

Sustainable Travel Plan



University of Salford Sustainable Travel Plan 2021-2035

June 2024

Version 2.1

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1. Introduction

1.1 Striving for a Sustainable Salford

We recognise the global climate crisis and that climate change is one of the biggest challenges facing our society across the globe. Travel is a key impact area, from the way our students and staff commute to our campus, our business-related travel to our own fleet of vehicles, which all contributes to our carbon impact and local air pollution.

Within our University [Environmental Sustainability Policy](#), we have committed to:

‘develop a travel strategy which encourages alternative methods of transport to single-occupancy car journeys [to our campus] and minimises the environmental impact of the Estates and Facilities fleet and business travel’

In 2021 the University of Salford [Environmental Sustainability Plan](#), Striving for a Sustainable Salford was approved by University Council. The Plan provides narrative to our Policies and Objectives established to improve environmental sustainability of the University.

This Travel Plan will support our commitment to net zero carbon by 2038 and joins a suite of policies and action plans to support our Environment Sustainability Plan. It follows on from, and further develops, our original Travel Plan 2012-2017.

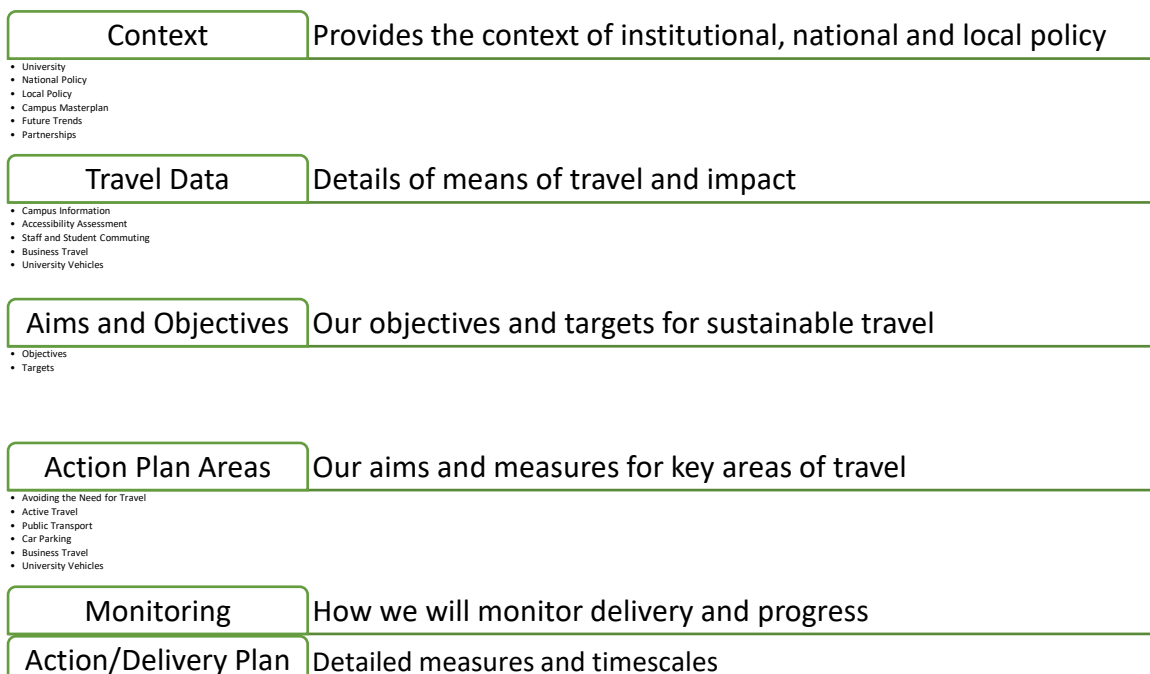


Figure 1 Travel Plan Structure

1.2 The Sustainable Travel Plan

A Travel Plan is a long-term management strategy that seeks to deliver sustainable transport objectives through positive action. This Travel Plan is a dynamic document that will change and adapt with the changing circumstances of the University and the environment in which it operates. This document will act as a framework from which more detailed plans will be developed to enable a long-term strategy for the promotion and facilitation of sustainable travel by our University staff and student population and visitors. This may include individual building Travel Plans created as part of the Estate and Campus Developments. The Travel Plan recognises the need for private car use but aims to reduce the number of private car trips when a more sustainable alternative is possible. The aim is to increase flexibility in travel modes and patterns so that car and sustainable travel use can be combined to suit the individual needs without alienating particular users or groups.

