

UNIVERSITY TRAVEL SURVEY 2018 RESULTS

Results report of the 2018 University of Reading staff
and student travel survey

1 CONTENTS

1	Summary	2
2	Introduction	5
3	Modal split of commutes to the University of Reading	7
4	Travel Plan targets	9
5	Walking and Cycling to the University	11
6	Public Transport / Low carbon modes	18
7	Driving and car initiatives	22
8	Working from home	26
9	Conclusions	28
10	List of Available appendices	28

1 Summary

1.1 Context

This report highlights the findings of the 2018 University of Reading Staff and Student Travel Survey. The aims of the 2018 survey include monitoring of the SOV (single occupant vehicle) modal split against our Travel Plan (2017) targets, and identifying opportunities to promote and facilitate sustainable travel at the University.

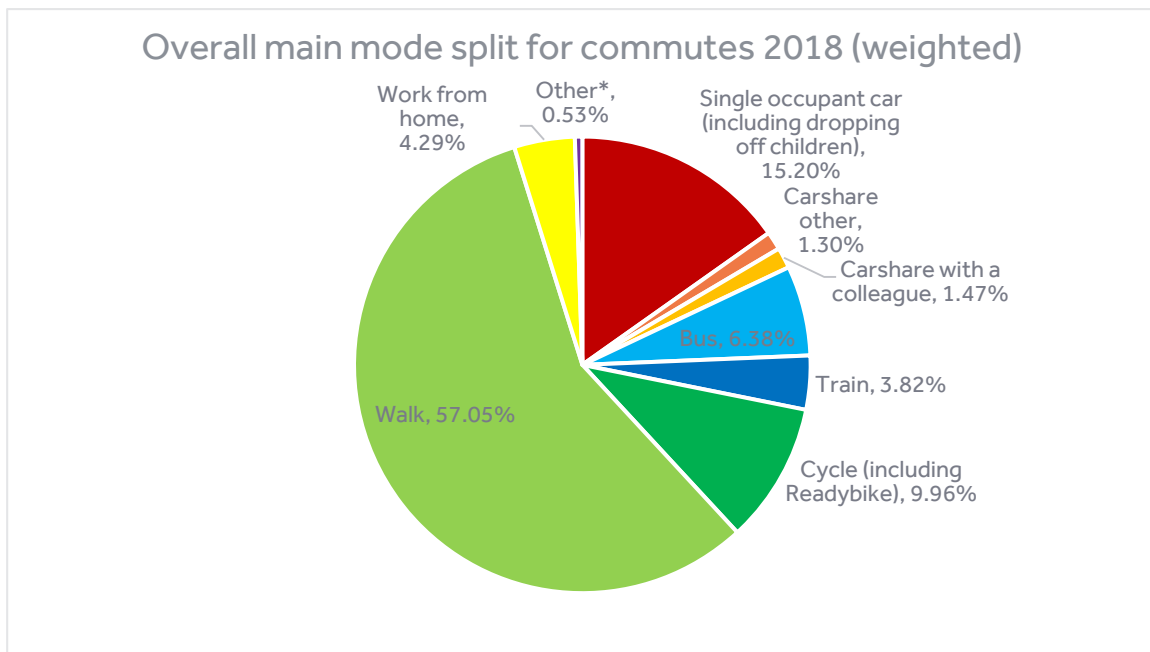
1.2 Methodology and response rates

Data was collected using the Survey Monkey online tool between 8 January and 7 February 2018. 1566 complete responses were received from staff and students across the University; a student response rate of 4.4% and a staff response rate of 18.9%. This number of responses, while not as high as in previous years, nevertheless provides a useful picture of travel to the University and helps identify areas where improvements can be made.

1.3 Results – modal splits and targets

The overall (combined staff and student) modal split for commutes to the University in 2018 is shown below:

Figure 1: Combined staff and student commute mode split 2018



The University Travel Plan (2017) sets a headline target of 83% of commuter travel to the University to be by other than SOV by 2022. Figure 1 shows that as 15.2% of overall commutes were by SOV that this target for 2022 is currently being exceeded.

This however does not provide the full picture as improved data has meant alterations to how our overall SOV rates have been calculated since the 2017 Travel Plan. Details of these changes are provided within the body of this report. Individual staff and student SOV rates are considerably further from meeting their 2022 targets. Staff SOV rates have in fact increased slightly since 2016 (by 2%) and student rates reduced by only 0.5%, so these individual targets now look more challenging to achieve.

1.4 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 and actions that would improve travel to the University by sustainable modes and therefore facilitates choice to travel by these modes. Some of the common issues and suggestions raised in the 2018 survey are summarised below.

- **Travel Plan targets** - our modal split targets need reviewing since we have improved the way we calculate SOV rates.
- **Shared routes / paths on campus** - Complaints about the path between Friends Bridge and Agriculture have substantially reduced since it was widened. The route with the most issues reported (other than the Quads) was Hopkins to Friends Bridge which has since been widened at Easter 2018. The areas with next priority include Queen's Drive; the route from RUSU to Black Bridge; and routes to the Halls.
 - The quads continue to receive large numbers of reports of pedestrian and cyclist issues. As the proposed Quad remodelling is unlikely to take place in the near future it may be worth reviewing what minor improvements can be made here.
 - Requests for cycle lanes on campus remain, but have reduced in number since 2016, perhaps because we have explained our reasons for widening paths rather than segregating in the programme of route improvements.
 - The path surface and the access gate to the path through the Wilderness remains a concern to many pedestrians and cyclists.
- **Off campus routes and pedestrian crossings** – Concerns over lack of pedestrian crossings outside campus entrances including at Pepper Lane; Christchurch Green and Whiteknights Road.
- **Showers and changing facilities** – availability and quality of showers and changing facilities on campus is a key concern to cyclists in particular. Locations cited without a nearby shower included: Russell Building; Polly Vacher and JJT.
 - The condition of the showers and changing facilities on campus was also a concern, with some not having hooks or benches to keep clothes dry and not having space to change. Where only a single shower is available this could result in concerns of queuing.
- **Lockers** – requests for lockers for a range of purposes were received including from students for cycle helmets; and shower users for shower equipment. The feedback received in the travel survey has fed into a separate student led project looking at installing lockers on campus.
- **Gated cycle parking** – a number of requests were received for additional gated cycle parking provision on campus, but without a clear indication of preferred additional locations.
- **Cycle lights** - a barrier noted for some cyclists using lights was a fear of them being stolen. This issue could be solved via education regarding removing lights when not in use. The Sustain it emergency lights giveaway was appreciated.
- **Working from home** – is a frequently used occasional 'mode' by many University staff. The most popular reasons for working from home were work related such as finding quiet to concentrate.
 - The most **popular alternative reported by drivers** if they would not be able to drive to campus on a given day was working from home.
 - IT facilities for working from home (or at least staff and students perception and understanding of those facilities) varied greatly across the University.
 - The culture of working from home seems to vary greatly across the University, with some areas allowing it freely while many others permit it but only for occasions with specific need such as waiting for a tradesperson .
- **Bus route 21/21a** - complaints of peak time bus overcrowding and out of term time bus frequency.
- **Bus route 19/9/12** – changes to this route mean that for many staff or students working at Earley Gate there is no longer a bus that allows them to reach work for 9am.

- **Bus tickets** - Staff would like to see a staff discount for occasional bus travel reintroduced.
- **Car sharing** – poor awareness of initiatives supporting car sharing, and requests for improved information.
- **Car club** - poor awareness of the Co-wheels car club car, and requests for improved information.
- **Electric Vehicle Charging** - good awareness of the electric charging points available on campus with requests for additional points in other locations. Usage levels of our existing points are not sufficient to justify the substantial costs involved at this time.
- **Travel information online** - poor awareness of some of the travel offers for staff and students, including the web pages that summarise it.

1.5 Conclusion

The 2018 Travel Survey provides a clear indication of some priorities to consider when reviewing our Travel Plan Action Plan of initiatives to further our progress towards the targets of our University Travel Plan. Some of the key activities that would benefit staff and students identified from the survey include:

- Review of the SOV targets in the light of improved methods of calculation.
- Promotion and advertising of the Co-wheels car club.
- A review of the provision and promotion of the car sharing initiatives available.
- Define and agree a standard specification for shower/changing/storage provision for any major building developments on campus. A review of existing shower and changing facilities on campus.
- A continuation of the campus routes programme widening shared paths.
- Feedback to local councils relating to pedestrian crossings and routes around campus, with a specific focus on a Pepper Lane crossing.
- Feedback to Reading Buses the issues being experienced by peak time and out of term time travellers; as well as those who previously used route 19.
- Contribution of the information on working from home to the University wide review of flexible working practises.
- Improved promotion of the available travel offers via improved webpages and promotion of those pages, particularly to new staff and students.

These suggested activities will be considered for inclusion in the Travel Plan Action Plan which is reviewed annually (see separate document). Action Plan Initiatives are prioritised according the following criteria:

- Priority for inclusion is given to those initiatives with the best potential for achieving our Travel Plan targets of reducing the need to travel to the University by single occupant vehicle.
- Initiatives supporting continued use of sustainable travel modes, addressing issues raised / experienced by larger numbers of the University population are given greater priority.
- Initiatives aligning with the Carbon Hierarchy identified in the Travel Plan (2017), where reducing the need to travel is prioritised over more carbon intensive alternatives to driving.
- Initiatives that fit with other university projects, eg resurfacing of Queen's Drive.

2 Introduction

2.1 Context and report structure

This report sets out the findings of the 2018 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 undertaken in 2006.

2.2 Aims of 2018 Survey

- To record the modal split for commutes to our campuses.
- To enable monitoring of the SOV modal split against our Travel Plan (2017) targets.
- To identify opportunities to facilitate and promote sustainable travel at the University in general.
- To identify specific locations which are felt to be the greatest issues for pedestrian and cyclist issues on campus.
- To provide feedback to local Councils and transport operators (eg Reading Buses; Readybike, Co-wheels) relating to how to improve their services for the University Community.
- To monitor awareness of the different initiatives supporting sustainable travel provided through the Travel Plan.
- To fulfil conditions of planning permission for development of the Park Group of Halls by monitoring of trips made by building occupants.
- To learn more about flexible working and working from home practises at the University – both in terms of what is already done and what changes people would like to see. Reducing the need to travel in the first place is a key element of the 2017 Travel Plan.
- To learn about University Business Travel in order to minimise carbon impacts.
- To learn about travel between Reading and London Road campuses in order to minimise carbon impacts.

2.3 Methodology

- The survey data was collected using the online Survey Monkey tool between 8 January and 7 February 2018. The questions used are included as an appendix to this report.
- Promotional channels used included: the staff web portal; the me@reading student portal; In Brief staff newsletter; posters in catering outlets; an image on the Carrington outdoor screen; department secretaries email distribution; an all student news email; social media including Yammer, Twitter and Facebook; paid Facebook adverts; and via UPP halls emails/ notifications.
- RUSU supported via social media as the RUSU President no longer sends all student emails.
- Paper surveys were not distributed this year as all University staff members now have access to email and computers and receive payslips online.
- Two iPads were again offered as a prize draw (one for staff entries, one for student entries) to encourage participation in the survey.

2.4 Responses

- A total of 1566 usable responses were received.
- Student response rate = 4.4%.
- Staff response rate = 18.8%.
- The proportion of responses received from each of our campuses remains reasonably consistent to previous years, with the majority of responses coming from our largest Whiteknights Campus (see Figure 3). **Error! Reference source not found.**
- Very few students at London Road completed the survey this year.
- Overall response numbers/rates were lower than in previous years, but particularly lower for students (see Figure 2).

