**Sustainability Services**
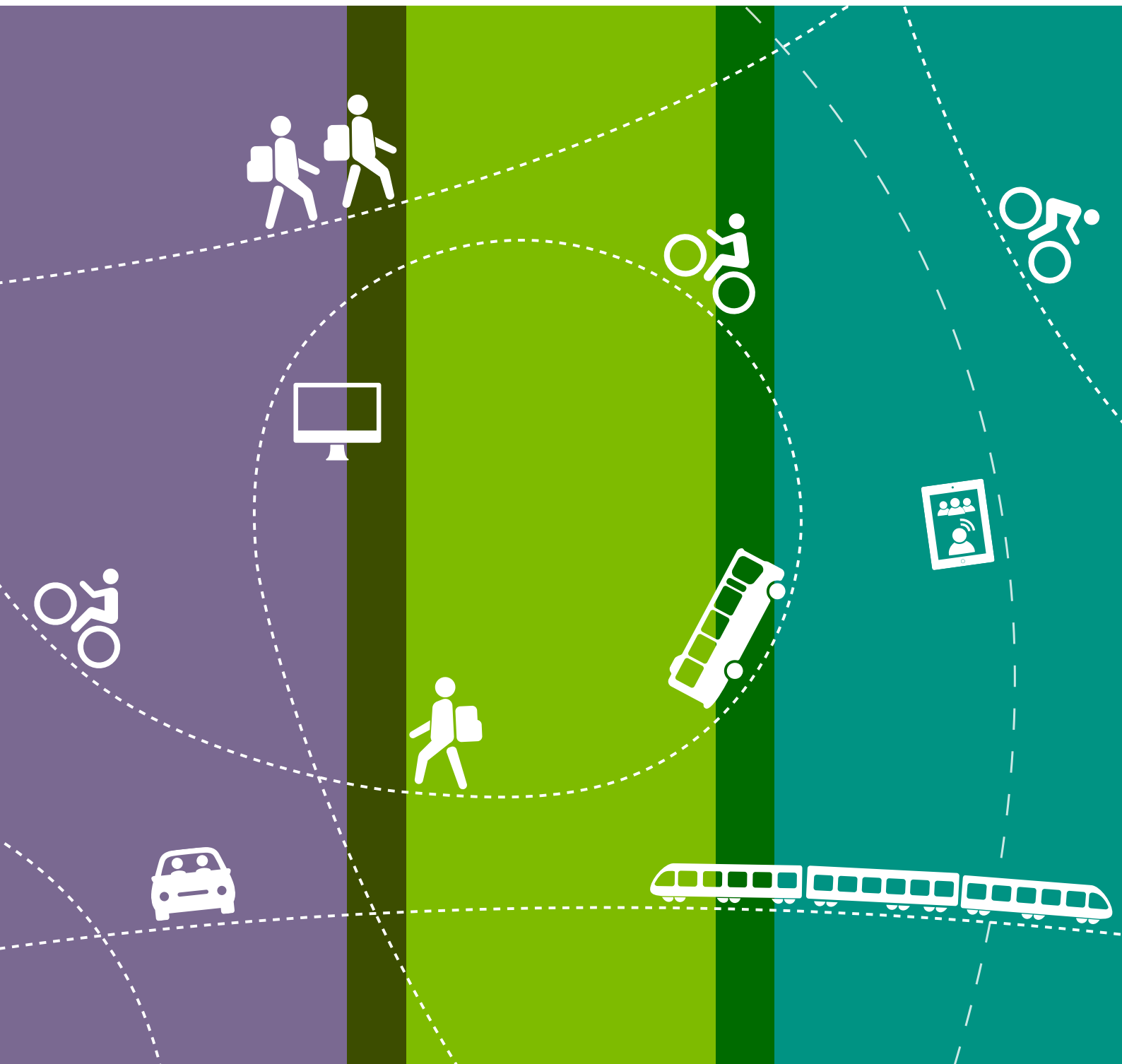**Maintenance Services**

University of
**Reading**

# TRAVEL PLAN
# 2017–2022

For staff, student and visitor travel. Doing everything we can to make it easy for you to choose sustainable modes of travel

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# FOREWORD BY THE VICE-CHANCELLOR

I am pleased to introduce this new Travel Plan for the University of Reading.

We can be proud of our achievements to date. These include meeting our ambitious 35% carbon reduction target from the 2008/09 baseline, and achieving our targets for single occupant car use set in the 2012 travel plan.

We are now seeking to build on our success and demonstrate continuous improvement. So we have announced a 45% carbon reduction target for 2021 and have set out new targets in this Travel Plan.

We cannot achieve these targets without your help and support. The travel choices you make, and the way you do business on a daily basis, can make a real difference. For our part, we seek to expand the ranges of alternatives to single occupant car travel and make them more attractive and easier to use. We host and support award winning bus routes, host a car club, offer cycle hire and have numerous cycle storage facilities.

Work has started on improving shared routes on campus. At the same time, we will continue to seek off-campus improvements with local councils to help ourselves and our neighbours.

