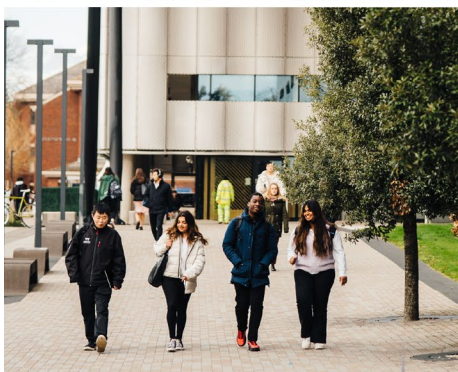


University of Warwick Travel Plan



University of Warwick Travel Plan

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Appendices

Appendix A – Staff and student travel survey analysis 2023

1 Why we have a travel plan

Role of this document

The University is committed to the sensitive and sustainable development of its campus and surrounding area, providing an attractive, accessible and socially inclusive place for students, staff and visitors. Over the next decade, the University has ambitions to be one of the world's most distinctive university campuses, being recognised as best in class for our approach to equality, diversity and inclusion for students, staff and the partners and communities that we work with, transforming the learning, living and working experience, supporting local communities, and providing connectivity to the region and beyond. In achieving this goal, the University's Strategy 2030 includes an explicit commitment to develop accessible, sustainable transport, energy and an exemplary green campus.

This travel plan provides an evidence base to demonstrate the University's unwavering commitment to sustainable growth. This travel plan is a living document, which will monitor and manage staff and student travel over the next 10 years (2024 to 2034), supporting the University to maximise opportunities for sustainable travel now and in the future.

This travel plan includes all of the University's campuses and its delivery will be led by the Estates team. The detailed action plan in Chapter 5 sets out how the aspirations and targets included in this travel plan will be progressed.

In developing this plan, we have been informed by the 2023 travel survey undertaken with staff and students, previous travel surveys, analysis of demographics, existing key transport connections and sustainable transport initiatives, and our wider support for transport, mobility and sustainability.

Our philosophy for sustainable movement

Sustainability is about "meeting the needs of the present without compromising the ability of future generations to meet their own needs"¹. In the context of movement, i.e. how we travel, this means reducing carbon emissions and actively managing our transport provision to ensure that it is accessible and inclusive in meeting the needs of our staff, students and visitors at our campuses and can accommodate our aspirations for growth.

In September 2019, the University declared a state of Climate Emergency and set out plans to reach net zero carbon from direct emissions and the energy it buys by 2030. We are also working with the community to put in place initiatives to significantly reduce indirect emissions with the aim of achieving net zero carbon for both direct and indirect emissions by 2050. Our philosophy for sustainable travel is fundamental to achieving our long-term goal of reducing carbon emissions and we recognise the need to collaborate closely with our staff and student communities and external stakeholders to effect change.

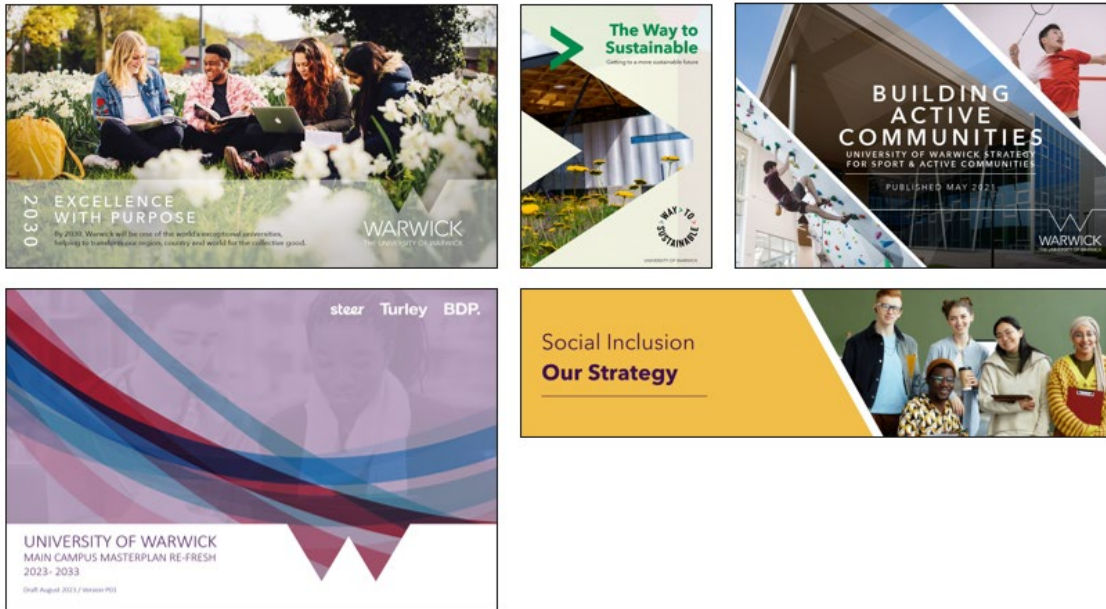
¹ United Nations Brundtland Commission definition of sustainability, 1987

Our overall philosophy is characterised by the following key features, as outlined in our Sustainability Strategy:

- Potential use of our campus as a ‘living lab’ where, working with our partners and leveraging our excellence in transport and future mobility research, we can introduce, test and learn from more sustainable ways to travel in real-time.
- Where feasible, changing our policies to reduce direct carbon emissions from University travel, emphasising the need to use cleaner, greener forms of travel instead of solo car carbon-emitting vehicles (i.e. a single person travelling in a petrol or diesel car).
- Making best use of future transport infrastructure in our region, e.g. Coventry Very Light Rail (VLR), the A46 strategic multi-modal transport corridor, Coventry cycle superhighway and a University railway station, ensuring we can take advantage of better connectivity and future growth in a sustainable way.

Broader context

A number of other relevant University plans and strategies provide the broader context for this travel plan, as well as articulating some of the challenges it needs to address. These are shown below.



The **University of Warwick Strategy 2018 to 2030** (*‘Excellence with Purpose’*) sets an overarching vision to which other plans and strategies should contribute:

“By 2030, Warwick will be one of the world’s exceptional universities, helping to transform our region, country and world for the collective good.”

Our Strategy also prioritises developing “sustainable transport, energy and a green campus to enhance the environmental sustainability of our University”, including “utilising more efficient fuels” and “making our campus greener, more attractive and more welcoming”.

We have produced a **Sustainability Strategy** (*'The Way to Sustainable'*), a **Sport and Active Communities Strategy** (*'Building Active Communities'*) and a **Social Inclusion Strategy** (*'We're working on the future'*) to support Excellence with Purpose.