Figure 2 UoR 2018 Travel Survey response rates, with comparisons to previous years¹

Survey / year	Response Rate %		No. Survey Responses			University population (actual)		Response proportion staff v student	
	Student	Staff	Total responses	Student	Staff	Student	Staff	Student	Staff
2018 Staff & Student	4.39%	18.93%	1566	734	832	16718	4394	46.87%	53.13%
2016 Staff & Student	10.47%	25.35%	2670	1499	1171	14317	4620	56.14%	43.86%
2014 Staff & Student	8.73%	31.37%	2386	1134	1252	12988	3991	47.53%	52.47%
2012 Staff & Student	12.80%	39.94%	3088	1617	1471	12628	3683	52.36%	47.64%

Figure 3: Campus base of travel survey respondents 2012-2018

Year	Whiteknights	Whiteknights (Earley Gate)	London Road	Greenlands	Other	Total
2018	76.8%	12.6%	6.1%	3.5%	1.0%	1566
2018 staff	606	91	79	55	0	832
2018 students	596	107	17	0	14	734
2016	77.6%	13.5%	5.2%	2.2%	1.5%	2632
2016 staff	823	185	67	52	7	1134
2016 students	1220	170	70	5	33	1498
2014	75.6%	15.3%	4.9%	3.2%	0.8%	2387
2014 staff	864	231	73	75	9	1252
2014 students	942	135	45	2	11	1135
2012	76.6%	13.0%	7.8%	1.5%	1.1%	3088
2012 staff	1123	214	76	45	13	1471
2012 students	1243	187	166	1	20	1617

¹ The figures reported in Figure 1 may be slightly different to those included in previous years survey reports due to an updated methodology for calculating University population data each year – see footnote 2 for detail.

3 Modal split of commutes to the University of Reading

The 2018 overall modal split for travel to the University of Reading can be seen in Figure 4, with comparisons to previous years shown in Figure 5. Please see footnote 2 on page 10 for a summary of improvements to how we calculate our modal splits since 2016.

Figure 4 Overall modal split for University of Reading 2018

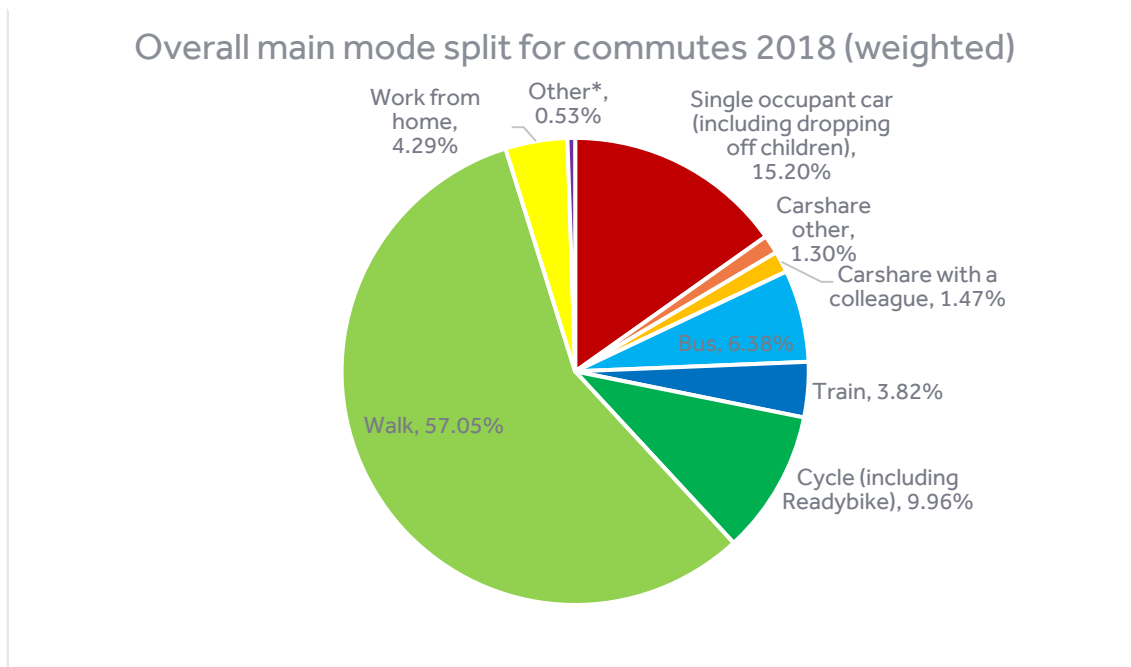
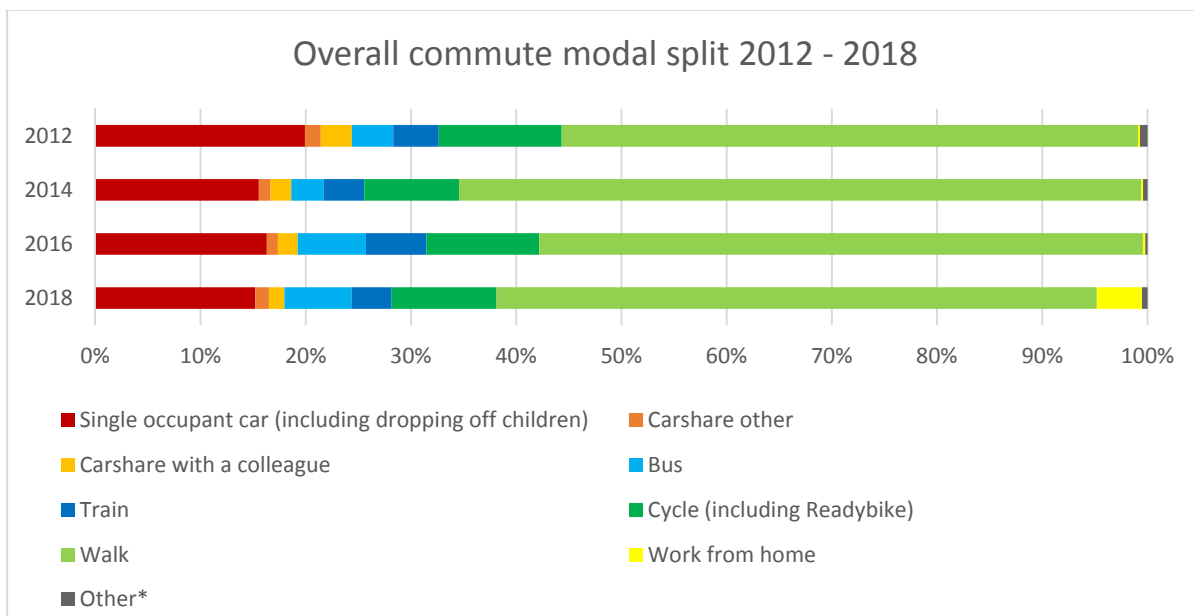


Figure 5: Combined staff and student commute modal split 2012 - 2018



- The majority of commutes to the University remain on foot at 57%.
- There has been a large increase in working from home as the main 'mode' of choice between 2016 and 2018 (see Figure 5).
- Overall cycling rate remains at 10%.
- Train modal split is much lower in 2018 than 2016, it has fallen from 5.73% (2016) to 3.82% in 2018.

Separate modal splits for staff and students are shown in Figure 6.

- Differences between staff and student travel patterns remains similar to previous years.
- Student walking levels have fallen slightly. This could be due to receiving responses from a higher number of non-halls based students in 2016.
- Levels of student drivers has continued to fall slightly to 8%.
- For staff, both cycle and train use have fallen slightly.
- For staff it's the first year that bus proportion has fallen since records started (only by 0.5%).

Figure 6 staff and student modal splits since 2012

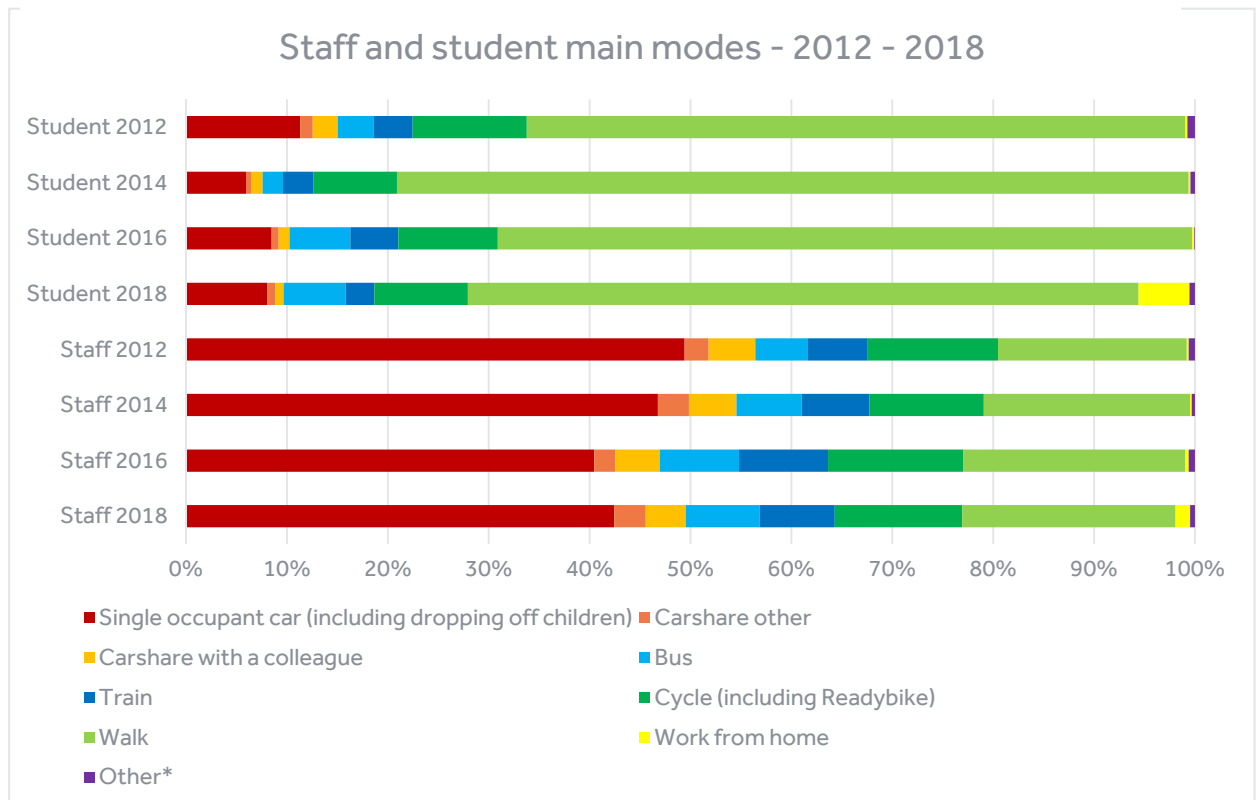


Figure 6 and Figure 7 show not just the main commute mode use, but the frequency with which each of the mode common modes are used, or considered, by staff and students for travelling to the University.