We are well on the way to creating a sustainable approach to travel and transport within, and beyond, the University. Thank you for your support so far and I look forward to working with you as we improve further our performance in the future.

Sir David Bell KCB
Vice-Chancellor University of Reading

'We are well on the way to creating a sustainable approach to travel and transport within, and beyond, the University.'

**Sir David Bell KCB**
Vice-Chancellor University of Reading

# INTRODUCTION AND VISION

**Doing everything we can to make it easy for you to choose more sustainable modes of travel.**

The University of Reading takes its environmental responsibilities seriously and aims to manage its operations in ways that are environmentally sustainable, economically viable and socially responsible. This Travel Plan and its predecessors form a key part of our ISO14001 certified Environmental Management System, which alongside our Carbon Management Plan help us work towards our sustainability vision:

**To be a leader in reducing our impacts on the local as well as global environment, by embedding a culture of sustainability throughout our teaching, research and operations.**

Considerable progress has been made since our first University Travel Plan in 2000, with our overall modal split targets for 2017 successfully met – a summary of the progress and achievements to date, including full modal split breakdowns, is available as a separate appendix to this report.

The overarching aim of the Travel Plan is to reduce the environmental impact of travel and transport associated with the University. We wish to demonstrate to our neighbours and local Councils our commitment to manage our impacts relating to traffic levels, parking, and associated noise and air pollution on the local, regional and wider environment

Our vision is that wherever possible this aim will be achieved through encouraging positive choice of alternative modes of travel to single occupant vehicles (SOV), by increasing their attractiveness to University users. This will involve building on the work undertaken under previous Travel Plans; continuing to identify and seeking to implement improvements to facilities for walking, cycling, public transport, responsible car use and remote working. Disincentives for SOV use will be looked at where necessary. A key part of this process is ensuring clear information regarding these alternative modes is made available to staff, students and visitors.

## WHY SHOULD YOU GET INVOLVED?

- Reduce your personal travel costs by choosing active modes or taking advantage of the discounts offered for public transport or shared parking permits.
- Improve your health and fitness by choosing active modes of travel (walking or cycling).
- Reduce your personal impacts on the environment – locally, nationally and globally.
- Meet people – different travel modes can be a good way to meet people.
- Help the University achieve the aims listed under 'benefits of the Travel Plan'.
- Save your department money.
- Help make your commute easier by providing feedback.

**WE'VE REDUCED ALL OF OUR CARBON EMISSIONS BY 35%**

## CARBON HIERARCHY

For 2017 we wish to be clear about a hierarchy of priorities. Alternatives to single occupant car travel are prioritised by hierarchy in terms of their carbon costs as follows:

1. Removing the need to travel
2. No carbon modes (walking and cycling)
3. Low carbon, (public transport eg train and bus)
4. Car share and responsible car use (including electric vehicles)
5. Remove need to travel at peak times

We have placed electric and other alternative fuel vehicles under level 4 in the hierarchy, as part of responsible car use rather than low carbon, because although their direct emissions are very low, the generation of the electricity still results in emissions, and most importantly for travel they still contribute to traffic congestion more heavily than the higher priority solutions .

## BENEFITS OF THE UNIVERSITY TRAVEL PLAN

- Building on SOV (single occupant vehicle) modal split reduction targets achieved through previous Travel Plans.
- Reducing the University's carbon emissions, and noise and air pollution impacts on the local and global environment.
- Reducing University impacts on congestion, traffic levels and parking pressures in the local and surrounding area.
- Facilitating improved public transport facilities in the local area which benefits neighbours as well as staff and students (eg hosting Readybike and Co-wheels; improved bus frequencies).
- Reducing travel costs for staff and students.
- Improving health and fitness levels of staff and students by encouraging choice of active modes of travel (walking and cycling) – demonstrated to improve productivity and reduce sickness.
- Supporting equal opportunities through a wider range of working opportunities and travel choices to staff, students and visitors.
- Improving availability of parking spaces on our campuses for those with greatest need / no alternative options.
- Having a publically available Travel Plan to support future planning applications
- Helping us support local policies including Reading Cycle Strategy; Reading (RBC) and Wokingham (WBC) Local Transport Plans.
- Aligning with University policies including: The University Vision; Estates Strategy; Campus Routes Strategy; Building Design Guides; Procurement Strategy; and HR Strategy.

## SCOPE

The University Travel Plan covers our three main UK campuses (those overseas are excluded). There are currently approximately 18,000 students from 150 different nationalities and nearly 4,000 members of staff, and the University has plans to increase student intake by up to 3% a year to 2022. The main Whiteknights and London Road campuses are conveniently situated within easy reach of Reading town centre and train station with its excellent transport links. Greenlands campus is in a more rural location outside Henley-on-Thames, where alternative transport options are more limited. We also work closely with UPP (Universities Partnership) who since 2012 have been responsible for our halls of residence, to monitor and help manage the travel impacts of the halls.