The Travel Plan involves the development of a package of measures, initiatives and targets that in combination will enable the University to reduce the environmental impact of the travel we generate from all modes of transport. The measures in this Travel Plan are tailored to meet the requirements of our University in terms of increasing accessibility to the campus via sustainable modes of travel, such as rail, bus, cycling and walking - therefore reducing the number of single occupancy vehicle journeys that the University generates.

1.3 Scope

The Scope of this Sustainable Travel Plan is as follows:

- Peel Park Campus incorporating the Greater Manchester Institute of Technology, due to start construction during 2024.
- Frederick Road Campus incorporating the planned Health Clinic Building due to start construction during 2024.
- Media City Campus.
- Innovation Zone incorporating NERIC and the planned new Acoustics Building.

2. Context

2.1 The University of Salford

There are several considerations we value at the University of Salford to be proactive in promoting more sustainable modes of travel.

Health and Wellbeing

At Salford, we are committed to supporting colleagues and promote open conversations about wellbeing to enable them to be at their best. Increased use of sustainable modes has health and wellbeing benefits both psychologically and physiologically. Cycling and walking to the University are both excellent means of active travel where the goals of reaching your destination and providing yourself with some exercise can be combined. Public transport allows people to utilise their journey time for other purposes such as reading for leisure or in the case of a business trip, preparing for a meeting or completing other work.

Inclusivity

At University of Salford, we are committed to and strive for equality of opportunity for all of our students and staff, and recognise and celebrate their diversity. Transport affects all of our lives, we recognise in this Travel Plan the value that diversity can bring and the need to ensure that we support travel for everyone.

We want to do more to welcome and celebrate diversity, challenge stereotypes and be more inclusive in the design of our facilities to encourage sustainable travel choices for all.

Environment

We recognise the global climate crisis and that climate change is one of the biggest challenges facing our society across the globe. As a higher education provider we have a major role to play in enabling our students and staff to respond positively to global challenges. Impacts from travel contribute globally to carbon emissions and locally through air pollution. We have committed to net zero carbon by 2038 to support the Greater Manchester science-based carbon target and ambition to become the greenest city region in the UK. This target includes an 81% reduction in scope 1 and 2 emissions by 2030.

The private motor vehicle also has a lot of priority and space allocated to it across the University, to the detriment of the campus environment and our staff and students. By prioritising more sustainable travel modes on our campus we can encourage increased use of these and create a more accessible, greener campus.

Economic

Sustainable travel modes can offer a more cost-efficient way of travelling to and around the University. Season tickets offer good value for regular public transport users and once cycling equipment has been purchased, the cost of operating and maintaining a bicycle is minimal. Season ticket loans for public transport and cycle purchase loans to further support affordability for staff are identified as measures in this Travel Plan.

A reduction in the need to travel, through agile working, can result in significant savings on travel expenses, for both the staff/student commuter and the University in the case of business trips. The University of Salford is committed to being an inclusive employer, and we seek to achieve the right balance for our people, between their working and home lives, so we are open to consider whatever working arrangements will support our people to enjoy a healthy balance and deliver to the best of their potential.

The actions identified in this Travel Plan aim to identify and build on existing good practice and support delivery of national and local policy.