- University staff and students clearly use a range of different modes to reach our campuses rather than just a single main mode every single day. This could be different modes on different days, or using multiple modes within a journey (eg train then bus).
- A large number of staff report working from home a few times a month or a few times a year.
- A large number of students work from home a few times a week.
- A much higher level of bus use is demonstrated than was indicated by main mode alone (7%), with higher levels of staff and students using the bus most days (presumably as part of a journey with a different main mode, eg train); a few times a month; or a few time a week.
- Students are particularly unlikely to consider driving to the University.
- The mode both staff and students do not currently use but would most likely consider in future is cycling. Work from home and bus are also considered.

Figure 7: Frequency of staff use of modes 2018

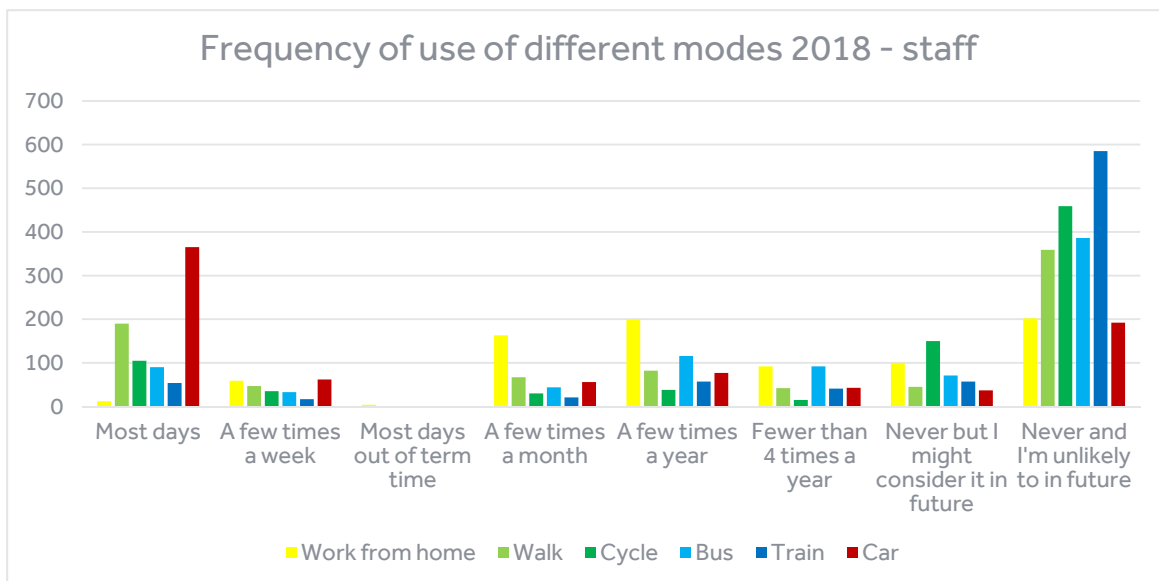
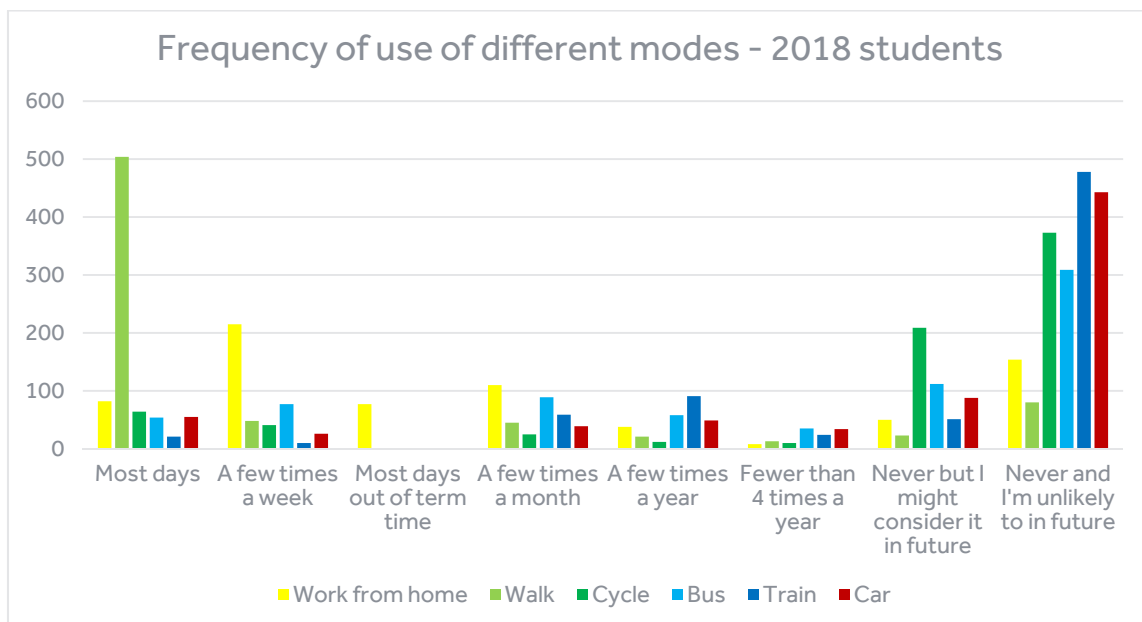


Figure 8: Frequency of student use of modes 2018



4 Travel Plan targets

The University Travel Plan (2017) has a headline target of reducing the proportion of commutes to our campus being undertaken by single occupant vehicle (SOV). The identified headline target levels for commutes to the University by SOV by 2022 are:

SOV percentage and targets from 2017 Travel Plan

	2012	2014	2016	2022 target	Difference 2012-2016	Target difference
Overall	25%	24.5%	20.8%	17.5%	-4.2%	3%
Staff	44%	42%	37%	34%	-7%	3%
Student	8%	6%	8%	5%	0%	3%

4.1 SOV proportion of modal split in 2018:

Following the 2018 travel survey, the proportion of staff and students indicating that single occupant vehicle (SOV) was their main mode of commute to the University is as follows:

Figure 9: Proportion of commutes by SOV compared to targets (includes amended figures 2012-2018 – see footnote

SOV modal %	2012	2014	2016	2018	2022 Target set in 2017 TP
Overall%	19.91%	15.54%	16.24%	15.20%	17.5%
Staff %	49.42%	46.77%	40.42%	42.43%	34%
Student %	11.30%	5.94%	8.44%	8.04%	5%

- Figure 9 shows that the overall rate achieved in 2018 was 15.2%, so the 17.5% target has in fact already been met. This is largely due to improved data (see² for details).
- Overall SOV modal split has reduced by 1% since 2016 to 15.2%.
- Staff SOV% has increased by 2% since 2016. This is concerning and makes our staff 2022 target seem difficult to achieve.
- Student SOV% has reduced by 0.5% since 2016
- As a result of the improved data*, it is proposed to re-visit the targets set, as they now seem somewhat inappropriate.

This report will look at each mode in turn to see what the survey results suggest can be done to address any increases in SOV rate and continue to reduce SOV journeys to our campuses.

2 *Calculating our SOV modal split proportion

Improvements to data have meant that we have made some alterations to how we calculate our SOV modal split proportion since we developed the targets. Two significant changes have been made since the original 83% (17.5% SOV) target was identified:

Improved carsharing data

The 2018 survey was clearer in the question wording relating to car sharing and has identified the need to differentiate between adult passengers (car sharing) or for only children passengers (caring responsibilities and arguably single occupant vehicles as the child would not be driving themselves separately). Given this we have gone back to our data from the previous years and amended our modal split and SOV proportions accordingly.

Weighting of student and staff figures.

We identified an anomaly in the calculations of our targets for the 2017 Travel Plan, as the overall modal split calculations did not use weighting to take account of the vastly different numbers of staff and students that are based at the University, instead viewing them as equal. We have now amended this to better reflect the proportions of staff and students on campus, and their different travel mode patterns. We have now recalculated the modal splits for the previous years. Going forwards overall modal split figures are calculated with weighting.

We would like to additionally conduct weighting based on campus base of the respondents, however accurate campus location data is not currently available within the University so this is something for future.

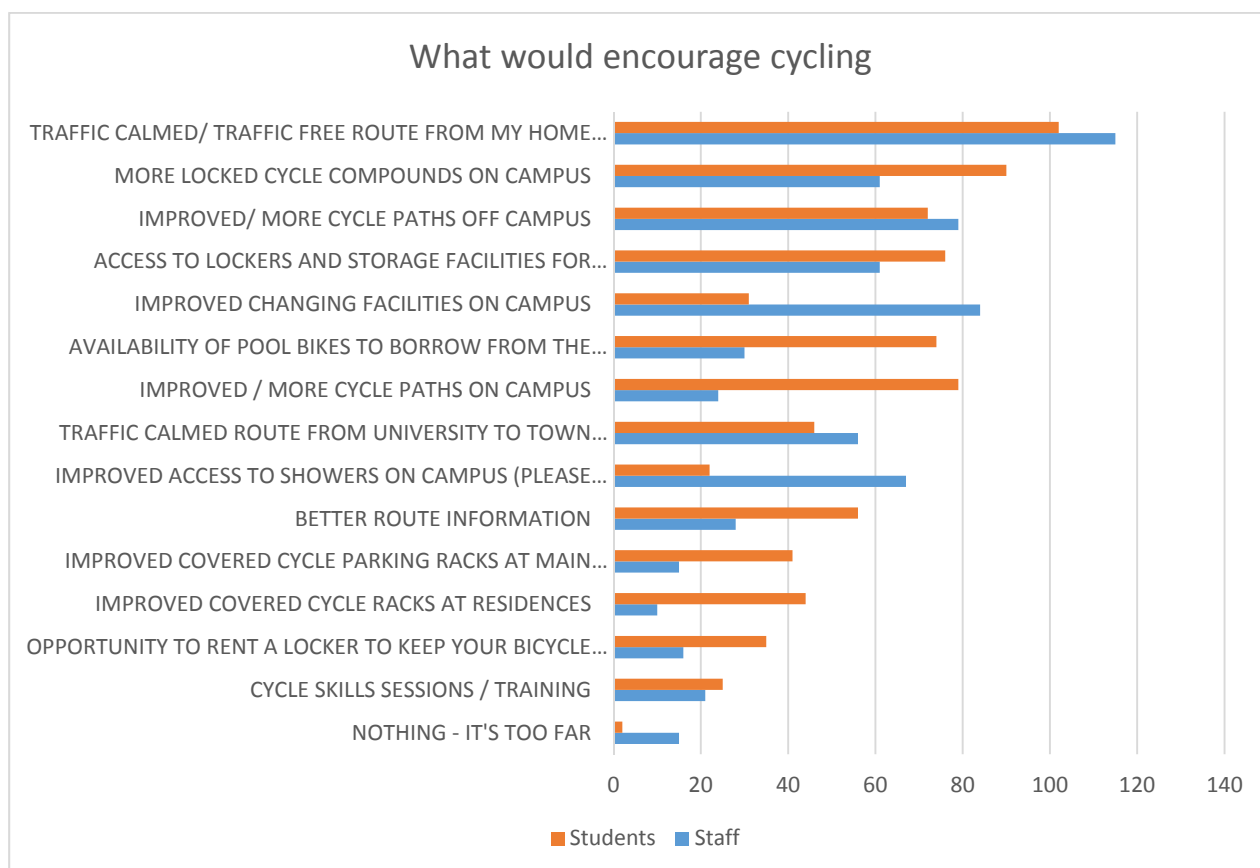
5 Walking and Cycling to the University

- Walking continues to be the most popular commute mode to reach our Reading campuses with nearly 60% of commutes overall undertaken on foot.
- Cycling levels are fairly constant, but have fallen very slightly by less than 0.5%. Ideally we would like to see cycling levels increasing. Cycling is particularly popular among staff and students based at Earley Gate.
- Many staff and students report that they do not currently cycle but would consider doing so in future, indicating scope for increased cycling levels (see Figure 6 & Figure 8 figure in Section 3).

