



WARWICK

# Staff and student travel analysis 2023

January 2024

**steer**

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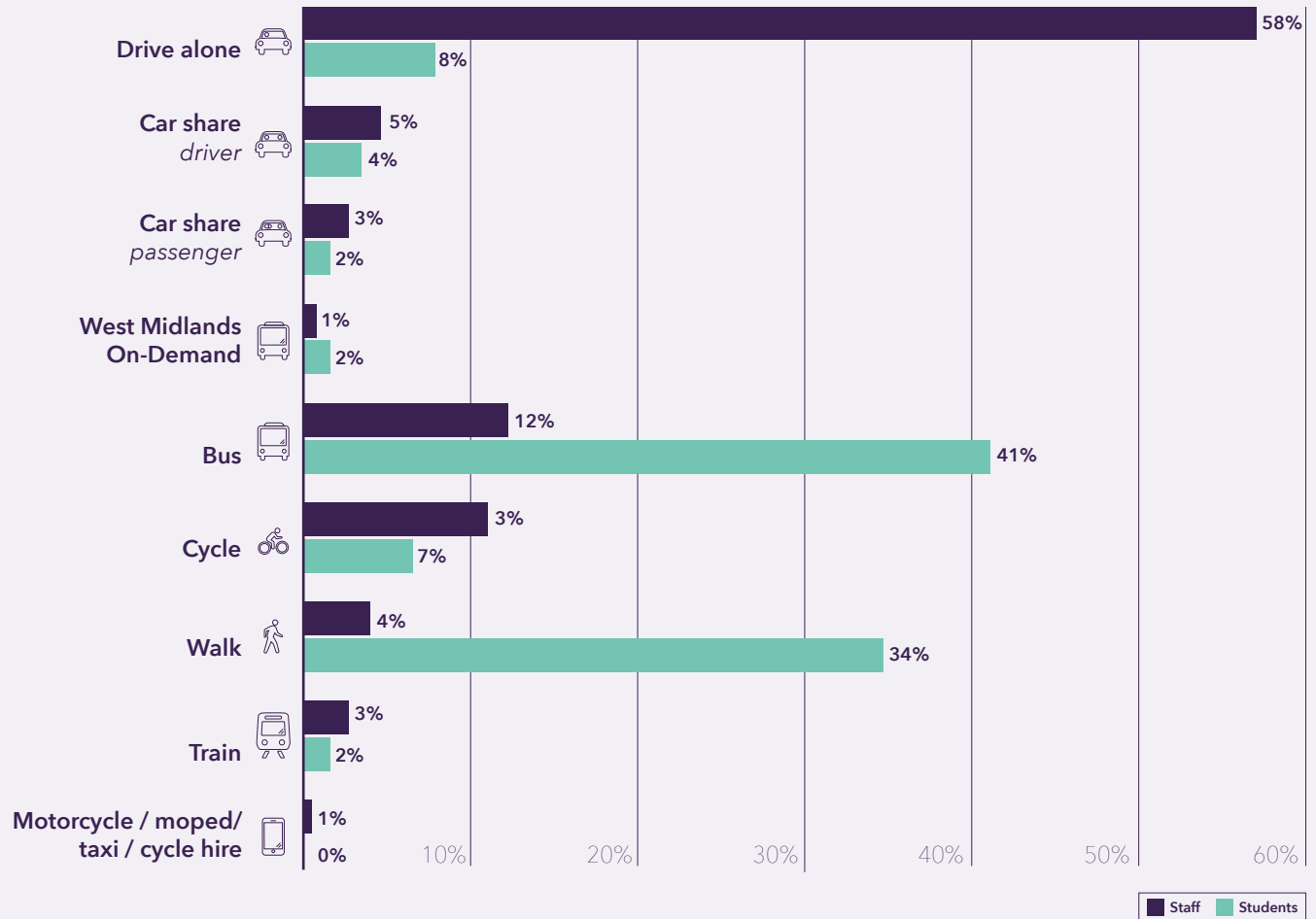
In Autumn 2023, 3,317 staff and students completed an online survey which sought to understand their travel to/at the University, and their perceptions of the alternative travel options and initiatives available to them. **This was twice as many responses as the previous year as a result of proactive promotion online and on campus. There was a particular increase in the number of responses from students.**

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# How staff and students are travelling

- Although most staff drove alone to campus in 2023, there have been some positive changes with an overall reduction in driving alone since 2022 and an increase in bus use.
- There was no change in staff travelling by bike or on foot, suggesting that the University has further work to do to encourage staff to walk or cycle.
- It's possible that more student car drivers than usual felt incentivised to respond to the 2023 survey to share dissatisfaction with recent changes in car park charges. The analysis presented therefore excludes medical school students as one of the groups most likely impacted by these changes. Proportionately more students drove alone to campus in 2023 compared with 2022.
- Although good numbers of students overall continued to use the bus, walk and cycle in 2023 and there was a small increase in the proportion that walked, there was a small reduction in the proportion using the bus and cycling compared to 2022.