2.2 National Policy

The Government has developed an ambitious plan to accelerate the decarbonisation of transport. The Transport Decarbonisation Plan (TDP) published in 2021 sets out in detail what government, business and society need to do to deliver the significant emissions reduction needed across all modes of transport, putting us on a pathway to achieving carbon budgets and net zero emissions across every single mode of transport by 2050. The Decarbonising Transport: Setting the Challenge¹

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https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/932122/decarbonising-transport-setting-the-challenge.pdf

document states that transport is now the largest contributor to UK domestic GHG emissions, contributing 28% of UK domestic emissions in 2018. Transport emissions are 4% higher than in 2013 and are only 3% lower than in 1990. The document highlights that the opportunities for reducing transport emissions are significant, but unlocking them will require difficult decisions to be made, with large inputs from government and industry, supported and driven by shifting public attitudes and behavioural changes.

The National Planning Policy Framework² sets out the Government's planning policies for England and how these are expected to be applied. Planning law requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions.

Chapter 4 'Promoting Sustainable Transport', notes that transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. All developments that generate significant amounts of movement should be supported by a Transport Statement of Transport Assessment. Plans and decisions should take account of whether:

- The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major public transport infrastructure.
- Safe and suitable access to the site can be achieved for all people; and
- Improvements can be undertaken within the transport network that cost effectively limits the significant impacts of the development.

Developments should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe. Decisions should ensure developments that generate significant movement are located where the need to travel.

will be minimised and the use of sustainable transport modes can be maximised. Developments should be located and designed where practical to:

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrian and cycle movements, and have access to quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; and
- Consider the needs of people with disabilities by all modes of transport.

A key tool to facilitate this will be a Travel Plan, and all developments which generate significant amounts of movement should be required to provide a Travel Plan.

Guidance on the preparation of Travel Plans and case studies is available on the Department for Transport (DfT), Sustrans and ACT Travelwise websites. The guidelines presented within the DfT's 'Good Practice Guidelines – Delivering Travel Plans through the Planning Process' (April 2009) are a

² <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

valuable tool, providing detailed information good practice and case studies. The application of the case studies has been acknowledged within this FTP to maximise the deliverability of sustainable transport initiatives and encouraging a modal split which reduces the dependency on single occupancy car trips. In particular, the Good Practice Guidelines identify that Travel Plans for new developments should be thought of as a pyramid of measures and actions, which is constructed from the ground up, with each new layer building on the last, and all set within the context of the overall aims of the Travel Plan. This Travel Plan pyramid is illustrated in Figure 2.