5.1 What would most encourage you to cycle?

Survey respondents were asked to select the top three items that would most encourage them to cycle, or improve their current cycle journey to the University. The responses are shown in Figure 10.

Figure 10: What would most encourage you to cycle?



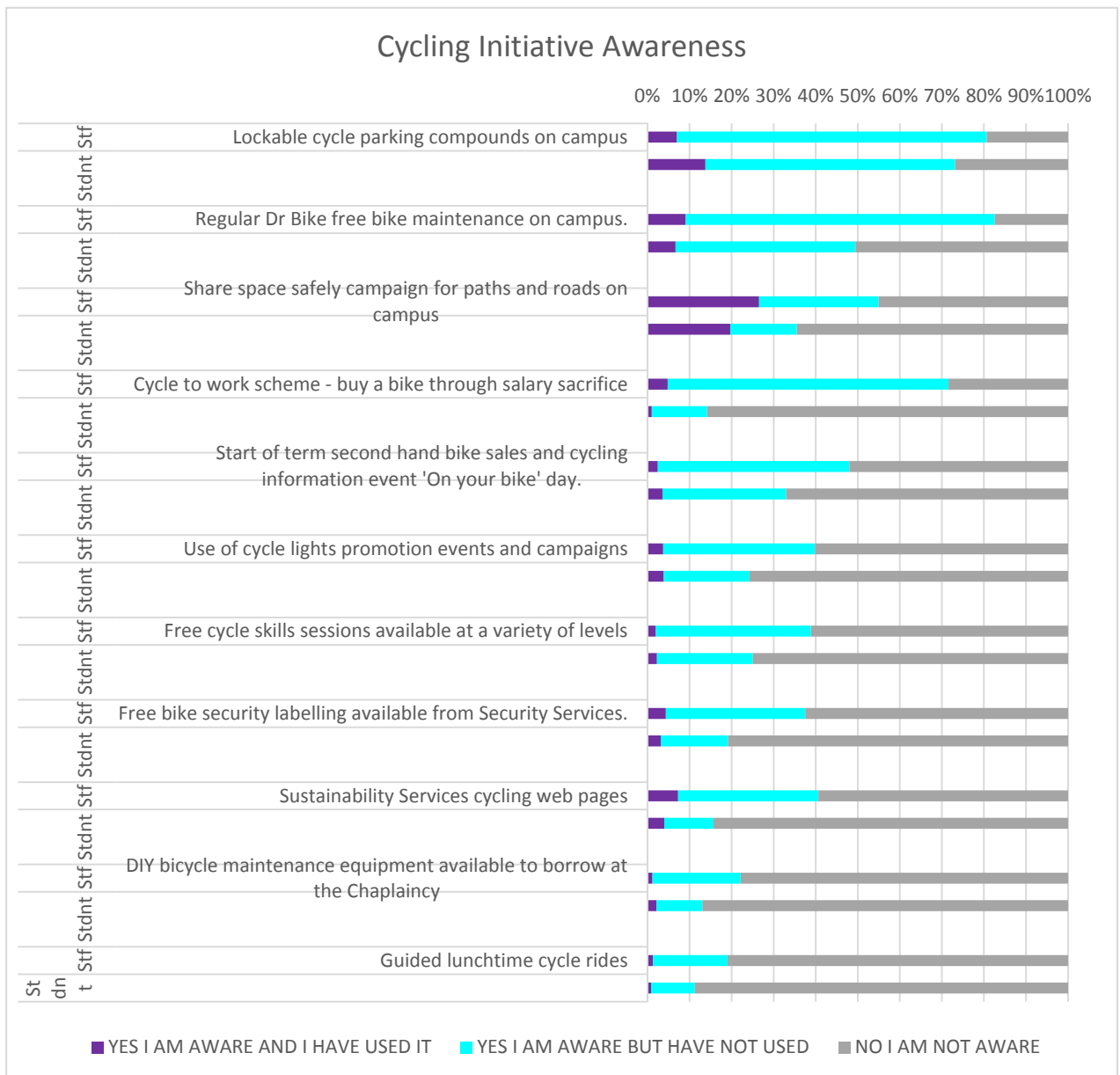
- **Cycle paths and traffic calmed routes off campus** remains the biggest issue for both staff and students. This will be discussed under routes.
- **More locked cycle parking compounds was the second ranked initiative**, however the many comments did not specify locations that they would like to see additional gated cycle parking, or where they did there were only one or two requests for a similar location, so no clear message of location/s for additional cycle parking has emerged.
- **Access to lockers and storage facilities** was the 4th most popular improvement, which will also be discussed in a separate section along with showers (5th most important).
- **Pool bikes** appeared popular in Figure 10, particularly among students. We already have unicycle and Readybike, but this indicates that pool bikes are possibly something to consider further.

5.2 Awareness and use of initiatives

Monitoring both awareness and use of the various initiatives for supporting and encouraging cycling at the University is valuable to understand where further promotion may be required.

- Overall awareness of cycling initiatives is fairly good, particularly when compared to other travel mode initiatives (see Figure 11 and later sections), and has improved or is fairly consistent compared to previous years (see Appendix 3 which shows comparisons to previous years).
- Awareness and use is particularly high for the gated cycle compounds (over 70%); Dr Bike; the share space safely campaign; and of the cycle to work scheme (for staff – 70%). Awareness of the start of term 2nd hand bike sale was much higher than in 2016.
- Awareness levels of the free cycle training sessions has doubled since the 2016 survey which is an excellent reflection of our work with Avanti in providing and promoting these services.

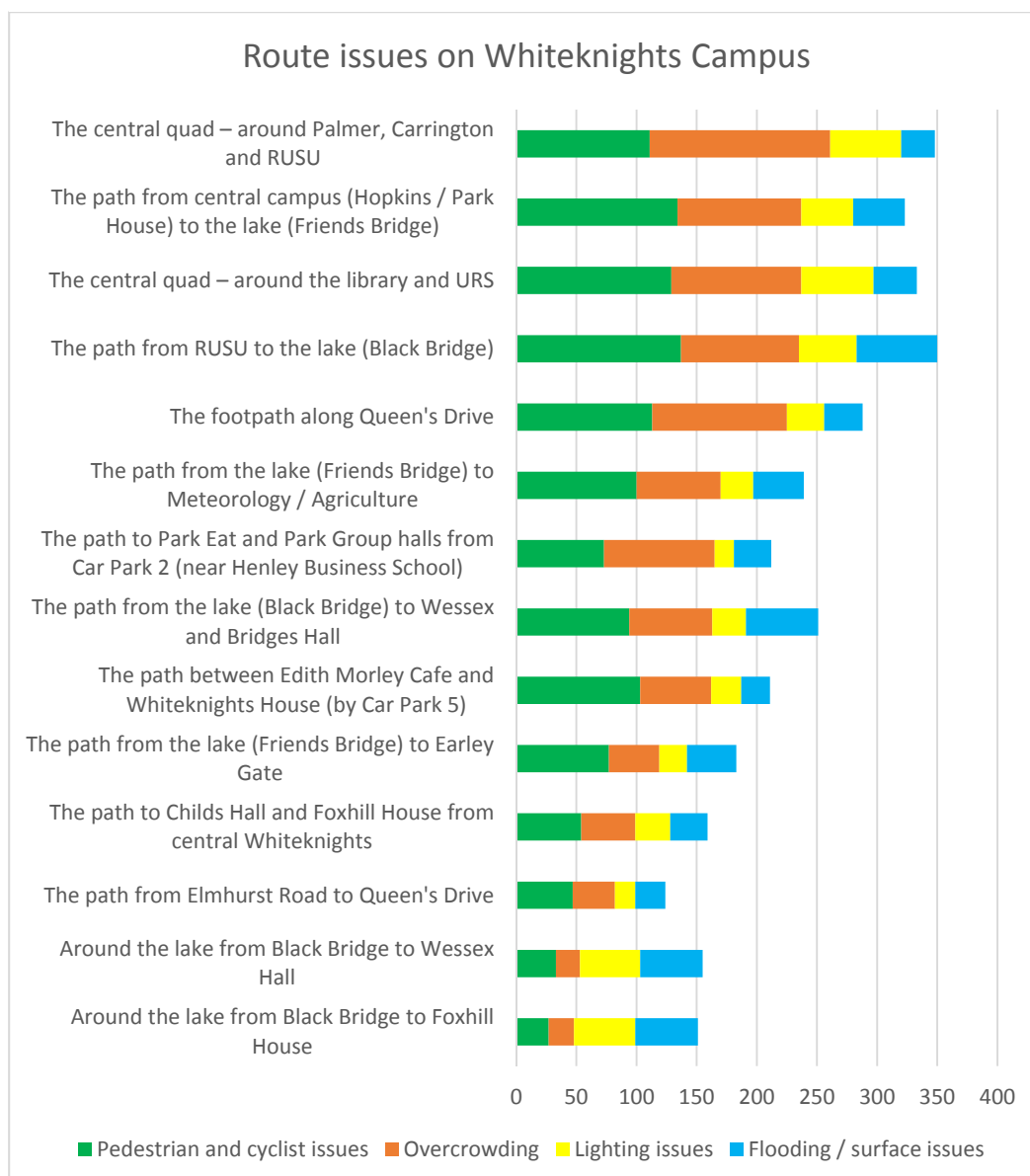
Figure 11: Awareness and use of cycling initiatives



5.3 Issues with routes on campus for pedestrians and cyclists

A programme of route improvements³ on Whiteknights campus is currently underway having been developed following feedback from previous travel surveys that this was a top priority. Figure 10 (for cyclists) and over 80 general survey comments relating to path overcrowding highlight that this remains a key issue in 2018. The 2018 survey sought to confirm that staff and student priorities regarding routes on Whiteknights campus remain aligned to this programme.

Figure 12: Experiences of route issues on Whiteknights Campus



- Staff and student experiences remain broadly consistent with those previously reported. Only combined staff and student responses are shown in Figure 12 as the results were similar.
- The path from Friends Bridge to Agriculture is no longer the top issue following the improvements (widening) made to the path over summer in 2017.
- The 2nd highest scoring path in terms of space concerns (from Hopkins to Friends Bridge) has already been widened since the 2018 travel survey.

³ Due to funding restrictions and other University development priorities the consulted on proposed large scale improvements to the University quads and routes is unlikely to take place in the foreseeable future, but the programme continues focus on achieving improvements in a small area each year. funded largely from the Travel Plan budget.

- The highest level of remaining route issues were reported in both the Palmer and Library quads. Proposals for Quad improvements exist but are unlikely to take place for the foreseeable future due to cost constraints. It may be worth reviewing what minor improvements could take place in the quads in the meantime.
- Queen's Drive footpath clearly remains an issue. Improvements here are proposed for 2019.
- The next priority areas to consider after Queen's Drive and the quads are the route from RUSU to Black Bridge, and routes to the Halls. Both these routes were more of a concern to students than staff (not shown in Figure 12) – they are likely to use these paths more frequently than staff. Students were also generally more concerned about lighting which is not surprising as they are more frequently on campus at night than staff.