The Way to Sustainable expands on our philosophy for sustainable travel, explaining how it was developed with reference to the United Nations' 17 Sustainable Development Goals. It explains the central issue surrounding 'Transport and Mobility' to this end: "Transport and Mobility is the largest contributor of our carbon emissions, equating to 29% of our total carbon emissions".

Building Active Communities emphasises the "positive impact of being active on social and community development, individual development and physical wellbeing". This includes a shift in focus from physically building new sports facilities to building a more comprehensive offer to encourage physical activity across the wider campus. How people travel can strongly influence their overall level of physical activity, particularly for those who do not participate in any sports or formal physical activity.

We're working on the future aspires to remove economic, social and cultural barriers that have prevented people from working, studying and succeeding at Warwick. Through greater diversity of thought and an inclusive culture we achieve excellence with purpose in education and research.

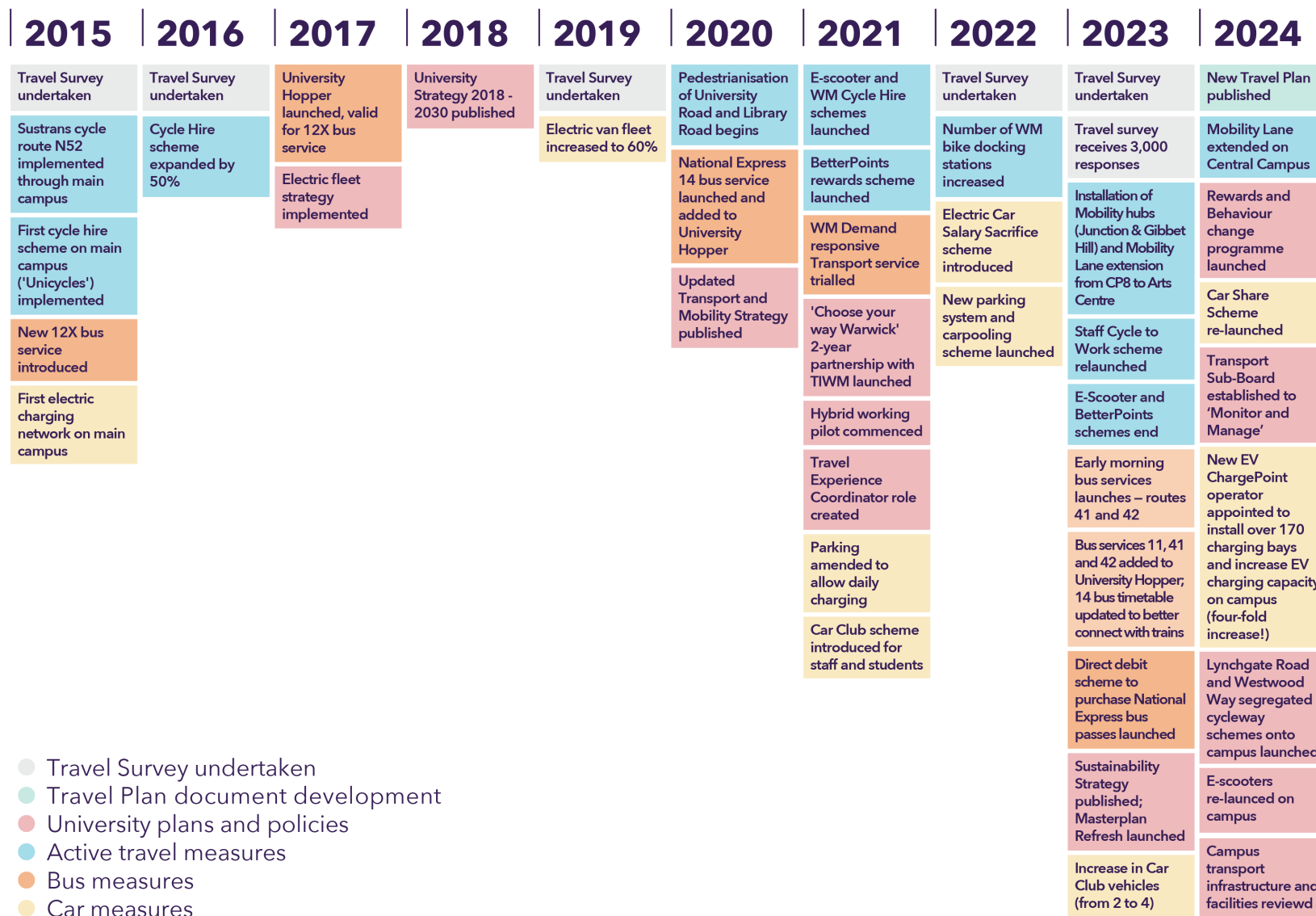
The recently created **Campus Framework Masterplan Supplementary Planning Document (SPD)** (2023 – 2033), includes a Transport and Movement Strategy with an overarching aim to reduce solo car vehicle trips whilst providing viable non-car alternative for campus users. Our travel plan will underpin the mechanism for delivering the **Transport and Mobility Strategy** contained within the SPD. To complement the SPD, a dedicated **Monitor and Manage Transport Sub Board** has been formed by the University with local authorities in 2024 to monitor, review, co-ordinate and implement the agreed 'monitor and manage' principles in relation to all future University development activities, the SPD and any associated s106 obligations.

Over the last five years extensive work has been completed with local and regional partners to reduce car dependency and promote alternative sustainable travel options for campus users. We established a dedicated **Transport and Future Mobility team** in 2019 to focus efforts on addressing mobility challenges in an organised and structured way to ensure that transport at the University evolves to support the full range of priorities set out above. The targeted sustainable transport interventions already introduced has marked a significant step change in travel behaviour. This team will build from this positive foundation and take ownership of and responsibility for implementing and delivering the objectives of our travel plan.

Our sustainable transport story

We already have a high-quality sustainable transport offer, developed over the past 20 years and based on data from regular travel surveys to understand travel behaviours and inform the introduction of new transport initiatives. Since the establishment of the Transport and Future Mobility team we have accelerated efforts to achieve our aspirations for future mobility through investment in transport services, infrastructure, and initiatives, which will continue and increase throughout the period of this travel plan.

The first travel survey undertaken in 2003 set a good foundation for understanding travel patterns, challenges and opportunities to encourage more sustainable travel behaviour. This was captured by the University's first Travel Plan in 2007. We introduced the first formal car share scheme 'WarwickShare' in 2009 and invested in electric fleet vehicles in 2012. Since then, we have invested in further sustainable transport infrastructure and services, including the N52 cycle route through the main campus, introduction of the first cycle hire scheme, the new 12X bus service, and first electric charging network. The University has continued to deliver change, with consideration to feedback received from our staff and student travel surveys, and since 2019 particularly there has been determined and focused effort to capitalise on a raft of sustainable transport interventions. The pace of change and level of investment has been significant, as illustrated on the timeline overleaf.