The primary focus of the University Travel Plan is staff and student commuter trips to and from the University. The Travel Plan additionally considers travel by visitors and contractors as well as deliveries and fleet vehicles wherever feasible. University business trips are also now included for the first time, as we have identified a need to address increasing $CO_2$ emissions in this area and many of the initiatives required are the same or related.



## OBJECTIVES, TARGETS AND MEASURES

The Travel Plan Objectives are set out in the following section, along with highlights of the identified measures to address them. More detail of these measures can be found in Table 1 (see page 13) – the 5 year Travel Plan Action Plan. This action plan includes continuation of existing successful initiatives to ensure they remain prioritised wherever appropriate.

## OBJECTIVE 1 AND TARGETS
## SEEK CONTINUED IMPROVEMENTS (REDUCTIONS) IN THE LEVEL OF SOVS BEING USED FOR COMMUTING TO OUR CAMPUSES

The headline focus of the Travel Plan remains a reduction in proportion of commutes to the University being undertaken by SOV (single occupant vehicle). This is the standard Travel Plan measure, and can demonstrate progress over time irrespective of any changes to our University population, as well as allowing for comparison to peer institutions of different sizes.

The University will continue to set challenging but realistic SOV reduction targets, demonstrating our commitment to sustainable travel, whilst acknowledging that the rate of reduction in SOV rates will become more challenging as those staff and students with easy alternative choices to make have already done so. Planned University growth makes these targets additionally challenging to meet, but equally makes achieving them even more crucial to limit any travel impacts of the planned growth.

While a combined headline target remains, separate targets have also now been set for staff and for student journeys so that differences between these two groups can be more effectively addressed. We have identified that while staff SOV rates are falling, student rates have increased slightly. This move also provides for greater consistency with peer universities and HEFCE monitoring requirements.

Figure 1 outlines our identified targets for 2022.

**Figure 1 Targets and actual for SOV modal proportion**

|  | 2012 | 2014 | 2016 | 2022 target | Difference 2012-2016 | Target difference |
|---|---|---|---|---|---|---|
| Staff | 49.4 | 46.8 | 40.4 | **37%** | -9% | 3% |
| Student | 11.3 | 5.9 | 8.4 | **5%** | -2.9% | 3% |
| Overall | 19.9 | 15.5 | 16.2 | **13%** | -3.7% | 3% |

**Measures to reduce SOV use to campus**

• This objective and targets will be achieved wherever possible through improving the attractiveness of alternative mode choices to reach the University (see the remaining Travel Plan Objectives).

• Positive choice of these alternatives will be encouraged through ensuring availability of good quality information and campaigns outlining the range of sustainable travel alternatives available.

• We recognise the opportunity provided by having a large influx of new students and also staff every year. The most crucial time for University staff and students to receive this information is as, or ideally before, they first arrive on campus. Facilitating an initial choice of alternatives to SOV when people first travel to the University is frequently more effective than attempting to change travel habits at a later date. Those new to the area are actively seeking travel information. The start of the academic year will continue to form a key time to focus travel information to raise awareness of alternative options and to enable comparison between them.

**Monitoring success:**

• Progress relating to our modal split targets will continue to be monitored via our biannual University Travel Survey,

• Additional monitoring of SOV travel to our campuses is discussed under Objective 7.

## OBJECTIVE 2
## GIVE GREATER PRIORITY TO OPTIONS FOR REDUCING THE NEED TO TRAVEL

As identified through the Carbon Hierarchy outlined in Section 2, removing the need to travel in the first place is the most sustainable priority option in terms of reducing any of the impacts of travel. To date there has been only limited focus within the Travel Plan in this area, however University IT facilities do allow for video conferencing and remote working in many instances, and recent University initiatives relating to flexibility for diversity and inclusion led by the Diversity Deans align well with the objective. Success in this area will require extensive collaboration across different parts of the University including IT, HR; and Procurement. The overarching aim will be to achieve a culture where travel is not the automatic first choice.

### Measures to reduce the need to travel

- This objective will require collating and supporting existing efforts in different areas across the University and identifying ways to support them.

- The primary focus will be with IT, ensuring that IT facilities enable staff and students not to travel if they don't need to. Required tools will include document sharing and online collaborative working technologies; videoconferencing and home computing facilities access. These facilities are generally already available to University users, eg Office365 and Skype for business. The Travel Plan can help raise awareness to increase understanding of the opportunities they provide.

- A second area of focus will be continued dialogue with HR to ensure University working policies are supportive of flexible working and remote working, and that where necessary training is available for staff and line managers. A current project at the University to promote flexible working opportunities is being led by the Diversity Deans and supported by HR. The Travel Plan will support this project through membership of the steering group.

- A third key part of the University to engage with regarding this objective is the Procurement team. The role of Procurement in the process of sourcing travel from providers places them in a unique position to influence its replacement with alternatives, particularly for business trips.

- Future travel surveys will seek to capture more information about current remote working practises (both formal and informal, and for business 'travel' as well as for daily working); how best to support their continuation and expansion, and explore how to monitor this 'avoided' travel.