Additional comments were made regarding numerous locations and route issues on campus. All comments / suggestions have been reviewed and where appropriate will be included within our review of the campus routes prioritisation programme. A few of the more commonly raised issues (minimum 5 instances) are listed below:

- **Requests for cycle lanes on campus.** This was a common request, however instances were fewer than in 2016 perhaps because since then we have started our programme of route improvements and outlined our justification for opting to widen routes without segregation.
- **Concerns were raised over the narrowness of the bridges over the lake.** This is something we would like to be able to address, but it is extremely expensive to replace bridges so not a short term goal given other priorities.
- **Lighting concerns on campus were also highlighted.** There is a programme of improvements on campus. Queen's Drive was mentioned a few times but that has been addressed since the survey was completed.
- **Additional locations with issues raised include:**
 - the pedestrian crossing and fencing outside the E&F Building,
 - the path surface and access gate to the Wilderness from Beech Lane.
 - Pedestrian and cycle access at the Pepper Lane entrance.
 - Road from Russell Building to Pepper Lane does not have a pedestrian route.

5.4 Off campus route issues

In terms of encouraging more cycling (see Figure 10), cycle paths and traffic calmed routes off campus remains the biggest issue for both staff and students. Many staff and student also raised concerns related to issues off campus, particularly the pedestrian crossings around the edge of all our campuses (including the main road outside Greenlands).

Areas / roads with the most comments included:

- **The crossing over Pepper Lane is a particular concern** (17 requests)
- Christchurch Green crossing / junction is also a concern.
- Upper Redlands Road / Eastern Avenue junction crossing outside Foxhill and Childs Hall entrance.
- Whiteknights Road lack of crossing outside Wessex Hall;
- Lack of crossing at Upper Redlands Road / Elmhurst Road.

Comments here highlighting specific locations will be passed to the local Councils and we will use this feedback to encourage improvements to be made. These comments are also an opportunity to engage more senior University bodies with support for these requests for improvements. A particular focus will be to push harder for a Pepper Lane pedestrian crossing which would benefit bus travellers as well as pedestrians and cyclists, as repeated surveys show this is a significant concern to staff and students who travel in this area.

5.5 Requests for improved showers, changing facilities, and lockers

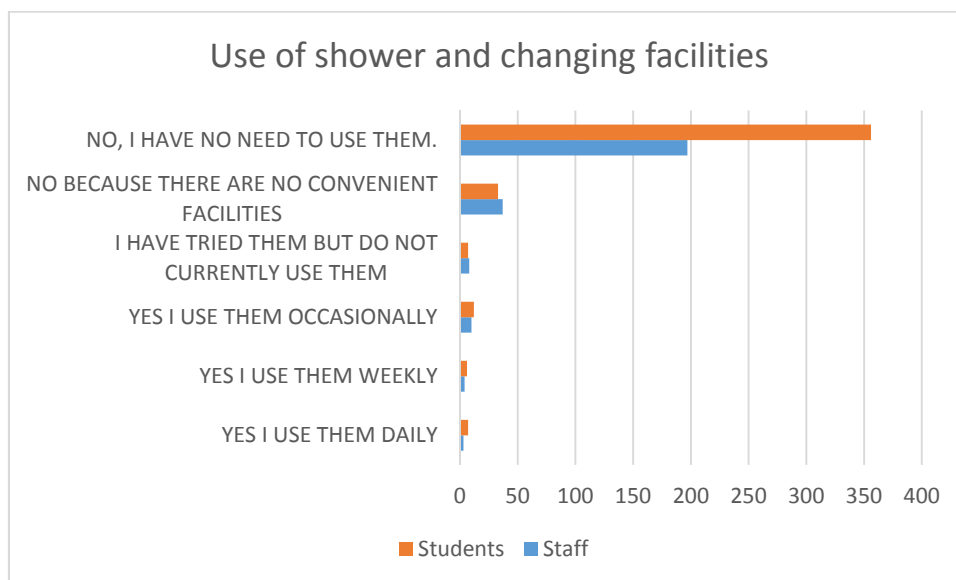
- There is a clear demand for both additional and improved showers and changing facilities on our University campuses:
 - 33 students and 37 staff members indicated they do not currently use shower or changing facilities on campus due to a lack of convenient facilities (Figure 13). An additional 20 comments stated that there were no showers close-by for them to use, and 17 comments requested changing rooms.
 - Buildings mentioned a few times for lack of shower and changing facilities close by included Russell Building; Polly Vacher and JJT.

I would like to ride a push bike to work but feel the shower facilities dotted around the University are sparse and not the greatest plus there isn't anything near the building I currently work in JJT

- Improved changing facilities were the 5th most popular response to 'what would most encourage you to cycle' and improved showers was the 6th (even more important for staff) (see Figure 10).
- 33 individual responses were received explicitly stating how improved showers would encourage them to cycle to University.
- For some the issue was one of **awareness**, with 29 additional respondents stating they did not know about any showering or changing facilities at all. 7 of these stated that awareness of availability of shower facilities would encourage them to cycle.

Did not know there were changing facilities or showering facilities. Normally use the men's toilets to change.

Figure 13: Use of shower and changing facilities on campus



- There is clear demand for improved quality of the existing shower and changing facilities on our campuses.
 - Lack of hooks and benches to keep clothes dry while showering was an issue frequently raised, Lack of mirrors, and no changing space outside the shower were also a concern.
 - Lone showers can create issues with queuing, or stress that there may be a long wait if they are already being used.

If the showers were not in the middle of the building but in a separate easy location (not in the toilets e.g. HBS) and there was more than one. It needs to be more like a changing room with all facilities.

- o **Lockers for shower equipment** was another issue raised (13 requests, in addition to lockers for cycle equipment).

I would use the showers at university if it wasn't for the case of carrying a wet towel around with me for the rest of the day.

The need to use a shower or changing facilities on campus only affects those staff and students who are cycling long distances or very fast. Therefore the number of issues raised in this area is very high relative to the number of people using showers indicating a widespread concern. We need to continue to look at opportunities for improving the shower and changing facilities at the University, including having a standard specification for shower installation in new buildings and promoting the existing shower maps.

5.6 Requests for lockers

- There is a demand for lockers on campus for a variety of purposes.
 - o Improved lockers and storage facilities ranked 4th in the list of what would encourage staff and students to cycle (see Figure 10).
 - o 34 comments were received requesting storage facilities, eg:

I don't bring or wear a helmet as there is nowhere to put it, except attaching to the bike - gets wet. It is not practical to take into lectures, due to space restrictions. No lockers for commuters is an issue that needs addressing. We have to lug around lots of books, laptops, sports equipment, lunch, drinks etc all day.

- o Students in particular would like to see general lockers available for commuters to allow storage for items such as books; coats; and cycle helmets.
- o Lockers for shower items such as wet towels and clothes was more of an issue for staff.

A project to look at lockers provision at the University has been launched in response to a separate student campaign on the issue. The feedback received in the travel survey has been provided to this project.

5.7 Readybike usage and feedback

Readybike is Reading's on-street bicycle hire system which has two docking stations on our main Whiteknights Campus and one at London Road. Use of on street hire bikes is an excellent way for people to get into cycling without needing their own bicycle and space to store it. Its use is something we are keen to encourage.

- Only a limited number of staff and student survey respondents use the Readybikes either regularly or occasionally (see Figure 15).
- Awareness of the scheme is high so general lack of awareness this is not the main issue (see Figure 15).
- Lack of docking stations in a convenient location was the main reason people had not tried them, or did not use them - 89 comments referred to there not being a station close by.
 - o This included 19 requests for docking stations nearer halls including at Park Bar. Requests were also received for Agriculture.
 - o A range of off campus locations were mentioned, with common responses including Oxford Road; Lower Earley; and Cemetery Junction and the roads between there and the hospital.
- Issues highlighted as reasons for not continuing to use the scheme after trying it included:

- o Finding the bikes heavy (13 comments)
- o Issues with the maintenance of the bikes brakes and lights (11 comments).

If they weren't so heavy and were better maintained

- o Issues with getting them from the docking station (3 comments).
- o Occasional users finding it difficult to turn up and hire.

An easier/quicker way to hire- It needs to be really speedy- Could campus cards be integrated within the system so you can just touch the reader- a light by the bike to take illuminates- and off you go?

- The majority of respondents (particularly staff) with no appetite for the scheme either already have their own bicycle or do not want to cycle (see Figure 14).
- Students would be most encouraged to try the scheme with a free taster ticket, further docking station locations, cheaper costs, and more help/information on how to hire them (see Figure 14).

This feedback and the comments will be passed to Readybike to see if improvements in these areas can be made.

Figure 15: Usage of Readybikes

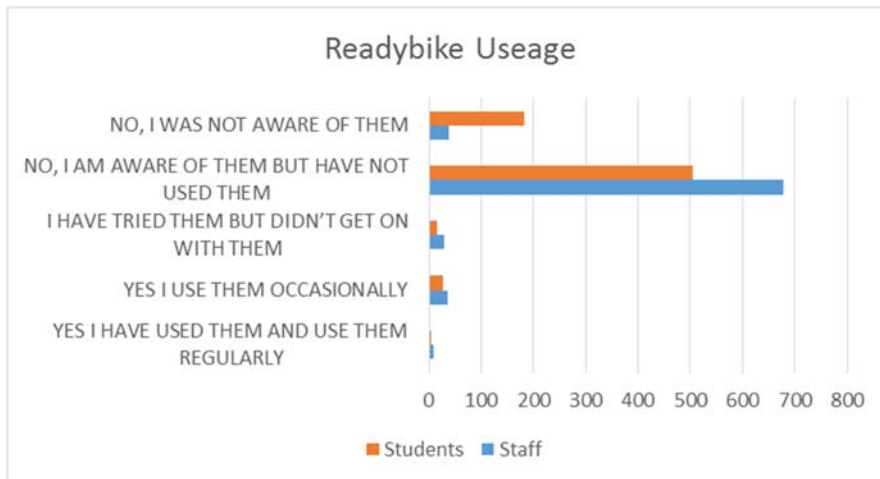
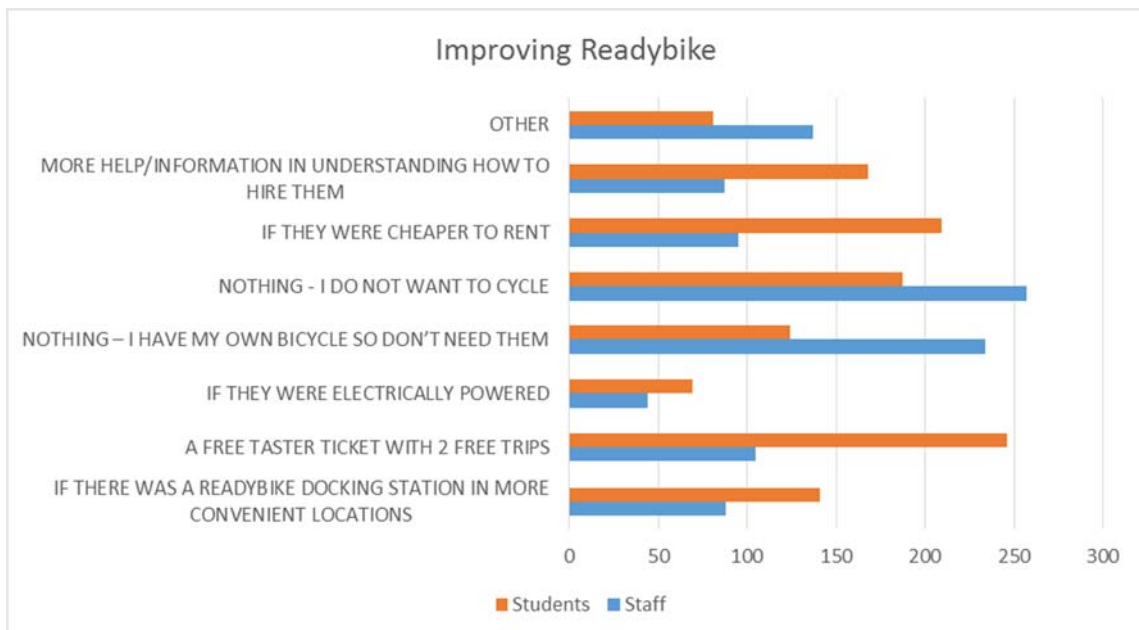


Figure 14: Improving Readybike



6 Public Transport / Low carbon modes

- Proportions of staff and students reaching the University campuses by public transport, both bus and train, have fallen slightly in the 2018 survey. We need to understand any reasons for this to encourage staff and student to continue to choose these modes.