- Travel Survey undertaken
- Travel Plan document development
- University plans and policies
- Active travel measures
- Bus measures
- Car measures

2 Vision, objectives and targets

Our travel plan vision

“A University campus that facilitates and embraces sustainable travel, creating a more active pedestrian, cycle-friendly and inclusive environment with excellent public transport connections to support future development and sustainable growth of the University.

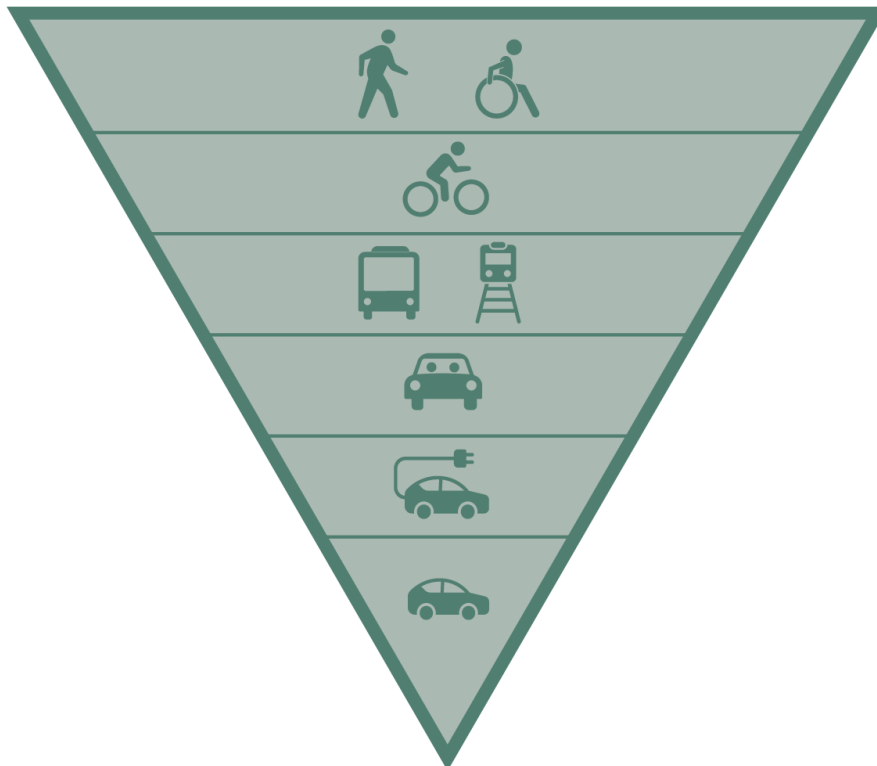
Our objective is to improve existing alongside developing new sustainable travel options to address the barriers identified by staff and students and put measures and initiatives in place to influence positive modal change and make sustainable travel the natural choice for everyday journeys to, from and between university sites. This travel plan will complement the University’s Transport and Mobility Strategy and our commitment to reduce the University’s carbon footprint impact and positively improve sustainability and wellbeing for all who study, work and visit the University.”

Parvez Islam, Director of Environmental Sustainability & Infrastructure.

Our transport hierarchy

In order to achieve our vision we will prioritise users of active and public/shared transport modes – pedestrians, cyclists, bus and rail users. Car sharing will help to reduce the number of journeys made by solo car drivers and use of electric vehicles will reduce the impact of car journeys on the local environment. Our transport hierarchy is presented in Figure 2.1 below.

Figure 2.1: Sustainable transport hierarchy



Travel plan objectives

To support the delivery of our travel plan, we have developed a set of objectives aligned to broader themes that feature in our University Transport and Mobility Strategy. For each objective there is a clear commitment on how success will be achieved. These objectives will need to be reviewed over the lifetime of the travel plan, to help monitor progress and maintain relevance.

Table 2.1: Travel plan objectives and achieving success

Objective	How we will achieve this objective
Reduce solo car vehicle trips to and from campus	We will implement a range of measures, such as providing incentives for car-sharing, promoting public transport options, introducing new parking charges or restrictions, relaunching a behavioural change programme, and supporting active travel modes like cycling and walking.
Maintain accessibility through and around campus for all users	We will improve and prioritise the infrastructure and facilities for pedestrians, cyclists and public transport users, by creating safe and attractive routes, providing secure and convenient bike parking, installing electric vehicle charge points, and support the integration of transport information and ticketing systems.
Facilitate more efficient and comfortable movement on campus with improved wayfinding	We will develop, design and manage the campus environment and spaces to facilitate the flow and interaction of people, reduce conflicts between different transport modes, create clear and consistent signage, provide adequate seating and shelter, and enhance the quality and diversity of the campus environment.
Engage with staff and students to incentivise and reward behaviour change	Our aim is to implement a range of initiatives and campaigns to raise awareness and encourage the uptake of sustainable travel options, such as providing travel advice and guidance, offering rewards and recognition, organising events and campaigns to promote and market initiatives, and conducting surveys and evaluating feedback.
Offer greater choice of low carbon travel alternatives to reduce car dependency	We will continue to provide bike hire or loan schemes, facilitating shared mobility with car clubs and carpooling enabling hybrid working, and supporting mobility as a service (MaaS) platforms.
Support the development of innovative and integrated future mobility solutions	We will continue collaborating with external partners and stakeholders to research and test new technologies and approaches that could enhance the efficiency and sustainability of transport, such as autonomous vehicles, smart mobility, digital connectivity, very light rail (VLR) and low-carbon fuels.

3 Travelling to our campus

Introduction

Main University Campus

Our main campus is located on the southwestern outskirts of Coventry and is made up of three areas all within walking distance of one another:

- Central area: This includes the majority of the key academic buildings, most of the halls of residence and the Students' Union. Alongside these facilities, this area is home to the Warwick Arts Centre, WMG, NAIC, University House, Sports and Wellbeing Hub and most sports facilities.
- Gibbet Hill: This contains the department of Life Sciences and the pre-clinical activities of Warwick Medical School.
- Westwood: This contains the Centre for Professional Education, Centre for Lifelong Learning, various sports and postgraduate facilities and student residences. Westwood is planned for future development and sustainable transport will be a key part of those plans.

University of Warwick Innovation Campus, Stratford-upon-Avon

The University acquired this site following its merger with Horticulture Research International. There are currently limited public transport links to this campus due to its rural location. However, a dedicated transport service is provided by local operators for staff and students, and the University continues to collaborate with stakeholders to develop and implement better sustainable transport services to this location and to support the local community.