University IT facilities do allow for video conferencing and remote working in many instances
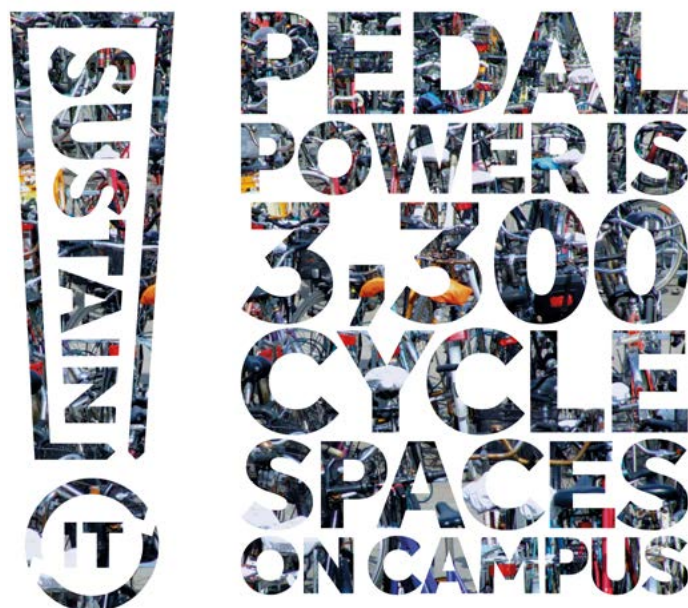
## OBJECTIVE 3
## SEEK TO DEVELOP OUR CAMPUSES INTO ATTRACTIVE PLACES FOR WALKING AND CYCLING IN ORDER TO ENCOURAGE THESE MODES

A key issue for both staff and students identified through University Travel Surveys has been clashes between pedestrians and cyclists on campus, largely due to the lack of sufficient space for the volumes of traffic at peak times. Other facilities such as showers and wayfinding that would support active travel could also benefit from improvement. We will produce a vision for active travel, detailing how those choosing to travel by these modes should be supported and encouraged by the University, and rewarded for their positive choices through the availability of good quality facilities.

**Measures to increase the attractiveness of cycling and walking to the University**

- Continuation of current successful cycle support and promotion activities including Dr Bike provision, safety campaigns, equipment discounts, training, and maintaining dialogue with local Councils in seeking off-campus improvements.

- Produce a vision for active travel.

- Ongoing work to produce a Campus Routes strategy has provided a design guide for pathways in any future developments on campus. These will be publicised and promoted for application to any University Improvement works.

- The Campus Routes Strategy identifies the end goal and a number of locations on campus that can benefit from improvement works to reach this goal (largely path widening). This will be developed into a prioritised programme of improvements aligning with the University Master Plan which will be implemented by the current Travel Plan and other University sources over a number of years as funding becomes available.

- Improvements to shower, changing and storage facilities will also be sought. The initial step here is to identify opportunities for improvements on our campuses as well as identifying clear shower design standards that should be used for any new developments.

- Initiatives to attract new cyclists will be implemented wherever resources allow. Effective initiatives in this area are often very resource intensive as one-to-one involvement can be the most successful approach – thought will need to be given to how to resource these initiatives.

SUSTAIN IT
PEDAL POWER IS 3,300 CYCLE SPACES ON CAMPUS

## OBJECTIVE 4
## SEEK TO MAINTAIN AND CONTINUALLY IMPROVE ACCESSIBILITY TO OUR CAMPUSES BY LOW CARBON MODES (PUBLIC TRANSPORT)

The University wishes to ensure that our main campuses remain easily accessible by public transport from a wide surrounding local area, and across southern UK. With regular, frequent, reliable, attractive, and cost effective services that reach a majority of the surrounding area.

We additionally wish to ensure that staff, students, contractors and visitors are aware of local public transport services in order that their use is encouraged.

**Measures include:**

- We will seek to continue and develop the award winning relationship with local bus provider Reading Buses to continue excellent bus services to campus, and seek to work with other providers of local bus routes where appropriate.

- Continue to provide feedback to local public transport providers from University staff and student travel survey, and other sources, to encourage improvements and develop new initiatives.

- We will proactively seek to increase the proportion of staff and students who are able to reach the University on public transport within 45 minutes from home.

- We will seek to ensure that a range of travel discounts are available for University staff, students and visitors, including seeking expansion of rail discounts to cover a greater number of routes.
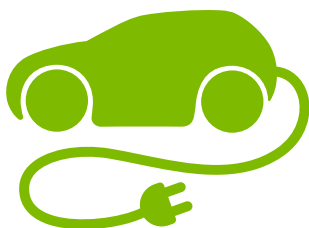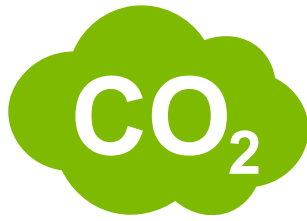
## OBJECTIVE 5
## PROMOTE RESPONSIBLE CAR USE FOR THOSE WITHOUT ALTERNATIVE OPTIONS TO REACH THE UNIVERSITY

Responsible car use includes car sharing, use of car club (avoids need for private vehicles to be brought to campus), electric vehicles, eliminating speeding, eliminating use of our campuses as a cut-through, and minimising travel at peak times. We wish to facilitate the safe use of campus by car drivers who are legitimate visitors, without encouraging those who do not need to, to drive to/on our campuses. This will include effectively managing our parking, particularly the ratio of permits issued to spaces provided for permit holders.

