes, Swindon to London. Key: Yellow = train; Red = car alone; Orange = car share; Blue = bus; Purple = cycle; Green = walk

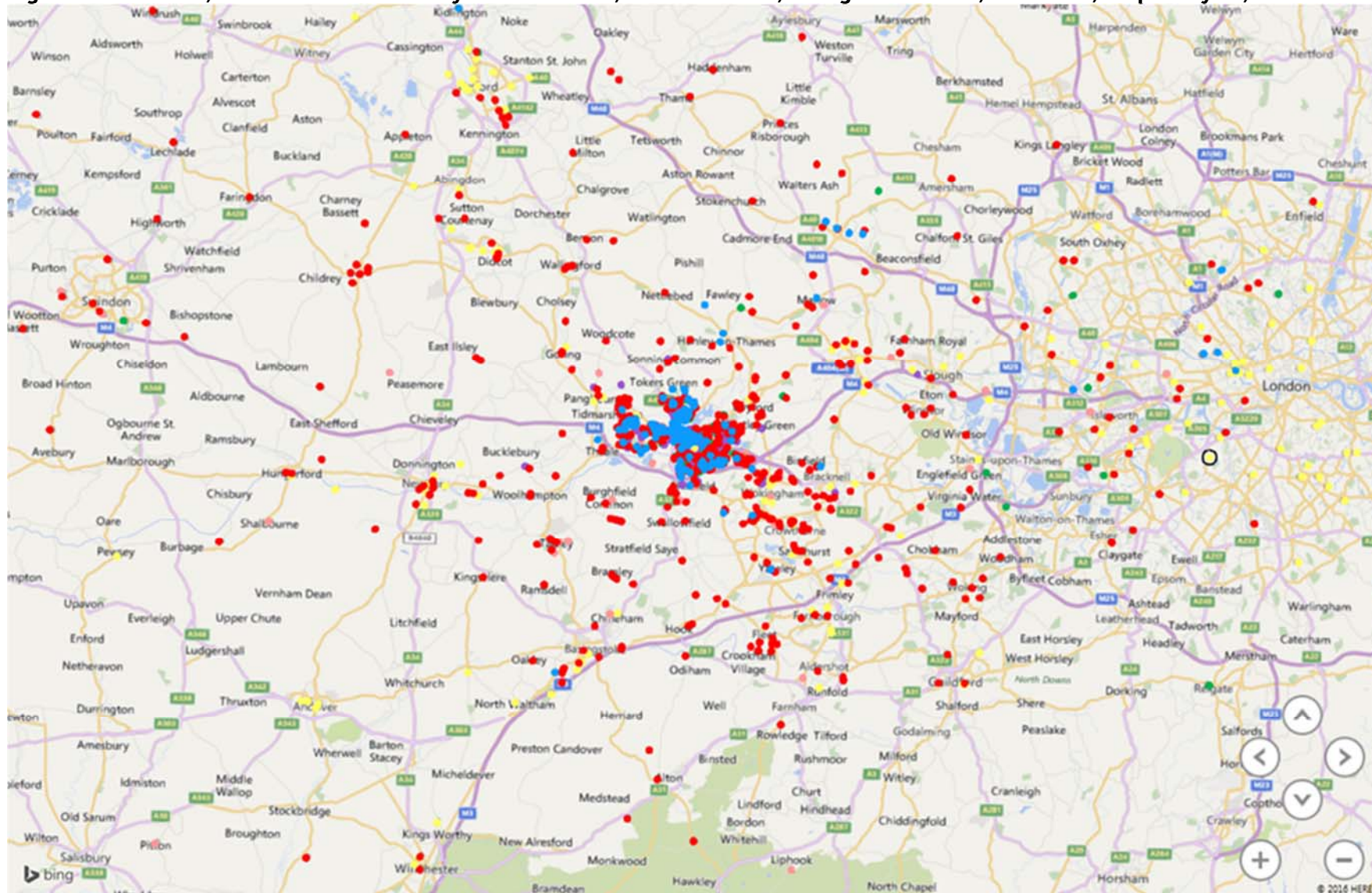


Figure 21 All Modes, Reading. Key: Yellow = train; Red = car alone; Orange = car share; Blue = bus; Purple = cycle; Green = walk