Key transport connections

The key road links to access main campus are the A429 (running from north of Chippenham to Coventry), the A45 (running between Birmingham and Northampton) and the A46 (running from Bath to Lincolnshire).

The University is well served by **bus**. University Interchange is the main bus destination in the Central area, and is served by the U1, U2, 11, 12X, 14 and 60 bus services, meaning it is well connected to other University sites and destinations in the Coventry and Warwickshire area. Gibbet Hill is served by the U1, U2, 11 and 12X bus services which run via University Interchange. Westwood is served by the 11, 14 and 60 bus services, which run via University Interchange. The services and locations served are listed in the table below.

Figure 3.1: University Interchange on main campus**Table 3.1: Overview of bus routes to and from main campus, May 2024**

Service	Route	Peak frequency (buses per hour)	Operator
U1	Warwick Gates Shops – Leamington Spa – University Interchange	3	Stagecoach
U2	Leamington Spa – University Interchange	4	
2/2A	Westwood Business Park – Cannon Park Shops – Canley – Tile Hill South – Coventry City centre	1	National Express
11	Coventry Rail station – Earlsdon – University Interchange – Kenilworth – Leamington Spa	3	
12X	Pool Meadow Bus Station (Coventry) – Coventry Rail station – University Interchange	9	
14	University Interchange – Tile Hill Rail Station – Pool Meadow Bus Station (Coventry)	2	
14A	Pool Meadow Bus Station (Coventry) – Eastern Green – Tile Hill Rail station – University Interchange	1	
41	Radford (Coventry) – Eastern Green – Tile Hill – University Interchange – Kenilworth – Leamington Spa	Early morning only – both arrive at 0540	
42	Keresley (Coventry) – Radford – Little Heath – Willenhall Lane – Green Lane – University Interchange		
60	Arena Park Retail Centre (Coventry) – Willenhall – University Interchange – Westwood Academy (Coventry)	1	Stagecoach
87	Pool Meadow Bus Station (Coventry) – Cannon Park Centre – Canley – Solihull Town Centre	2	
87A	Pool Meadow Bus Station (Coventry) – Cannon Park Centre – Canley – Solihull Town Centre	1	
Total		27	

There are also opportunities to use the **train**. Coventry rail station is the nearest main-line train station to the University; the 12X National Express bus departs from outside the station and travels onwards to main campus. Canley rail station is a small, local station situated a 25-minute walk to the Central area. Tile Hill rail station is a 45-minute walk away but also served by the 14 bus service connecting directly to University Interchange. All three stations are on the West Coast Main Line connecting London to Glasgow.

There are currently 3,108 **car parking spaces** on main campus and 38 **EV charging points**. The number of EV charging points will increase to 200 by the end of 2024 as part of a new strategy to increase capacity for EV charging on campus. Gibbet Hill will be a priority area for increasing the number of EV charging points.

Our longer-term strategy is to relocate a proportion of car parking to the periphery of campus (providing space for development) and consolidate existing car parking provision.

The **West Midlands Cycle Hire** scheme was initially introduced in 2021 with nine docking stations across main campus; this has since increased to 18 stations in total. We have cycle parking provision available in every area of main campus, with over 3,500 spaces in over 150 locations, a combination of Sheffield stands, sheltered Sheffield stands and access-controlled bike storage. There are 26 locations across campus with shower facilities.

Figure 3.2: Example of cycle hire provision on main campus



Key sustainable transport initiatives being progressed by the University

The University is progressing a wide range of transport services/initiatives and infrastructure improvements and changing the way it manages provision such as car parking, to help better manage staff and student travel and encourage take up of more sustainable travel options. Our progress with some recent key projects is presented below, highlighting where there are further opportunities which will feed through into the actions in this travel plan.

Changes to car parking arrangements and charges (ongoing)

To better support people to make flexible decisions around their travel to campus, the University removed monthly permits and moved all users onto a daily charging regime where everyone pays the same daily rate. Parking charges have been uplifted (with discounts for car sharing and electric vehicles) to bring them in line with market rates and to better encourage sustainable travel.

Car parking spaces on campus are now approaching the 2019 planning permission cap (6,452). It was assumed that this would lead to an equivalent increase in peak period vehicle trips, however car park capacity counters show that peak traffic activity is relatively stable.

Several sizeable car parks are located near the centre of campus, taking up space in the public realm and on potential active travel routes, undermining the use of this area for walking and cycling **Future opportunities:** As noted above there are plans to relocate most of the car parking to the periphery of campus to consolidate existing provision and enable better use of the central area. The University will continue to review car parking arrangements.

University Fleet Review (2023 – ongoing)

A strategic review of the fleet vehicles operated by the University is currently underway to reduce the overall number of vans in the fleet and introduce more sustainable alternatives such as e-cargo bikes and small electric utility vehicles where appropriate. The University fleet currently comprises 124 vehicles, 70% of them full electric. All vehicles have telematics installed, meaning the University can track their location, utilisation, travel times and carbon emissions. **Future opportunities:** There is an opportunity to consider replacing a number of food and drink and maintenance vehicles with more sustainable alternatives. Some specialist vehicles, such as agricultural tractors and off-road vehicles used to maintain the campus landscape, will need to remain as diesel in the medium term.

'Choose your way Warwick' travel behaviour change trial (2021 – 2023)

This two year trial was run in partnership with BetterPoints and Transport for West Midlands (TfWM). Using the BetterPoints mobile app, staff and students received rewards when they walked, cycled or used public transport, in the form of vouchers that they could use at a number of popular retailers. The trial ended in 2023. The University is introducing our own Behavioural Change Programme for transport and sustainability offering a new rewards scheme to continue to incentivise the sustainable travel behaviours that the University wants to see. **Future opportunities:** An important aspect will be to integrate car sharing to ensure that this is also recognised and rewarded as a more sustainable travel choice.

Wayfinding upgrade and highway signage improvements (ongoing)

Recent development of the campus means that existing wayfinding and signage no longer reflects the buildings there (e.g. the Faculty of Arts building) or new facilities available (such as Mobility Lanes). The University is reviewing campus wayfinding and signage to bring it up-to-date and to better accommodate the needs of pedestrians, wheelers, cyclists and drivers. Variable message signs that indicate available parking have been in place since 2019 at all major junctions and roundabouts leading into campus.

Future opportunities: The review will culminate in a wayfinding strategy to promote and strengthen the University’s corporate brand and welcome visitors and regular users to campus, guiding them to and from key destinations, transport interchanges and nearby centres.