6.1 Train travel to the University

- 3.82% of travel to University is by train, we would like to increase that where possible.
- Most travel is to Reading Station, with staff and students also using Earley, and one train traveller to Henley Station (none had previously been recorded in the travel surveys), (see Appendix 4).
- Bus remains the most popular way to reach our campuses from the train station, but many staff and students opt to walk. Students also take taxis which is more likely to be more when returning after a weekend away (see Appendix 4).
- 38% of staff did not use any of the listed available rail discounts, 90% of students used a '16-25 railcard' which was considerably higher than any of the other options. 30% of staff used the easit discount – it is not available on all routes (see Appendix 4).
- Only a limited number (89) of additional comments were made about train travel compared to comments on other modes.
- **The largest barrier to train use (for those with a feasible rail journey) seems to be cost, even when using available discounts:**

I always use public transport bus and train but the latter is becoming prohibitively expensive.

The charge for the trains WITH EASIT DISCOUNT is the same as running a car.

I would travel to the University by public transport a lot more if I could afford it. However, the train ticket prices from Swindon are far more expensive than my drive.

- Awareness of the easit discount could be improved (Figure 16), and there have been more requests for the extension of easit to Earley station, which we have previously requested from easit but has not been possible.

6.2 Bus travel to the University

- 6.38% of commutes to the University use bus as the main mode. This is a slight decrease compared to the constant increases from previous years and we would like to explore reasons for this (see Figure 4).
- Staff and students do seem to be more likely to use the bus occasionally or as part of a train journey, rather than as their main commute mode. (See Figure 6 & Figure 8 figure in Section 3).
- Bus travel received a much higher number of comments in the 2018 survey than in previous years. A mixture comments were received but many of them were negative.

Bus routes

- The vast majority of bus travel to the University is on the claret 21 and 21a services, which reflects that this is the only route that comes directly onto our Whiteknights campus, although other routes do come to the campus perimeter (see Appendix 4). **Awareness of bus route 21 is very high among staff and students – both awareness and use of this service has increased each survey year since 2014** (see Appendix 3).
- Awareness of the night bus service is also high in 2018, with both use and awareness being slightly higher than in 2016, and limited comments made regarding this service.

- The second most used route by both staff and students is the purple 17 which goes close to the Earley Gate entrance. Routes 9 / 19 were also fairly popular, particularly among students (see Appendix 4).
- The majority of bus travellers to the University live within Reading itself, across the whole town. There are a large number living in West Reading, which does not have a direct link to the University (postcode plot not shown).
- Requests for direct routes or ones that do not go via Reading town centre were received from a range of locations, including a number of requests by staff and students living in West Reading/Tilehurst, Caversham, Woodley, Earley, Calcot, Burghfield Common, Cemetery Junction and Erleigh Road which is just a 10- 15 minute walk from the university.

I would have to take two buses to get to the University, going into town and out again both during rush hour so it's not a particularly good option. I would consider it on occasion if I could get both journeys on one ticket.

Bus route from Earley/Woodley that goes directly to Uni rather than having to go in to town and then out again.

- Some requests for buses to a Park and ride were received (11 comments, with 7 requests for direct bus from Mere oak). This was previously explored and demand not found to be sufficient.

Bus tickets and fares

- Awareness and use among students of the discounted boost rate fares is very high at 83% (see Figure 16).
- 40% of the student respondents had used their free new student boost saver pass (this may have been higher but the pass was renamed in 2017 from unisaver, so only the newest intake of students would have received a free boost ticket.) (see Appendix 4).
- Awareness among staff of the taster bus pass for new staff however is only 16%.
- For staff bus to work passes both awareness and use levels have increased since 2016 and 2014.
- Pay by mobile phone was popular with students (see Appendix 4).
- There are still staff and students using on bus cash fares, which is the most expensive way to travel – many staff reported not using any of the discounts available. (see Appendix 4).
- Awareness of the separate 'offers for staff' and 'offers for students' webpages which outline these offers could also be improved, particularly for students, although staff awareness is almost 50%.
- Awareness and use of the short hop fare between London Road and Whiteknights has fallen slightly since 2014 and 2016 so this ticket would also benefit from promotion.
- **Staff would like to see the reintroduction of a staff discount for occasional bus travel**– 24 comments received.

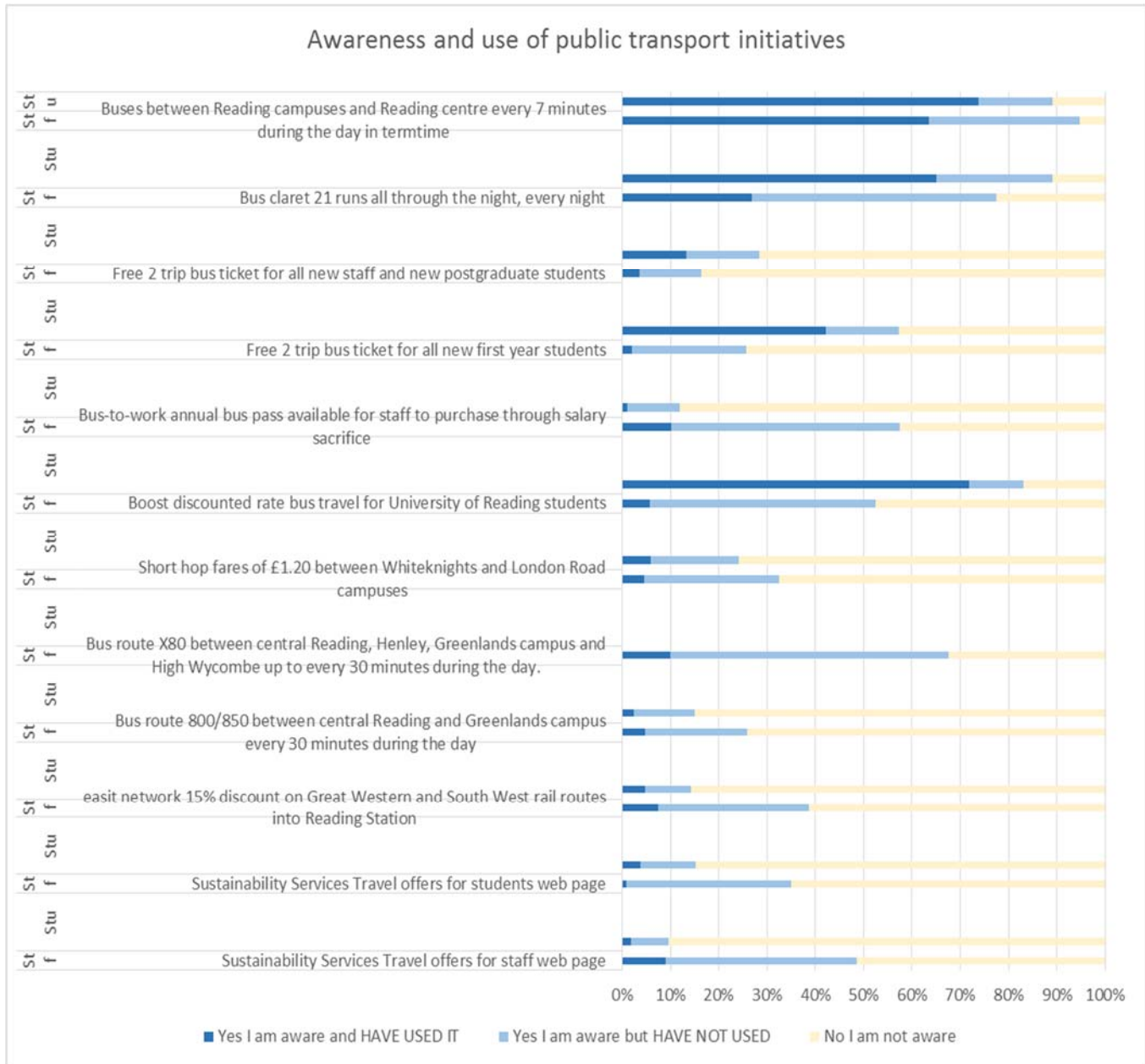
A special price for staff to get an EasySaver10 bus card with Reading buses would encourage me to use it more.

A better offer on bus fares for staff who only need to use the bus occasionally. I do not use the bus enough to purchase a termly/annual ticket, but would be more likely to use the bus if there was a card that offered discounted fares (similar to the one that used to be offered) when you top it up to purchase 10 trips.

- Cost of bus fares received a number of comments that reduction would encourage use.

I have considered the Leopard bus but the cost is extremely high in comparison to using my car. As such, there is no real incentive to use public transport, even though I actively use it for all my other roles and promote it to my peers.

Figure 16: Awareness and use of public transport initiatives



- Awareness of bus services fairly high so this is clearly not the cause of any reduced usage. Awareness of the ticket discounts could be higher, but it is high compared to awareness of other mode initiatives. Other issues concerning bus travel were highlighted in the comments section:

6.3 Issues raised with bus routes and ticketing

Issues raised regarding frequency, reliability, and overcrowding on route 21/21a

- Issues with reliability, frequency and overcrowding on route 21/21a, particularly at peak times, received a large number of comments from staff and students (43 comments). Comments included:

- o Buses are not able to keep to their advertised every 7 minutes.
- o When buses do arrive on campus (or at the train station) on time, there are so many people waiting that it takes 10 minutes to load.
- o **Buses are overcrowded at peak times** (35 comments)

The advertised frequency of the buses to the University is not accurate and the buses during peak hours are not frequent enough or are often full.

- o **Buses often reach capacity and cannot take any more passengers**, meaning people are left waiting at the stops for the next bus to arrive (which is often also at capacity and not able to take anyone else) (15 comments).

The bus service needs to be timed better from Reading station to the campus (routes 21A and 21). It's not 7 minute intervals as advertised.

- o **There is a continued perception that spritzer 21a provides less seats and is therefore contributing to the overcrowding issue** (11 comments). This is despite communications from Reading Buses that the number of seats remains the same as the buses are bigger.

- **Buses out of term time are no longer frequent enough** which causes issue for staff particularly (24 comments)

Outside the term time when 21a is not operating, the service is every 20-25 minutes, which is unacceptable. If this could be every 10-15 minutes then it would make people happier.

I travel to work on the 21/21a bus. It isn't viable outside of term time though as buses are so infrequent you cannot guarantee you will get to work at anything close to a reasonable time. Even in Term time buses are overcrowded. Increasingly the bus isn't much use for staff.