**Measures encouraging responsible car use**

- We will work to promote and increase usage of the University car club in order to allow for expansion of the scheme to more locations around the University.

- Promote our recently installed electric vehicle chargepoints, Monitor their usage and any demand for additional chargepoints in further locations.

- Review methods to increase the attractiveness of car sharing and attempt to achieve a critical mass of staff registered in our car-sharing scheme. New initiatives will include considering the provision of reserved parking bays in desirable locations and greater promotion of the emergency ride home offer.

- We will seek to provide improved processes for occasional parking on campus so that staff not requiring an annual permit can park occasionally when not near the pay and display Car Park (eg Earley Gate and London Road).

**CO₂**

## OBJECTIVE 6
## SEEK REDUCTION OF CO$_2$ EMISSIONS FROM BUSINESS TRAVEL

University carbon emissions due to business travel have been steadily increasing. The University recognises that in a world of internationalisation some foreign travel is necessary and desirable to retain and enhance international links. However we seek to minimise the need for this wherever possible, by providing suitable IT solutions to replace physical travel, and engendering a culture where seeking alternatives to physical travel is the automatic option. Where this is not possible we will seek to minimise the carbon impact of the travel through promotion of less carbon intensive travel mode selection.

**Measures to address CO$_2$ emissions from Business Travel**

- Improved understanding and accuracy of the data provided relating to business travel will be a first priority. Data from University approved travel booking suppliers is now largely available, but we will seek improved information from our internal financial systems and expense claims. Improvements here will require collaboration with University Procurement and Finance teams to focus on the University Travel Expenses Policy and claims forms.

- Measures already discussed under reduced need to travel will also be relevant to business travel including IT improvements, especially teleconferencing facilities and possibly remote teaching facilities.

- Where the need to travel remains, modal switch to less carbon intensive modes will be encouraged through policies and training of those booking travel. Existing restrictions on first and business class flights will be retained. Incentives for train travel replacing domestic flights where possible could be considered.

- Staff needing to drive on business will be encouraged to use car club cars, removing the need for staff to 'drive to work because they need the car to travel to meetings'.

We seek to provide suitable IT solutions to replace physical travel, and engendering a culture where seeking alternatives to physical travel is the automatic option.

## OBJECTIVE 7
## EXPAND AND IMPROVE MONITORING TO ENABLE MORE INTELLIGENT TARGETS TO BE SET FOR FUTURE TRAVEL PLANS

The Travel Plan targets are well monitored by a detailed staff and student travel survey every two years which obtains good quality self-report data on how staff and students travel to the University. The survey additionally obtains useful feedback on what measures staff and students would like to see.

We have ambitions to set more intelligent targets moving forwards; targets that take into account, for example, the possible staff and student commute modal splits according to reasonable journey times; a desire to reduce absolute as well as proportional SOV trips (as recorded by the travel survey), better management of the availability of parking spaces; and recognition that the University population size may change if student growth targets are met . We have however identified that our current available data is not sufficiently strong to allow us to do this. Therefore a key objective for the current Travel Plan is to develop and improve our monitoring and data to allow more extensive intelligent target setting in future.

**Monitoring improvements to allow consideration of alternative targets**

Some ideas that we wish to explore include:

• Better analysis of ANPR (Automatic Number Plate Recognition) data to understand levels of traffic arriving at Whiteknights Campus each day. This count data will be valuable to additionally better understand parking availability, and to identify those using the campus as a cut-through.

• Improving understanding of ratios of parking spaces to permits issued, and applications refused/received. To include improved understanding and monitoring of the range of different permit types issued (eg for associates; contractors and tenant organisations' parking.

• Pedestrian and cyclist counts and bus ticket data to compare to self-report from the Travel Survey.

# FINANCE

The University Travel Plan Initiatives and staff costs are funded through a mix of capital and revenue funding. It is anticipated that current funding levels will be sustained in real terms over the planning period.

# REPORTING AND GOVERNANCE

The Travel Plan is overseen by the University's Environment and Sustainability Committee. Day to day management is with the Sustainable Travel Coordinator and the Energy & Sustainability Manager within Estates and Facilities. Annual action plans (which are aligned to the overarching 5 year Plan) are submitted to Committee for approval.

A results report from the biannual staff and student travel survey is published every two years, with summaries of the results made available through newsletters and web portal articles.  Outcomes from the travel survey will be the primary source of information for measuring the progress of the Travel Plan, and used to further inform the evolving Action Plan.