Figure 3.3: Example of an existing information point near Cryfield



Mobility Lanes / pedestrianisation (2020 – ongoing)

The University’s ambition is create a network of ‘Mobility Lanes’ across the University estate with lanes that are separated from vehicles providing dedicated space for pedestrians and cyclists to move safely and comfortably around campus. University Road and Library Road have been partially pedestrianised, and a one-way system implemented, with the Mobility Lane denoted by Orca bollards along University Road between Academic Loop Road and the roundabout with Gibbet Hill Road implemented in 2024. **Future opportunities:** There are plans to extend the Mobility Lane to the existing bike lane along Charter Avenue, running past Cannon Park shopping centre. There are also plans to extend to National Cycle Route 52 / the ‘Connect 2 Kenilworth’ cycle route in the other direction.

Subsidised bus service 14 (2020 – 2023)

To establish new bus services into areas where students and staff live, the National Express 14 bus service from campus to Coventry city centre (via Cannon Park Centre, Tile Hill rail station, Eastern Green and Chapelfields) was subsidised by the University for three years from 2020 before the service became commercially viable in 2023. Staff and students pay a discounted fare of £1.50 each way to encourage use. A stop at the local railway station also improves connectivity to the University as previously there was no direct bus route there. **Future opportunities:** It is important that the University continues to work closely with bus operators to find ways to enhance local services, particularly in the context of cuts to services in Coventry and the wider region.

West Midlands Bus on Demand (2021 – ongoing)

Transport for West Midlands (TfWM) launched this demand responsive service in partnership with the University. It serves a very wide area across main campus and all of Coventry, including areas that lack regular public transport options to the University. Users book a ride via an app, either for immediate travel or up to two days in advance, by cash or card. More than 4,500 people used the service in the first quarter of it being introduced. There are currently eight vehicles in the scheme, each able to carry 14-16 passengers (depending on wheelchair space). **Future opportunities:** Opportunity to explore the potential to expand the scheme into new areas, such as Kenilworth, Leamington Spa and Warwick. The service will need to be reviewed on an ongoing basis to ensure that it can continue to support demand.

Figure 3.4: West Midlands Bus on Demand service along Gibbet Hill Road



West Midlands Cycle Hire (2021 – ongoing)

West Midlands Combined Authority's (WMCA) cycle hire scheme has been expanded to campus, with a total of 18 docking stations installed. Bikes can be accessed 24 hours a day via the Beryl mobile app. Over 5,000 staff accounts were initially registered on the cycle hire app platform. Users took 2,977 rides in October 2021 and more than half of the University's docking stations were in the top ten in the West Midlands by trips made. **Future opportunities:** There may be opportunity to provide additional docking stations on campus on an 'as needed' basis given sufficient demand, as well as to serve new developments.

Enterprise Car Club (2021 – ongoing)

There are two fully electric and two hybrid vehicles on campus which University staff, postgraduate researchers and medical students can book for business travel purposes for up to two days free of charge to make trips with a lower impact. Two ultra-low emission petrol vehicles are also available for staff and students to book at preferential hire rates for personal travel purposes. 673 journeys were made within the first three quarters. EV chargers now need to be removed from multi-storey car parks due to insurer regulations, so some vehicles are being relocated. **Future opportunities:** Opportunities include: potential expansion, the replacement of non-electric vehicles, further promotion of the scheme, and more detailed monitoring to understand how it is influencing travel patterns.

E-scooter trial (2021 – 2023)

The West Midlands Voi e-scooter trial was brought to the University campus for two years. Users were able to access the service from 6am to 10pm daily via the Voi mobile app and 48,000 e-scooter journeys were made on campus within the first three quarters. Data on the wider West Midlands trial suggests that more than 20% of these e-scooter journeys replaced car journeys. **Future opportunities:** Opportunities to build on the above will likely come through future e-scooter (or similar) trials as privately owned e-scooters are not allowed on campus.

Mobility Hubs (2022 – ongoing)

There will be five 'Mobility Hubs' on campus – locations that provide new secure cycle storage, sheltered cover for DRT, cycle repair stations, and an additional information point, all in one place. Two Mobility Hubs are currently available, one outside the Junction Building and another at Gibbet Hill. **Future opportunities:** Opportunities remain to install further Mobility Hubs at Cryfield/the Sports and Wellness Hub, University House, and University Interchange/The Piazza. Sensors have been installed at the Gibbet Hill Mobility Hub to better understand levels of use and to adjust provision accordingly.

Figure 3.5: Mobility Hub outside the Junction Building



Liftango carpooling scheme (2022 – 2023)

The University operated a free scheme in partnership with shared mobility service 'Liftango' to support car sharing as part of a trial with TfWM. The service matched riders and drivers via the Liftango mobile app and dedicated parking bays were set aside for users. Liftango analysed data from the app to measure the net carbon impact of trips against offsetting measures. **Future opportunities:** The University is implementing our own new car sharing scheme for staff and students in 2024. This would be made more attractive by offering discounted parking, and through better located (i.e. closer to specific desirable locations) parking bays that are dedicated for car sharers and safeguarded for them to use.

4 Trends in our travel

We started collecting data on how staff and students travel almost twenty years ago. Travel surveys have been undertaken on a regular basis (usually every two years) since then and provide valuable insight into current travel patterns, progress against mode share targets, levels of awareness and use of University transport initiatives, and perceptions around travel, and so highlight where there is potential to increase the attractiveness and use of sustainable transport. These regular surveys are a rich source of information and a vital input to the travel plan.

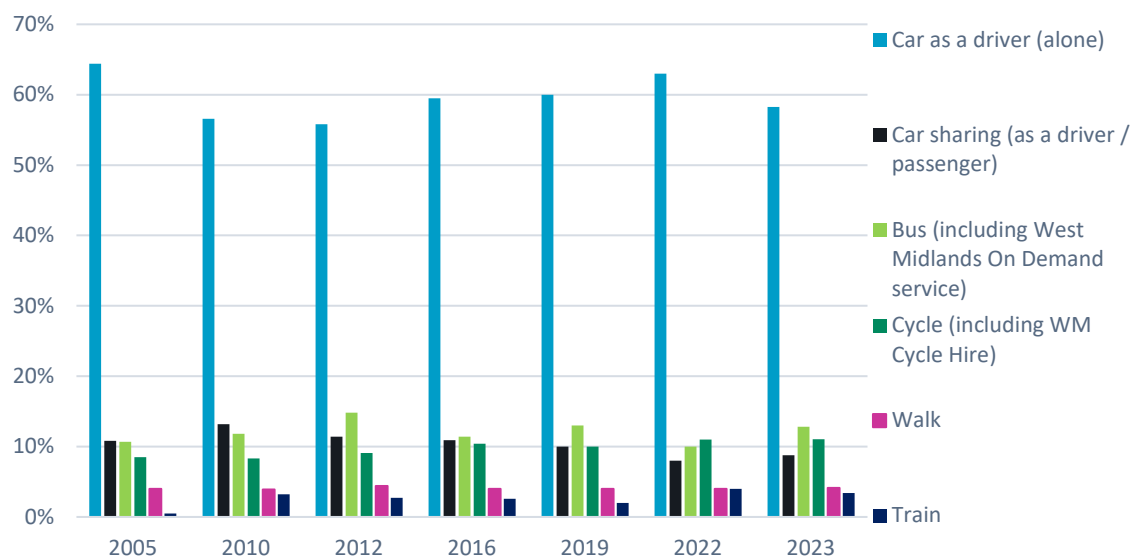
In Autumn 2023, more than 3,000 staff and students completed the travel survey, the highest number of responses to date and twice as many as the previous year. This was as a result of very proactive promotion online and on campus, reflecting the importance we place on these surveys. There was a particular increase in the number of responses from students (1.5% of students responded to the survey in 2022 and 5% in 2023).