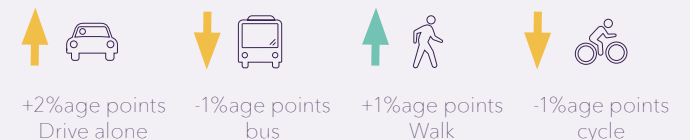
**Figure 1**  
Usual mode of travel to campus (excluding Medical School students)



**Changes in staff travel since 2022**



**Changes in student travel since 2022**



# Satisfaction with travel and support provided by the University

Overall, **staff and students are generally more satisfied than dissatisfied with their journey** to the University, but there are significant variations between staff and students travelling in different ways. These variations are similar to those seen in the 2022 survey.



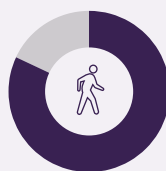
Respondents using active travel modes (walking and cycling) are the most satisfied with their journey to campus.



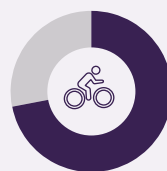
Respondents travelling by public transport (bus and train) are the least satisfied overall.



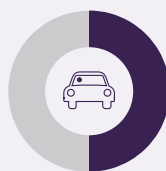
Drivers who drove alone were slightly more satisfied than drivers who shared with a passenger.



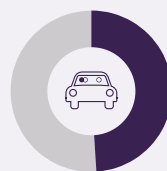
Walk 82%



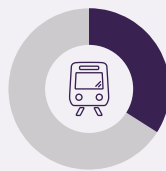
Cycle 72%



Drive alone 50%



Drive with passengers 49%



Train 34%



Bus 33%

● Satisfied

Respondents were also asked to rate their **satisfaction with the support provided by the University to encourage cycling, bus use and car sharing**. The results show that the University is generally doing well on the support it gives to cyclists but could do more to support staff and students to use bus and to car share.



Support for cycling scored highest with 58% of student cyclists and 51% of staff cyclists satisfied



Support for car sharing scored lowest with only 12% student car sharers and 22% of staff car sharers satisfied



31% of student bus users and 41% of staff bus users were satisfied with support for bus users

# Switching to more sustainable modes



**22% of staff** car drivers and **34% of student** drivers could be encouraged to car share

When asked what would encourage them to car share, reduced parking charges, help finding a car sharing partner, and having a flexible car share scheme were the most popular options for staff and students.

Also suggested was raising awareness of where other potential car sharers live.



**26% of staff** car drivers and **29% of student** drivers could be encouraged to travel by bus

More frequent services, discounted fares and passes, and more reliable bus services were the most popular responses among students and staff. Respondents highlighted that buses are often full and too expensive.

Existing bus users would like to see these same improvements as well as incentives/rewards for travelling by bus. Student bus users would like faster journey times and improved safety whilst using buses.



**29% of staff** car drivers and **27% of student** drivers could be encouraged to cycle to campus

Popular measures are more cycle routes connecting to University sites, incentives/rewards for cycling, and cycle maintenance and Dr Bike events on campus. Other measures are better cycle parking security, more/improved drying areas for clothing, safer routes with improved lighting, dedicated lockers, and access to good quality, reasonably priced bikes, for example via a second-hand cycle purchase scheme.

Staff and students who already cycle want more showers and changing facilities, larger lockers, and better access to the centralised map on campus showing cycle parking locations. They would also like more covered cycle parking on campus and better cycle security including camera surveillance.



**25% of staff** car drivers and **17% of student** drivers could be encouraged to walk to campus

Improved lighting on walking routes to University sites, incentives/rewards for walking, and more pedestrian crossing points within University sites would encourage staff and students to walk. Other suggestions were having more direct pedestrian shortcuts on campus, and improved changing and locker facilities.

Staff who already walk want more pedestrian crossing points around University sites and incentives/rewards to walk. Students want more green spaces and seating on campus and reduced traffic.

# Awareness and use of University transport initiatives

There was a mixed picture in terms of staff and student awareness and use of University transport initiatives.

For staff, levels of awareness and use were greatest for the Cycle to work scheme (60% were aware, 6% had used), mobility lanes (55% aware, 7% had used) and WM Cycle Hire (56% were aware, 3% had used).

There was a similar pattern for students, with levels of awareness high for WM Cycle Hire (56% were aware, 8% had used), and mobility lanes (50% were aware, 11% had used).