- Reliability and frequency was also an issue with other routes: 17 and 3 and 4 (12 comments)

Issues with changes to routes 12/9/19 mean people can no longer use this route

In late 2017 Reading Buses made substantial changes to the existing bus route 19a/b/c, and route 9. Reducing frequency and altering routes to form a new route 12. This has clearly caused issues for a number of staff and students, with 16 individuals commenting this has now made their bus journey to the University much more inconvenient or even no longer possible to reach the University by 9am.

Buses from where i live (Woodley) to the University campus. Currently, the 19/12 runs right past my house and right past my office but the first one is not until 9.30AM and there is one per hour to get home. Not feasible.

I would happily travel by bus from my home to the university however there is no direct route for this (from Earley). The bus route which did exist earlier in the year (#19) was re-directed so walking or driving is the only option.

Staff and students are clearly less happy now with route 21/21a buses than when they ran every 5 minutes, and less happy after changes to route 19. These issues are likely to be contributing to the slight decline in bus use. These issues will be fed back to Reading Buses as a priority.

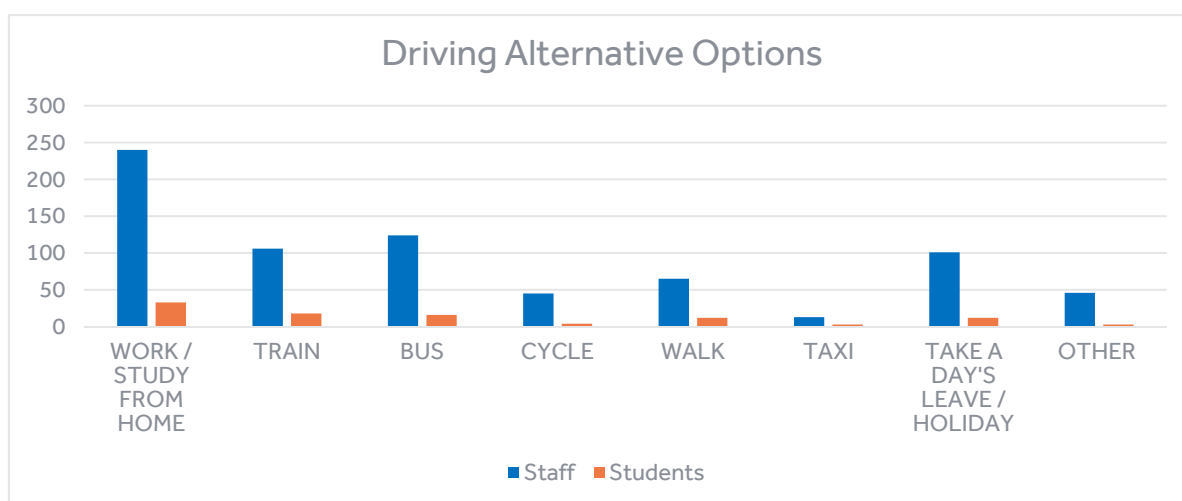
7 Driving and car initiatives

7.1 Commuting to the University by car

- Levels of single occupant vehicle (SOV) being used as the main commute mode has risen slightly among staff (2% higher). This is of concern as the University Travel Plan seeks to reduce these levels.
- Student levels of SOV use have fallen slightly (0.5% lower).
- A large proportion of staff and students report never traveling to the University by car, and that they are not likely to in future (see Figure 6 & Figure 8 figure in Section 3).
- Drivers to the University live over a wide area, but include a considerable number who live close to the campus.

7.2 How would you reach the University / complete your role if you were unable to drive in on a given day?

Figure 17: What alternatives to driving would you be most likely to use?



- **Work/study from home was the most popular alternative mode that drivers might use**, along with taking a day's leave. (see Figure 17). This indicates that driving is a key mode of transport that many people depend upon with limited alternatives available for actually getting to campus.

Improvements in policy, culture and permission to work from home more, as well as IT facilities allowing this would help facilitate working from home (specified by 35 respondents). A separate section of this report looks at this 'travel mode' in more detail.

A planned and acceptable approach to regular working from home without feeling guilty or that it is somehow a favour to the employee.

- Public transport was indicated as an alternative by a number of drivers, predominantly the bus followed by the train.

The relative costs of public transport compared to driving / parking were raised as a barrier, with 20 comments specifying cheaper trains would be needed as driving and parking ends up costing less. Caring responsibilities of dropping off dependents is also a factor limiting public transport use.

Buses from Caversham to the university; safer cycle routes from town to campus, showering facilities on campus

- **Walking and cycling was also raised as an alternative to driving by a number of drivers**. This is of concern if those living close enough for these options are choosing to drive. Their precise reasons for opting to drive require more exploration but are likely to include dropping off

dependents or needing the car for work reasons. Lack of decent showering facilities for cyclists were also cited as a barrier to giving up driving to campus by 4 respondents. Hopefully many of these drivers could be encouraged to leave their cars at home and not drive in future.

7.3 Carsharing

Carsharing is a good option for those with limited alternatives to driving to reduce the impacts and financial costs of their commute, and something we encourage at the University with our own Liftshare scheme and additional initiatives supporting carsharing.

- Levels of carsharing with a colleague are not high, and has fallen to 4% from 4.5%.
- **Awareness levels of initiatives supporting carsharing such as shared parking permit costs and emergency ride home is very low** (see Figure 17). 12 specific requests were also made for better information on car sharing in the comments section.
- Barriers to carsharing raised included: inability to participate due to different/awkward working hours; being unable to find people to share with; finding it impractical due to living rurally; and due to childcare/dependent commitments.

I have signed up to the car sharing website, but there are no others who make the same journey at the same times.

It would be great to use a car share etc. However, it's not a practical option due to the nature of my work. I am in the office at irregular times due to meetings, and I regularly need my own vehicle for University business trips when I'm on campus.

Carsharing clearly requires additional promotion at the University to increase awareness (as well as use) of the initiatives available. A review of the available initiatives would also be beneficial.

7.4 Car Club

The university is keen to encourage use of a car club as a more sustainable method of car use than individual car ownership. The Co-Wheels Car Club allows students and staff to hire a car from Whiteknights Campus by the hour, meaning they can still have access to a car when required, but they do not need to bring their own vehicle to campus.

- **Awareness and use of the Co-wheels car on campus is fairly low**, indicating that more promotion is clearly required (see Figure 17). This was also reflected in the comment section:

The co-wheel car club should be promoted more!

Never heard of it and I also live in the Park Group Halls

- The current free membership and £25 driving credit offer for staff and students, has low awareness levels but a little reported usage, see Figure 20.
- Given the low awareness it is not possible to specify whether any improvements need to be made to the scheme to increase usage (other than awareness raising). **A more convenient location of the car was not a popular option**, (although a more prominent spot may increase awareness) and 101 students and 45 staff did report that they would now look into using it since learning about it in the survey. (See Figure 18).

Figure 19: Awareness of Co-wheels car club on campus

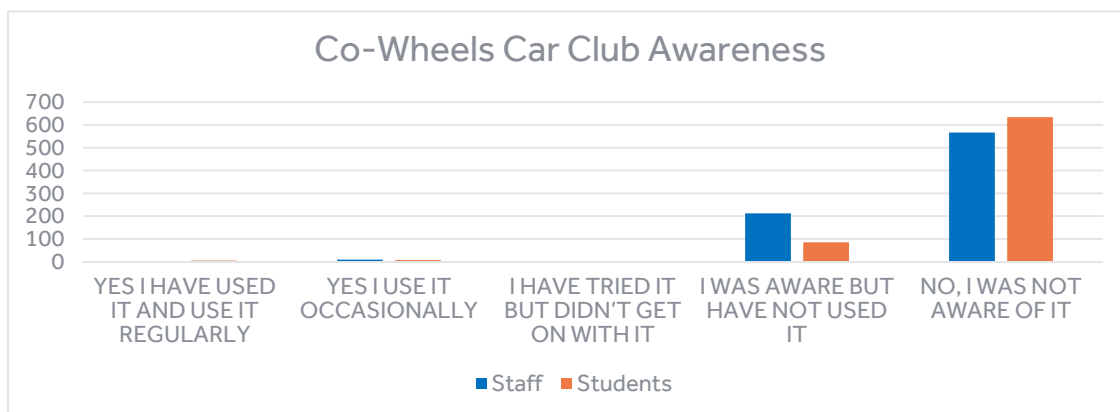
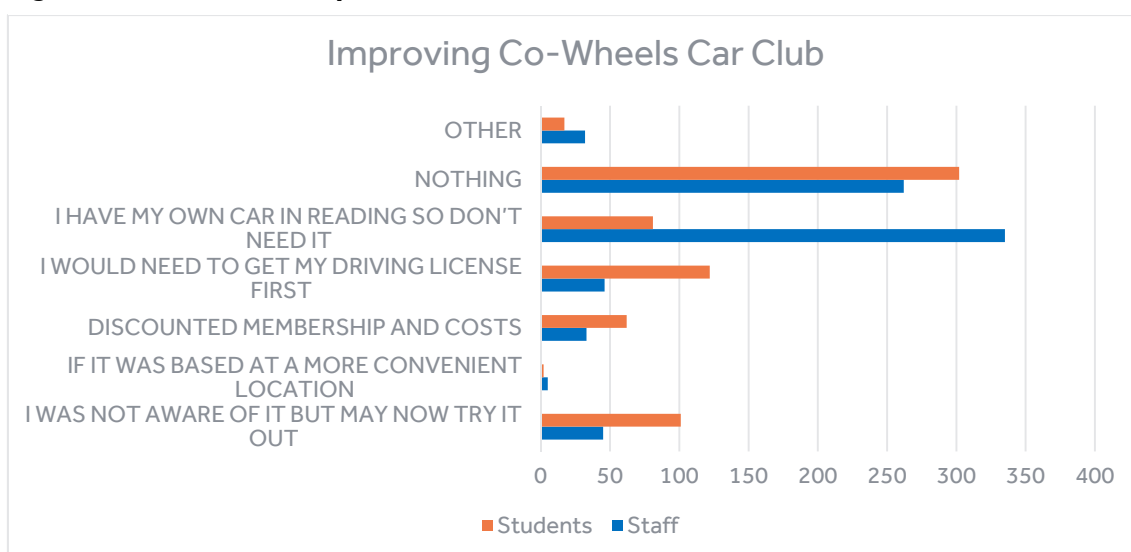


Figure 18: What would improve Co-wheels car club?