Our travel trends

Data from our historic surveys show how staff and student travel has changed over time, in particular the impact of efforts to reduce solo car journeys to campus and to increase the numbers of staff and students walking, cycling, using public transport and car sharing. This is in the context of significant growth in the staff and student population (of 60% and 69% respectively) over the last 20 years.

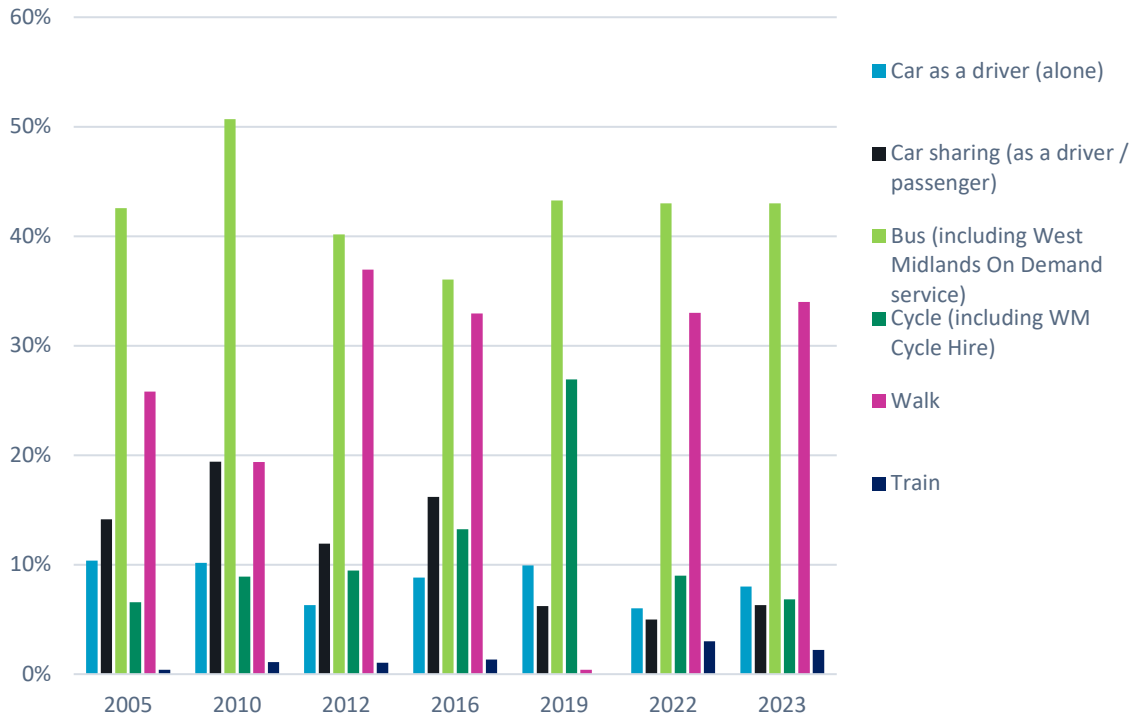
Over the period 2005 to 2023 there have been some positive changes in staff modal share. Although the main mode for staff continues to be solo car drivers, there has been an overall reduction in solo car drivers, an increase in bus use and an increase in cycling. Car sharing has reduced slightly, whilst travel by rail and walking remains relatively stable. These trends are shown in Figure 4.1 below.

Figure 4.1: Staff mode share trends over time



For students, the picture is slightly different. More than three quarters of students either use bus or walk, although the proportions have fluctuated a little over time. Car use is lower but remains significant amongst students, with solo car drivers showing a small increase and car sharing a small reduction over the period. Cycling has reduced slightly over time. These trends are shown in Figure 4.2 below.

Figure 4.2: Student mode share trends over time



Data available for the West Midlands On Demand service shows that it is becoming more utilised since its introduction. Completed rides in 2023 were up 140% on 2022 levels and completed rides in 2024 so far are up 8% on the same period in 2023. There were more than 55,000 completed rides in 2023 and almost 9,000 in the first two months of 2024.

Changes to where our students live

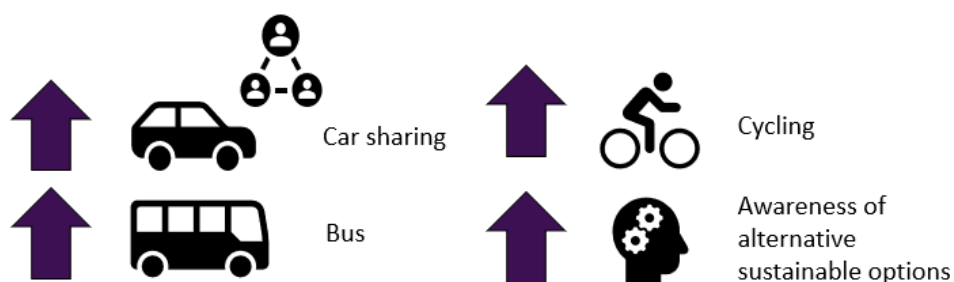
We know that the places where our students live is changing. Recent student enrolment and bus usage data shows a notable decrease in students living in Leamington Spa compared to previous years, and an increase in students living in Coventry city centre and in purpose-built student housing on the edge of campus. This will have an impact on the travel options that are available to them and their travel behaviours. It is important that we continue to monitor where students choose to live going forwards so that the transport services/initiatives available can continue to meet their needs.

Looking forward

Progress has been made in reducing solo car trips and increasing sustainable transport modes in the context of a growing University. These trends highlight there is further progress to be made in continuing to reduce the number of solo car drivers - in particular by:

- Encouraging more staff and students to car share.
- Improving the attractiveness of public transport (especially bus services) and ensuring they serve the places that students and staff live.
- Incentivising more walking and cycling to campus.
- Ensuring that more staff and students know about the alternative modes and sustainable travel initiatives that are available to them.
- More proactively incentivising the take up of these alternatives to help achieve the University's vision.
- Using the Behavioural Change programme to better engage with staff and students to incentivise and reward positive and transformational behaviour.