Fewer than 1 in 5 staff and 1 in 10 students were aware of or had used the early morning bus



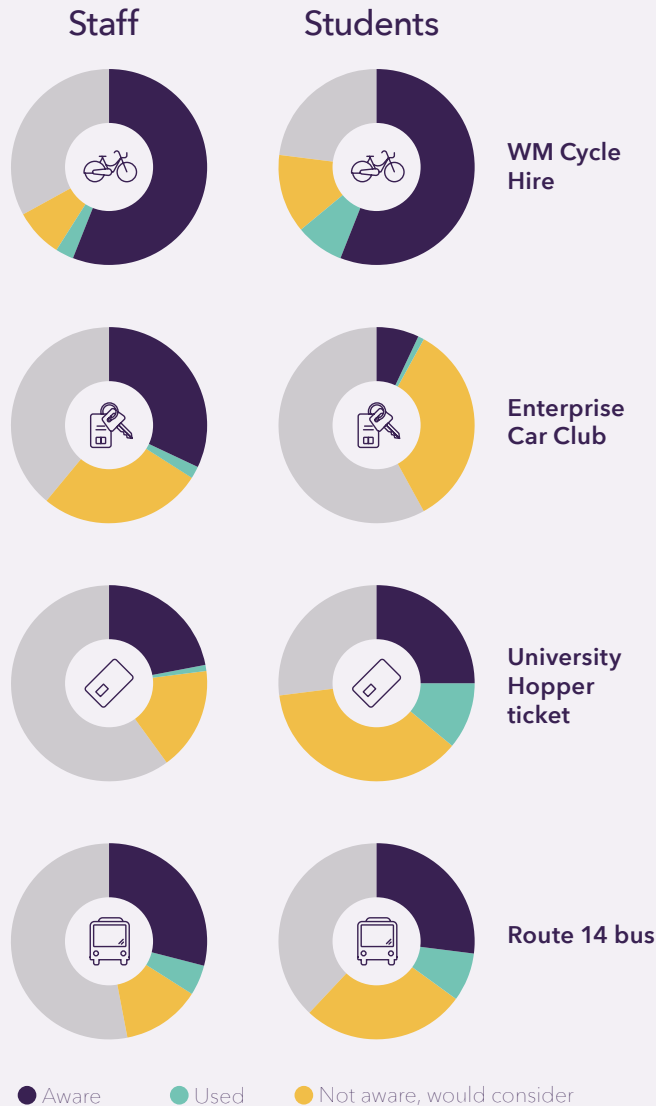
Only 1 in 10 students were aware of or had used Enterprise Car Club (awareness was much higher among staff)



Only one third of students and one quarter of staff were aware of or had used the Uni Hopper ticket



Only 1 in 3 staff and students were aware of the Route 14 bus which links the campus with Tile Hill train station (although staff awareness had slightly improved since 2022)




There was little change in staff awareness and use of University travel initiatives compared to 2022, apart from a marginal increase in awareness/use of WM Cycle Hire and Route 14 bus.


Student awareness and use of University travel initiatives has generally fallen since 2022, in particular for WM Bus on Demand, WM Cycle Hire and Enterprise Car Club.

## Greatest potential to grow

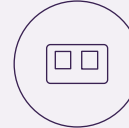
The University transport initiatives below are ones that have a great potential to grow with effective marketing and promotion - as large numbers of staff and students are currently not aware of them, but they would be willing to consider them in the future.




Uni Hopper ticket




Enterprise Car Club



Mobility hubs




WM Bus on demand





Route 14 bus

# University Rewards scheme

Many staff and students have highlighted the need for rewards to better incentivise more walking, cycling, bus use and car sharing to campus.

 Take up of the previous BetterPoints scheme was very low amongst both students and staff. However, of those respondents that did use it, high numbers reported that it did encourage them to travel more sustainably.

 Very high numbers of staff and students said they would be keen to use a new rewards scheme.

 This indicates that if a new rewards scheme can be promoted well, it could be very effective in encouraging a shift away from driving alone.

## Staff



7% of staff used BetterPoints

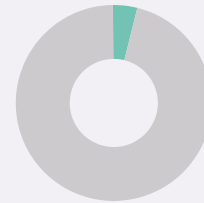


45% of staff BetterPoints users felt it encouraged them to travel more sustainably



69% of staff would use a new rewards scheme

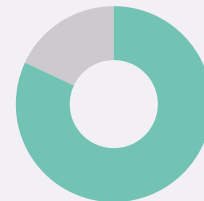
## Students



4% of students used BetterPoints



60% of student BetterPoints users felt it encouraged them to travel more sustainably



82% of students would use a new rewards scheme

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