7.5 Electric vehicles

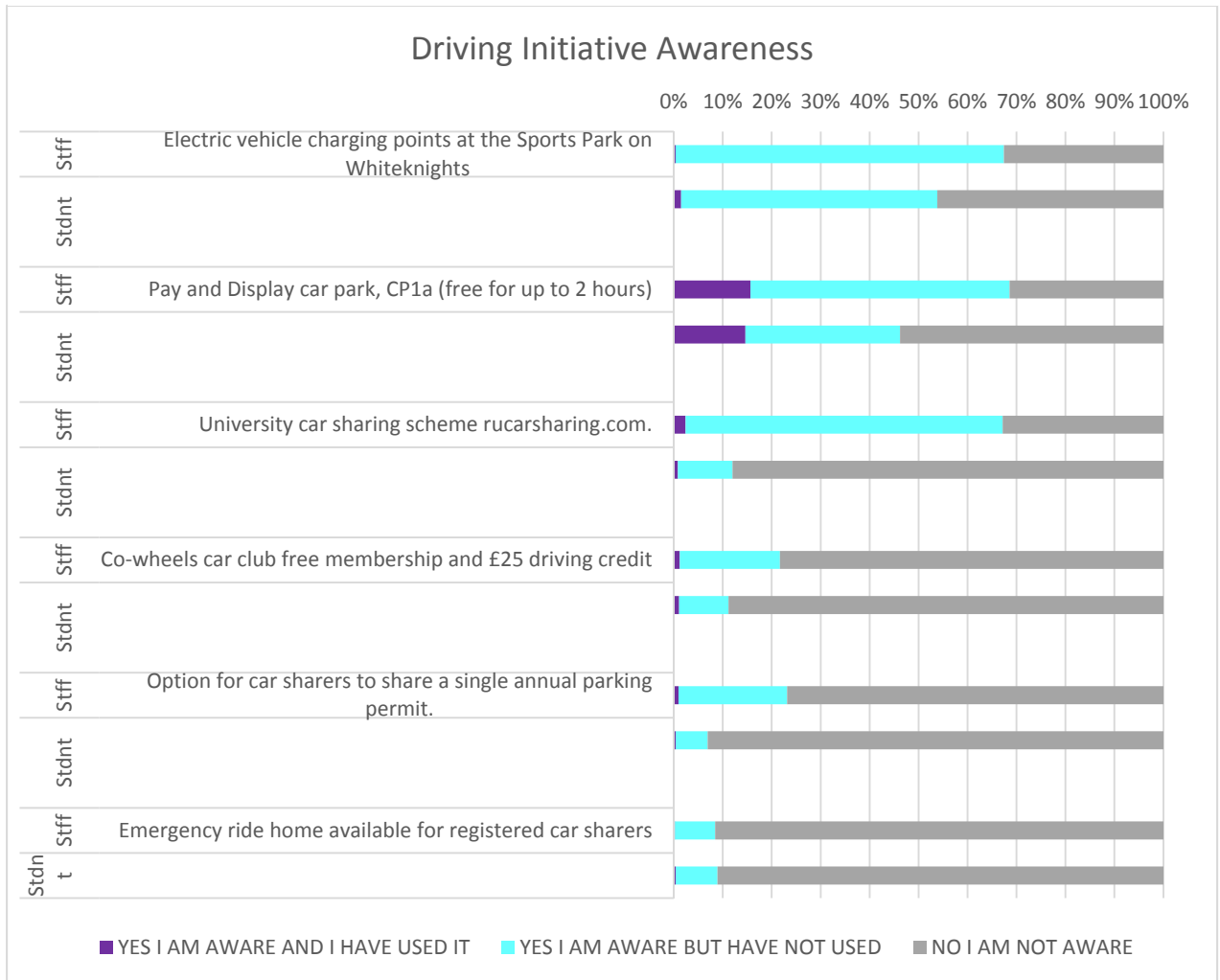
Electric vehicles emit less carbon than standard engine vehicles. We have installed charging points on our Whiteknights Campus to facilitate use of electric vehicles to campus..

- Awareness of the electric chargepoints is relatively high at over 50% for students and nearly 70% for staff (see Figure 20)
- Reported use of the chargepoints is much lower at 1%.
- 17 requests were received for further points at different locations on campus to encourage greater uptake of electric vehicles. Unfortunately installation costs is currently prohibiting a wider roll out of charging points in other locations without significant levels of demand.

If you want to encourage use of electric and hybrid vehicles, you need more charging points, ideally located in most/every car park.

When I bought my current car I would have liked to have bought an electric car but at the time there were no charging points on the campus.

Figure 20: Awareness and use of driving initiatives



7.6 Summary of more sustainable car travel

- The clear message from the survey is that initiatives to support those needing to drive to choose less impactful ways of doing this these need better promotion.
- Though not a sustainable travel initiative, the only driving related initiative that had seen substantial levels of reported use (among both staff and students) was the new pay and display car park.

Improve advertising of car sharing and car clubs.

These are very good initiatives however they are not publicised hence I would appreciate if this can be improved.

8 Working from home

For the 2018 survey we wanted to find out more information about working from home at the University than in previous surveys. The carbon hierarchy in the 2017 Travel Plan places removal of travel (which includes working from home) as a top priority. Two open response questions about how and why staff and students currently work from home were included in the 2018 Travel Survey.

Regarding working from home, earlier sections of this report have already identified that:

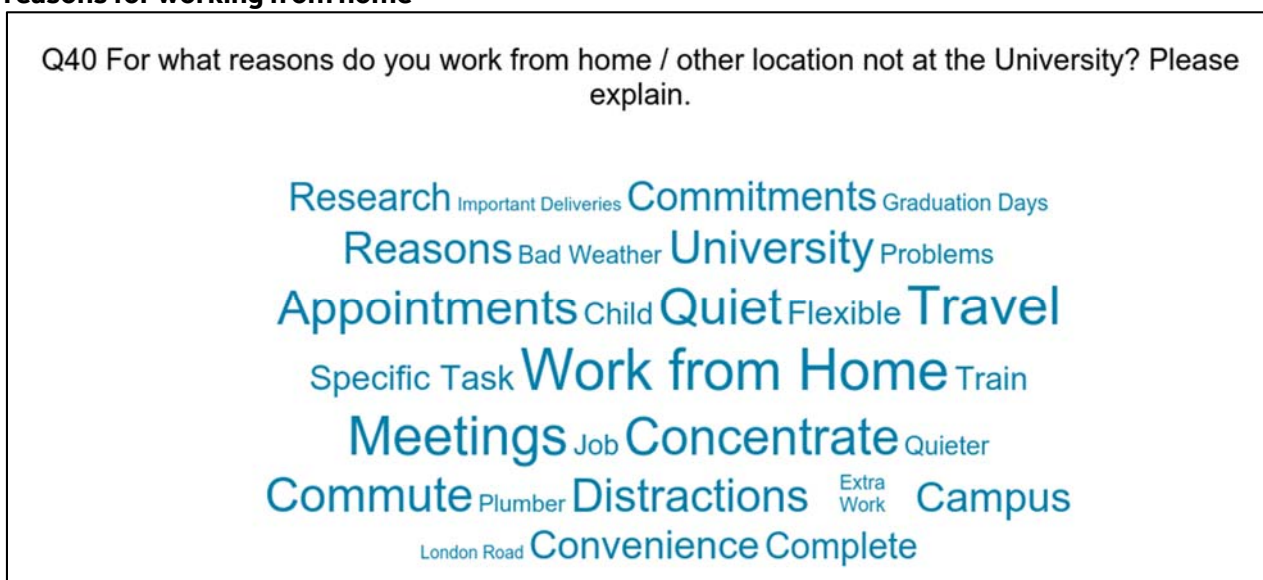
- Working from home is the main mode for a tiny proportion of staff (1.4%) or students (5%) (see Figure 6 in Section 3).
- Working from home is a frequently used alternative mode, with large numbers of both staff and students reporting it a few times a month (163 staff) or year (200 staff), or even a few times a week (59 staff), (see Figure 6 & Figure 8 in Section 3).
- Working from home was the most selected alternative option for if drivers were unable to drive to the University on a given day. (See Figure 17).

8.1 Why do you work from home?

750 comments were received in response to this question. The Wordcloud below and more detailed table in the appendix (Appendix 5) highlight some of the most common responses only.

- **Work related reasons were cited more often than personal reasons for working from home, specifically**
 - For quiet time to focus and concentrate (see Appendix 5).
- Personal reasons were also given:
 - **Waiting for a tradesperson or delivery** was a popular reason (many staff reported only being permitted to work from home for reasons such as this, but not generally).
 - **Childcare commitments**, or caring for sick children was another personal reason.
- **Students cited a lack of good study space** lead to them work at home (including 11 complaints about library study space).

Figure 21: Wordcloud illustrating the most frequently used words and phrases when explaining reasons for working from home



8.2 How do you work from home?

700 responses were provided to this question with a brief summary provided below. A table summarising the most common responses is provided in the appendix (Appendix 5). Many further comments and technologies were referred to.

- A range of different equipment and technologies were used for accessing files, keeping in touch with colleagues and completing work.
- Experiences regarding the technological ease of access to systems, equipment and emails were very mixed across the University.
 - 49 people had experienced no technology barriers allowing people to be connected at home just as well as on campus.
 - For others difficulties in accessing shared drives and unreliability of the VPN was an issue.
- There are also substantial differences in the ease with which staff reported being permitted to regularly work from home.
 - Some reported it being fine to work from home as and when they chose,
 - A few staff reported needing a justified reason as to why it was required, eg a need to wait at home for a delivery would be permitted, but that otherwise it was not allowed despite there being no work related requirement to be present at the University.

I would be keen to work from home more, but I'm not allowed to for work-related reasons, so can only do it when I need to be at home for gas safety checks/home repair issues.

- Others understood that their job role didn't allow it as they were customer facing,

As a student support coordinator it is important for me to be physically available to see students so this is not really an option unless I am snowed in or otherwise unable to make it in to work

8.3 Summary of working from home

- Working from home clearly exists across the University already whether formally or informally.
- The large number of responses to the two open response questions in this section highlight the level of interest in this area.
- There appears to be large differences across the University regarding ease of working from home, in terms of both technology but also culture.
- Working from home is one form of flexible working that can assist with supporting individuals with different needs to remain employed, so has other potential benefits than reducing travel impacts, and aligns with diversity drives at the University. The feedback from this survey will be fed into University work in this area.

I work using my own equipment, but using University licensed software for staff. A section on the webpages devoted to access options available to facilitate working from home would be a great help.

9 Conclusions

The 2018 Travel Survey provides a clear indication of some priorities to consider when reviewing our Travel Plan Action Plan of initiatives to further our progress towards the targets of our University Travel Plan. Some of the key activities that would benefit staff and students identified from the survey include:

- Review of the SOV targets in the light of improved methods of calculation.
- Promotion and advertising of the Co-wheels car club.
- A review of the provision and promotion of the car sharing initiatives available.
- A review of shower and changing facilities on campus with a view to assessing where improvements or additional facilities can be provided.
- A continuation of the campus routes programme widening shared paths.
- Feedback to local councils relating pedestrian crossings and routes around campus, with a specific focus on a Pepper Lane crossing.
- Feedback to Reading Buses the issues being experienced by peak time and out of term time travellers; as well as those who previously used route 19.
- Contribution of the information on working from home to the University wide review of flexible working practises.
- Improved promotion of the available travel offers via improved webpages and promotion of those pages, particularly to new staff and students.

These suggested activities will be considered for inclusion in the Travel Plan Action Plan which is reviewed annually (see separate document). Action Plan Initiatives are prioritised according the following criteria:

- Priority for inclusion is given to those initiatives with the best potential for achieving our Travel Plan targets of reducing the need to travel to the University by single occupant vehicle.
- Initiatives supporting continued use of sustainable travel modes, addressing issues raised / experienced by larger numbers of the University population are given greater priority.
- Initiatives aligning with the Carbon Hierarchy identified in the Travel Plan (2017), where reducing the need to travel is prioritised over more carbon intensive alternatives to driving.
- Initiatives that fit with other university projects, eg resurfacing of Queen's Drive.

10 List of Available appendices

1. Modal split by campus.
2. General commute information – distance, arrival and departure time.
3. Awareness and use of initiatives compared to previous years (2012 -2018).
4. Public transport tickets and routes used.
5. Working from home comments summary table.