Figure 4.3: Key areas for action to reduce solo car travel



5 Taking action

Continuing our progress

We are committed to ensuring that we continue to invest in initiatives and measures that support staff and students to make sustainable travel choices. The targets set out in this travel plan, and the action plan which supports their delivery, demonstrate our commitment to a sustainable transport future which requires a collective and collaborative effort from different University departments, staff, students and external partners.

Travel plan targets

To ensure that the vision and objectives of this travel plan can be achieved, targets have been developed to help focus efforts to encourage a more sustainable mode share, reduce solo car travel in locations where there is potential, and improve the performance of sustainable travel initiatives. We have set 5 and 10-year targets to allow for change to happen within realistic timescales, and for progression to continue. These are informed by the 2023 travel survey results which are summarised in Appendix A of this document.

Potential to grow sustainable travel modes

The targets shown in Table 5.1 overleaf are focused on changing modal share (reducing solo car use) and improving awareness of university initiatives. To inform these, we have reviewed where staff and students currently live and what travel options are accessible to them to understand the potential to grow them further:

- 40% of staff and 34% of students live within a 20 minutes' cycle of the main campus. *The 2023 survey results show that just 3% of staff and 7% of students cycle to campus, indicating an opportunity to increase cycling.*
- 8% of staff and 19% of students live within a 45 minute walk of the main campus. *The 2023 survey results show that 4% of staff and 34% of students walk, indicating an opportunity to encourage more staff to walk.*
- 36% of staff and 75% of students live within a 5 minutes' walk to a bus service. *The 2023 survey results show that 12% of staff and 41% of students use the bus to travel to campus, indicating an opportunity to grow this.*

Table 5.1: Travel plan targets

Target theme	Focus	Short term 5-year target	Medium term 10-year target
Mode share to campus	Staff solo car use	55%	50%
	Student solo car use	5%	2%
	Staff car share	10%	15%
	Student car share	10%	15%
	Staff bus use	15%	20%
	Student bus use	15%	20%
	Staff cycling	15%	20%
	Student cycling	10%	15%
	Staff walking	5%	8%
	Student walking	35%	40%
Performance of initiatives/ measures	Staff – Awareness of all University initiatives	50%	80%

Action Plan

We have developed an action plan that shows how we will progress a range of measures and initiatives over the next 10 years. These directly support the travel plan objectives and will help to achieve the vision for a campus where sustainable travel options are attractive to staff and students and contribute to reducing the carbon footprint of the University.

The actions are informed by an understanding of change over time with insights from the 2023 survey, where staff and students live, and therefore what can realistically be achieved. The action plan acknowledges the great efforts we are currently making towards encouraging sustainable travel, whilst highlighting key areas for further engagement and promotion.

Table 5.2: Action Plan

Objective of the Travel Plan	Action <i>What do we propose?</i>	Timescales of Delivery <i>When will we deliver?</i>		Delivery Lead <i>Who is responsible?</i>
		Short term (next 5 years)	Medium to longer term (5 – 10 years)	
Reduce solo car trips to and from campus	Consider revising the approach to car park management to better support and incentivise car sharing for staff and students. The approach needs to ensure those with no alternatives are prioritised to encourage use of other modes for those where it is feasible.		★	Transport & Future Mobility Team
	Revitalise and relaunch the car sharing scheme for staff and students to actively support car sharing. Review the location and number of priority parking spaces currently allocated on campus for car sharers, to ensure they are the best located and that the number of spaces available actively encourage more staff and students to car share.	★		Transport & Future Mobility Team
	Enforce car share spaces in some locations to discourage abuse of the scheme.	★		Transport & Future Mobility Team
	Incentivise car sharers to encourage car sharing as an alternative to solo driving.	★		Transport & Future Mobility Team
	Introduce a guaranteed ride home scheme for car sharers to provide reassurance/safety net.	★		Transport & Future Mobility Team
	Increase promotion and awareness of car sharing through greater communication of the benefits, facilitate partner matching and car share champions (staff and students).		★	Transport & Future Mobility Team
	Consider developing the daily parking charging scheme to discourage car use on the 4th and 5th days.		★	Transport & Future Mobility Team
	Investigate the potential of introducing an exclusion zone around campus (e.g. 2 or 3 miles/ 30- or 40-min walk) – presumption not to have access		★	Transport & Future Mobility Team

Objective of the Travel Plan	Action <i>What do we propose?</i>	Timescales of Delivery <i>When will we deliver?</i>		Delivery Lead <i>Who is responsible?</i>
		Short term (next 5 years)	Medium to longer term (5 – 10 years)	
	to a parking space if you live in this zone (unless you are disabled or have other specific need).			
	Review the parking system to introduce a needs-based assessment that e.g. provides priority to people living outside a 45 min public transport journey to campus, and which gives priority to car sharers over solo car drivers.		★	Transport & Future Mobility Team
	Increase the promotion of the health and wellbeing benefits of walking and cycling through on-screen promotion on campus and communication from sustainability champions.	★		Transport & Future Mobility Team
	Reallocate car parking spaces from the centre of campus to the periphery in line with the Transport and Movement Strategy to create a car-free centre.		★	Transport & Future Mobility Team
	Continue to engage with staff and students through biennial travel surveys that investigate car dependency and use of initiatives to encourage sustainable travel.	★	★	Transport & Future Mobility Team
Maintain accessibility through and around campus for all users	Ensure pedestrianised areas and cycle routes to and around campus are well maintained to maximise road safety and accessibility by different users.	★		Estates Maintenance Team
	Improve the accessibility of the on-campus map, to support the needs of different users.	★		Estates Information and Systems Team
	Engage with particular groups of users through an appropriate survey or working group to establish how different users experience their environment using wheelchairs or mobility aids.	★		Transport & Future Mobility Team