# ADDITIONAL APPENDICES AVAILABLE

Travel Plans 2000-2017: History, scope and summary of progress to date

# TABLE 1: ACTION PLAN 2017–2022
# UNIVERSITY OF READING STAFF AND STUDENT TRAVEL PLAN

## 1  GENERAL SUSTAINABLE TRAVEL INFORMATION COMMUNICATION

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 1.01 | Ensure easy availability of general 'how to get to us' information enabling comparison between all main mode choices for those considering how to reach the University or make a journey. | Ensure sustainable travel webpages are kept updated. Improve links with the Universities 'how to get to us' and parking information pages. Consider producing a visitor guide maps for campuses. Hold information stands at suitable events. | Continued | £ | 1 | Travel Co-ord, Communication Team | Ongoing |
| 1.02 | Information provision to new staff | Ensure sustainable travel information reaches new University staff, preferably ahead of their arrival in Reading, or during the interview process. New staff information updating for inductions and HR pages | New | £ | 2 | Travel Co-ord, HR | Ongoing |
| 1.03 | Information provision to new students | Ensure sustainable travel information is provided to new University students, preferably ahead of their arrival in Reading. Large campaign at start of term each year - information in handbooks, flyers and information stands. | Continued | £ | 1 | Travel Co-ord, RUSU, Student Services, UPP | Ongoing |
| 1.04 | Non mode specific sustainable travel awareness raising; campaigns and promotions | eg leave your car at home day. Travelwise newsletter. | Continued | £ | 3 | Travel Co-ord | Ongoing |

## 2  REDUCING THE NEED TO TRAVEL

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 2.01 | Support and encourage University provision of technological solutions facilitating remote working (for day to day work and replacing business travel). | Provision and promotion of IT tools including online collaborative working, document sharing, videoconferencing and communication aids. | New | ££ | 1 | Travel Co-ord, IT Services, | Y1 ongoing |
| 2.02 | Support and encourage University working policies and culture supporting remote working where appropriate | Work with University champions for flexible working, HR, IMPS for data protection. Training for staff and managers. Explore additional ways to support reduced need for travel / remote working - use travel survey to improve understanding the situation and what is needed. | New | £ | 1 | Travel Co-ord, HR, IT, Procurement, Diversity Champions | Y1 ongoing |

*Estimated cost over the 5 years. £=0-2500; ££=2500-20,000; £££=20,000-200,000 ££££=200,000+

**Priority over the 5 years in terms of potential for contribution to Travel Plan targets. 1 = highest, 3 = lowest

# 3 ACTIVE TRAVEL – WALKING AND CYCLING

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 3.01 | Produce a vision for active travel | Outlining how those choosing active travel should be supported and encouraged by the University, and rewarded for their positive choices through the availability of good quality facilities. | New | £ | 2 | Travel Co-ord | Y2 |
| **Route improvements (walking and cycling)** | | | | | | | |
| 3.02 | Improve paths and routes on campus for both cyclists and pedestrians. | Focus on providing improved shared routes with sufficient space and width for both user groups on desired routes. | Continued | £ | 1 | Travel Co-ord, RUSU, Student Services, UPP | Ongoing |
| 3.03 | Seek to improve campus legibility, wayfinding and signage. | Wayfinding improvements to be sought In conjunction with Campus Route Strategy and Quad improvements to Whiteknights campus. | New | £££ | 2 | E&F, Wayfinding committee? Events | Year 3 |
| 3.04 | Work with local councils to improve pedestrian routes, pedestrian crossings and cycle routes off campus wherever possible. | Work with Reading Borough Council; Wokingham Borough Council; Wycombe / Buckinghamshire Council; Oxford County Council. A particular focus will be seeking a pedestrian crossing for Pepper Lane. | Continued | £ | 2 | Local Councils Transport Planning Officers | Ongoing |
| 3.05 | Promote safe and considerate use of shared spaces by all mode users | Publicity and advice campaigns, including posters in appropriate locations. To include advising pedestrian groups to allow faster walkers and cyclists to overtake them. Campaign to remind cyclists to use lights on paths on campus as well as on roads. | Continued | ££ | 3 | Health & Safety Services, Local Road Safety Officers (Councils & Police) | Ongoing |
| **Shower, changing and storage facilities improvements** | | | | | | | |
| 3.06 | Seek to improve shower, changing and clothing / equipment storage facilities on our campuses. | Conduct gap analysis in level of provision and quality of showers, changing and wet clothes storage facilities. Develop and implement University approved design standards for showers in new buildings. Investigate options for storage for cycle helmets for students and those without desks. | Continued / expanded | £££ | 1 | Estates and Facilities – Maintenance and Projects | Y2 |
| **Cycle parking facilities and security** | | | | | | | |
| 3.07 | Ensure suitable secure bicycle parking/ storage facilities are available. | A recent programme of cycle parking improvements should see only limited demand for additional parking. Nevertheless monitoring usage and demand for improved facilities will continue, to provide additional where demand exists and it is feasible. Existing facilities will also require ongoing maintenance. Ensure design standards for cycle parking facilities on campus are published. Consider bicycle lockers. | Continued | £ | 3 | Estates and Facilities – Maintenance and Projects | Y3 ongoing |
| 3.08 | Reduce bicycle thefts (and perception of thefts) on campus -improve bicycle security. | Continue to monitor demand for gated parking where appropriate. Support Security Services initiatives including CCTV and any bicycle security campaigns such as encouraging use of 'D-locks' and 'eyes are watching you' | Continued | ££ | 2 | Security Services | Y3 ongoing |

## 3 ACTIVE TRAVEL – WALKING AND CYCLING continued

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| **Cyclists support and encouraging new cyclists** | | | | | | | |
| 3.09 | Initiatives supporting cyclists. | Provide regular Dr Bike sessions, with promotional cycle and cycle safety information alongside. Offer bicycle maintenance classes. Offer road cycle skills training and encourage participation. Provide discounts for bicycles and locks, lights and other equipment. Consider improved communication routes to cyclists, eg BUG. | Continue | ££ | 2 | Travel Co-ord, HR for salary sacrifice | Ongoing |
| 3.10 | Initiatives encouraging new cyclists | Offer guided rides; bike buddies; 'On bike days' at start of terms. Challenge events and fun competitions. Bike breakfasts. New cyclist training. Consideration of resourcing is required as to be effective this is resource intensive. | Continued | £ – £££ | 2 | Travel Co-ord; Local cycling organisations | Y2 ongoing |
| 3.11 | Work with RBC and Readybike to seek provision of Readybike stands in local student residential areas. | Lack of space for bicycle storage at home can be a barrier to cycling, a particular issue in larger shared houses. Work with Readybike and RBC. | New | £ | 2 | Travel Co-ord; Readybike; RBC | Y2 |

## 4 PUBLIC TRANSPORT

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 4.01 | Continue to seek discounted public transport travel for staff, students and visitors | Seek replacement for salary sacrifice annual bus tickets following HMRCs removal of the scheme. Continue Easit or similar membership for rail discount for staff and promote busplus and 18-25 rail tickets to all. Continue to promote free taster bus tickets for new staff and students, and also for visitors to large events. Seek replacement discounts for adhoc bus travel following removal of SimplyUni. Ensure any discount offers are not overly complicated and therefor easy to promote. Offer season ticket loans. Seek discounts for travel to Greenlands. | Improved | £ | 2 | Travel Co-ord, Reading Buses, HR, easit, Arriva | Ongoing |
| **Bus travel** | | | | | | | |
| 4.02 | Continue to work closely with local bus providers to ensure our campuses remain served with reliable, frequent bus services, for staff, students and visitors. | Hold regular meetings with local bus providers, providing feedback from University bus users on what would increase usage. Frequency increases to route 19 have been requested. Seek to expand proportion of University population who are able to access their workplace within 45 minutes by public transport, through seeking improved and new routes where appropriate. Ensure pedestrian/cycle route improvements on campus do not create pinch points for the buses or result in causing damage to verges. | Continued | £ | 1 | Travel Co-ord, Reading Buses, Arriva, other local bus providers | Ongoing |
| 4.03 | Maintain appropriate bus waiting facilities on campus. | Monitor to confirm that recent improvements address demand for waiting facilities. | Continued | 0 | 4 | Travel Co-ord, E&F | Y1 |

## 4 PUBLIC TRANSPORT continued

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 4.04 | Campaigns and initiatives to raise awareness and promote travel to the University by bus | Seek innovative promotional initiatives to build on current award winning ones such as claret spritzer. Promote night buses; 60 minute tickets; mobile ticketing and apps. Work with Reading Buses and other bus providers including Arriva for Greenlands. Continue to encourage open and visit day visitors to travel to the University by bus. | Improved | £ | 2 | Travel Co-ord, Reading Buses, Arriva | Y1 ongoing |
| **Rail travel** | | | | | | | |
| 4.05 | Campaigns to raise awareness and promote travel to the University by rail | Promotion of easit rail discounts. Promotion of Earley Station for those based at Earley Gate. Promote rail travel at London Road campus. Monitor awareness levels. | Continued | £ | 2 | Travel Co-ord, railway operators, easit | Y3 |