Objective of the Travel Plan	Action <i>What do we propose?</i>	Timescales of Delivery <i>When will we deliver?</i>		Delivery Lead <i>Who is responsible?</i>
		Short term (next 5 years)	Medium to longer term (5 – 10 years)	
Support more efficient and comfortable movement on campus with improved wayfinding	Encourage all new students and employees to have a personalised travel plan of their work journey.	★		Transport & Future Mobility Team
	Extend the role of sustainability champions to include mode-specific ambassadors (i.e. WM Cycle Hire, Car Club, Mobility Hub etc.) who can encourage new users to try these options through practical demonstrations and accompanied journeys.	★		Environmental Sustainability Team
	Improve integration between sustainable transport options, i.e. wayfinding from bus stops to connect with cycle hire stations and pedestrian routes.		★	Transport & Future Mobility Team
Engage with staff and students to incentivise and reward behaviour change	Implement a rewards scheme for staff and students to reward car sharing as well as active travel and public transport use. This could include if staff choose to remove themselves from the staff payment system for car parking and switch to car sharing. Rewards could include but are not limited to free coffees on campus or on campus shop credits.	★		Transport & Future Mobility Team & Environmental Sustainability
Offer greater choice of low carbon travel alternatives to reduce car dependency	Bus			
	Continue to work with bus operators to extend/enhance bus routes to better reflect where staff and students live.		★	Transport & Future Mobility Team
	Focus on improving the bus offer for staff and students by collaborating with bus operators to address overcrowding on buses at peak times.	★		Transport & Future Mobility Team
	Work closely with bus operators to better understand and manage passenger demands, improving the information available to staff (e.g. on quieter bus departure times) so they can better plan their journeys.	★		Transport & Future Mobility Team

Objective of the Travel Plan	Action <i>What do we propose?</i>	Timescales of Delivery <i>When will we deliver?</i>		Delivery Lead <i>Who is responsible?</i>
		Short term (next 5 years)	Medium to longer term (5 – 10 years)	
	Understand the extent and cause of reliability issues/delay to bus journeys at peak times and work with operators to address these issues.		★	Transport & Future Mobility Team
	Consider introducing further discounted bus fares for staff and students to address perception of high bus fares which disincentivises bus travel.		★	Transport & Future Mobility Team
	Cycle			
	Improve cycle security through the introduction of greater surveillance/cameras in cycle parking locations.		★	Transport & Future Mobility Team
	Roll out free training sessions for bike maintenance (currently training offer includes cycle confidence only).	★		Transport & Future Mobility Team
	Implement a cycle buddy scheme for staff and students to support new cyclists.	★		Transport & Future Mobility Team
	Introduce a free bike maintenance and health check session (twice a year).	★		Transport & Future Mobility Team
	Provide a second hand/ recycled bicycle pop up on campus for staff and students and ensure information is provided during welcome weeks.		★	Transport & Future Mobility Team
	Introduce a longer term ‘borrow a bike’ scheme for staff and students (i.e. 1-3 months or longer loan period, including e-bikes) to enable staff and students to try cycling to campus.		★	Transport & Future Mobility Team
	Introduce segregated cycle lanes on all university roads to connect with the existing cycle network.		★	Transport & Future Mobility Team

Objective of the Travel Plan	Action <i>What do we propose?</i>	Timescales of Delivery <i>When will we deliver?</i>		Delivery Lead <i>Who is responsible?</i>
		Short term (next 5 years)	Medium to longer term (5 – 10 years)	
	Promote the Bicycle User Group (BUG) and encourage feedback from staff and students on their experience of cycling to campus, using the parking facilities to target them.	★		Transport & Future Mobility Team
	Awareness and promotion			
	Awareness raising of alternatives and university initiatives, including personalised travel planning to incentivise uptake of options (e.g. Travel Adviser service) and better induction information on travel opportunities for new staff (i.e. <u>prior</u> to the first day at work).	★		Transport & Future Mobility Team
	Work with the University communication team to find/pilot new ways of communicating with staff and students to increase promotion of existing and new sustainable travel initiatives.	★		Transport & Future Mobility Team Marketing, Communications and Insight team
	Ensure that information on sustainable transport options features prominently in staff welcome packs.	★		Human Resources
Support the development of innovative and integrated future mobility solutions	Collaborate with external partners and stakeholders to research and test new technologies and approaches that could enhance the efficiency and sustainability of transport, such as autonomous vehicles, smart mobility, digital connectivity, and low-carbon fuels.	★		Transport & Future Mobility Team
	Continue collaborating with TfWM on the trial of e-scooters, demand responsive buses and electric car clubs.	★		Transport & Future Mobility Team
	Promote the mobility hubs and the facilities on offer.	★		Transport & Future Mobility Team

6 Delivering our travel plan

Moving forward

The clear vision, supporting objectives and action plan in this document will be taken forward by us with the support of University departments and external partners. An annual review of progress against the actions, combined with an annual staff and student travel survey to identify how their success has influenced modal share, will contribute to our mission for sustainable travel to reduce emissions in line with plans to achieve net zero.

Managing the travel plan

The **Transport and Future Mobility team** will be responsible collectively for delivering the travel plan, reviewing progress and monitoring success. This will require cross-departmental support, communication and monitoring to progress different areas of the action plan.

To support this, the University has a dedicated **Transport Experience Coordinator (TEC)** supported by the **Senior Transport Services Manager**, who will be responsible for the day-to-day management of the travel plan and for coordinating short- and longer-term actions. The primary focus of the TEC will be on working proactively and positively with delivery leads from across the University to make practical changes to support the way staff and students travel. To achieve the targets set out in Chapter 5 of this document, the TEC will:

- Be the central point of contact for the travel plan.
- Work closely and collaboratively with staff, other campus users and partners, and estates management to deliver the actions and targets set out in this plan.
- Host events to promote and market the sustainable travel initiatives and schemes to staff and students.
- Create and develop regular communications and materials to inform staff and students about sustainable travel.
- Co-ordinate surveys and other monitoring activities and report on the progress of them and share information as appropriate.
- Directly manage the travel schemes which support the travel plan.
- Coordinate the implementation of future actions/travel plan measures.

The **Head of Transport Systems & Operations** will ensure the targets are achieved and that ultimately the travel plan objectives are met.

The **Monitor and Manage Transport Sub Board** was formed by the University with the local authorities to monitor, review, co-ordinate and implement the agreed 'monitor and manage' principles in relation to all future University development activities, the SPD and any associated s106 obligations. The Sub Board will also discuss and manage transport issues and take opportunities to foster collaboration and sharing of information to improve transport and travel within the local vicinity of the university campus and encourage positive shifts to sustainable transport.

A series of mode share targets have been set, aligned with objectives set out in this travel plan, which will be monitored and a package of measures could be implemented if progress is not as anticipated. The University has established a Monitor and Manage Transport Fund for the duration of the SPD to 2033 which can be used to support sustainable transport opportunities at the discretion of the Monitor and Manage Transport Sub Board.

External partners will also be engaged with as required, e.g. TfWM, Coventry City Council, Warwickshire County Council, Warwick District Council, Sustrans and Active Travel England.

Monitoring and evaluation

Monitoring surveys will be undertaken as follows:

- Annual staff and student travel surveys that provide a snapshot of mode of travel.
- This includes more extensive biennial staff and student travel surveys that also collect qualitative information on travel to the University, awareness and use of transport initiatives, open feedback for suggested improvements etc.
- Traffic surveys carried out by third parties on the road network on a biennial basis.

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