## 5 RESPONSIBLE CAR USE

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 5.01 | Improve road safety and reduce vehicle speeds on campus, including removing/ reducing rat running. | To be achieved partially through route improvements listed under item 2.02. Also consider speed awareness signage. | New | £££ | 2 | H&S, Campus Routes Consultants; Travel Co-ord | Y4 |
| **Taxi** | | | | | | | |
| 5.02 | Investigate options to encourage only reputable and safe taxi firms to campus. Discourage them speeding on campus. | | New | £ | 3 | H&S; RUSU; Student Services; Travel Co-ord | Y4 |
| **Electric car charging** | | | | | | | |
| 5.03 | Provide facilities for electric vehicles at the University, including installation of electric charging points on Whiteknights Campus. | Promote newly installed charging points. Monitoring usage and monitor demand for additional points in other locations. Promote for University managed vehicles. | New | £££ | 1 | Travel Co-ord, Projects Team, EVCP providers | Y1 |
| **Car-sharing** | | | | | | | |
| 5.04 | Provide means to enable those interested in car-sharing to meet car share partners and other mechanisms supporting car sharing | Currently provided through Liftshare. Continue to provide emergency ride home fund for car sharers. | Continued | £ | 3 | Travel Co-ord | Ongoing |
| 5.05 | Seek to provide reserved parking spaces for car sharers in desirable location to increase attractiveness of sharing. | Requires mechanism to encourage adherence to the bays rules. | New | ££ | 1 | Travel Co-ord, Maintenance and Projects, E&F | Y2 |
| 5.06 | Conduct a larger promotion of the benefits of car-sharing (aligned to introduction of reserved spaces), to attempt to achieve a critical mass of users. | Seek to achieve a level of usage of Liftshare (or similar) where there are enough members for people to readily find others to share with. | New | ££ | 1 | Travel Co-ord | Y2 |

# 5 RESPONSIBLE CAR USE continued

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| **Car club** | | | | | | | |
| 5.07 | Promote and increase usage of the University Car Club (new provider Co-wheels in 2016). Seek to expand the scheme when usage levels permit. | Promote Car club and University discount to potential users with larger campaign. Potential car club user groups to promote to includes: Students resident in halls; Students resident in; surrounding area; Student Society trips (RUSU); Staff for business travel (don't need to bring own car to campus for work purpose); Staff personal use; Use by neighbouring community (being a good neighbour). Monitor usage and seek to expand scheme (increased number of cars in different locations) if sufficient demand. | Continued | £ | 1 | Travel Co-ord, Co-wheels | Y1 and ongoing |
| **Parking** | | | | | | | |
| 5.08 | Ensure the process of occasional parking at all campus locations is straightforward for staff to discourage need for annual permits or parking in local residential areas. | Solution for occasional parking needed for Earley Gate. Whiteknights fine as has Pay & Display; London Road ok with occasional as has a reception that can store them. Greenlands has a different system. | new | £ | 2 | Campus Services (Parking) | Y2 |
| 5.09 | Consider separating the parking permits process for Whiteknights and for London Road. | To allow for more effective parking management at both sites. Currently a single permit covers both campuses which makes understanding or addressing reported parking pressures specifically at London Road very challenging. Many staff will continue to need to park at both sites. | new | £££ | 1 | Campus Services (Parking) | Y2 |
| 5.10 | Consider reviewing staff annual parking permit eligibility criteria in the context of increasing pressures on availability of parking spaces, to facilitate parking by those with the greatest need. | Linked to need for improved parking data. Review of permits issued to improve monitoring and management between campuses. Review 2017 analysis of local transport options for staff and student commuting. Consider more flexible arrangements. | New | ££ | 1 | Travel Co-ord Campus Services (Parking) | Y2 |
| 5.11 | Consider reviewing student parking permit process. | If reviewing staff permit eligibility consider wider review including student eligibility. Increased flexibility for those wishing to park outside of key term time could be considered. | new | ££ | 3 | Campus Services (Parking) | Y3 |

## 6  SUPPORTING BUSINESS TRAVEL

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 6.01 | Reduce carbon emissions from business travel. | Apply carbon hierarchy of travel modes to business travel. Travel expenses policy already supports this but requires promotion. Seek to improve monitoring, specifically of University expense claims and how to identify and record avoided business travel. Promote use of IT facilities in place of travel for business wherever possible. Ensure they are straightforward and pleasant to use. | New | £££ | 2 | IT; Procurement; Finance; Travel Co-ord | Y5 target, start Y1 |
| 6.02 | Reduce carbon emissions from University managed vehicles | Increase use of electric vehicles where possible. Monitor which departments have vehicles and identify opportunities to reduce carbon. Consider increasing use of bicycles. | New | ££ | 4 | Vehicle managers, eg Catering. Campus Services. | Y5 |
| 6.03 | Explore potential for reducing carbon emissions and traffic from supplier deliveries | Explore opportunities with Procurement such as combined deliveries and reduced frequency deliveries. | New | £ | 4 | Procurement | Y4 |

## 7  TRAVEL PLAN MONITORING

| Item number | Travel plan initiative | Detail | New or continued | Cost* | Priority score** | Responsibility | Timescale |
|---|---|---|---|---|---|---|---|
| 7.01 | Seek improved data and records to enable development of improved future Travel Plan targets. | Priority areas include those relating to University population and campus location figures; and ratio of parking spaces to parking permits issued on our campuses. Consider using WREN to log much of this data. | New | ££ | 1 | Travel Co-ord | Y5 target, start Y1 |
| 7.02 | Monitor impacts of department campus moves and new developments on existing travel patterns. | Changes to campus layout may alter demands for travel facilities such as routes and cycle parking. | New | ££ | 2 | Travel Co-ord, Space management | Y2 ongoing |

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