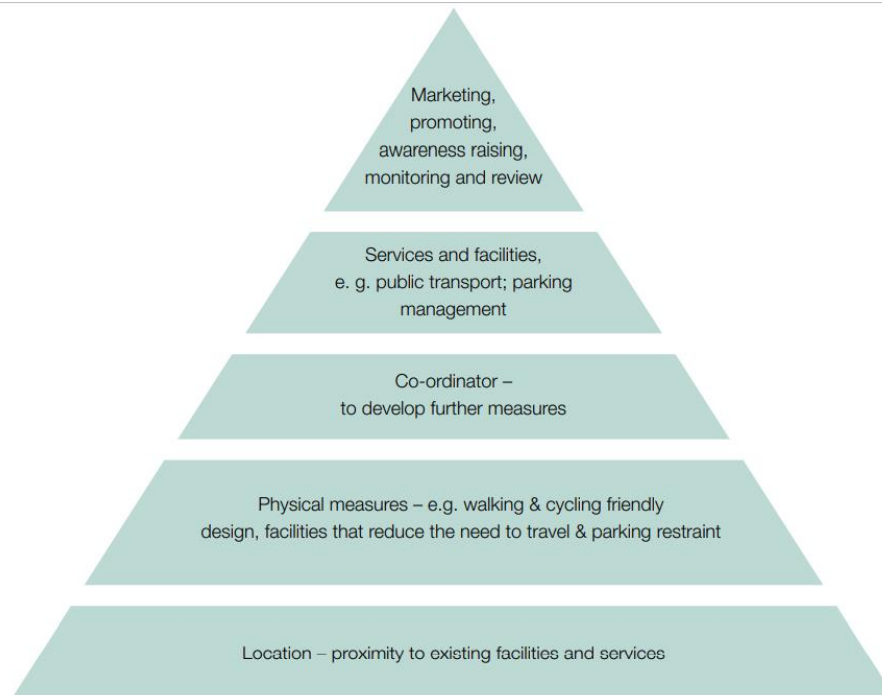


Figure 2 Travel Plan Pyramid [From: Department for Transport (2009) Good Practice Guideline: Delivering Travel Plans through the Planning Process]

The most important layer of the pyramid is the base, which shows that the key to making FTPs work is the actual location of the development and its proximity to local facilities and services. The second layer of the pyramid refers to how the layout of the site can influence travel behaviour, for instance through providing a walking and cycling friendly design, parking provision that is consistent with aspirations for low car use, or provision of facilities that assist in reducing the need to travel. At level 3 is the input of the site's Travel Plan Co-ordinator (TPC), to co-ordinate the ongoing development and management of the Travel Plan, including further measures, awareness raising, monitoring and review. Level 4 covers the services and facilities to be introduced as part of the Travel Plan in order to influence travel choice, such as parking management or provision of new public transport. The top layer of the pyramid level 5, relates to how the Travel Plan will be communicated and how the measures will be promoted. Staff and students at the University will be made aware of the aims of the Travel Plan and the travel choices available as alternatives to car travel. Additionally, public transport information will be available on the University website, displayed on information points in buildings on campus where appropriate.

2.3 Local Policy

GM Clean Air Plan

Air pollution is linked to a range of very serious health conditions and contributes to early deaths. Greater Manchester is taking action to improve air quality on local roads through their [Clean Air Plan](#). The new proposals include investment into electric buses, a Clean Taxi Fund and investment in traffic flow measures. At the time of writing there is no timescale available for when these proposals may be approved or implemented, however the Government directs GM to meet legal limits for nitrogen dioxide by 2026 at the latest.

Transport for Greater Manchester (TfGM) have been upgrading existing and increasing the number of electric vehicle charging points (including increased rapid charging points) in Greater Manchester through the Be.EV public charging network. There are approximately 200 charge points on the network which accounts for over a third of all charge points in GM³, with one at Peel Park campus and two at Frederick Road campus (see [Public charging point maps | TfGM Electric Travel](#))

Greater Manchester Transport Strategy 2040

To support the aim to be a zero-carbon city-region by 2038, TfGM has developed a strategy for transport for Greater Manchester and one for transport in the city centre. The University is included in the TfGM City Centre Transport Strategy. The aim for the GM Transport Strategy 2040⁴ is for 50% of all journeys in GM to be made by walking, cycling and public transport. The aim for the City Centre Transport Strategy⁵ is for 90% of morning peak trips into the city centre to be made on foot, by cycle or public transport before 2040 (as highlighted in the figure below). This means fewer cars in the city centre to support cleaner air, the carbon reduction targets and rebalance street space to enable walking as the main mode of travel for getting around. Walking is defined in its most inclusive form, recognising for those who may be disabled or with limited mobility this may mean relying upon guide dogs, wheelchairs, or other mobility aids to travel.

3

https://assets.ctfassets.net/byx0la40ncn8/4yrhghQsLmKMLMIGB5Fbks/7b64b9de7bff9c6a1f77c2946c664e9d/23-0339_GM_EVCI_Strategy_Document_v1.pdf

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https://assets.ctfassets.net/nv7y93idf4jq/01xbKQQNW0ZYLzYvcj1z7c/4b6804acd572f00d8d728194ef62bb89/Greater_Manchester_Transport_Strategy_2040_final.pdf

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https://secure.manchester.gov.uk/download/downloads/id/27952/city_centre_transport_strategy_summary.pdf

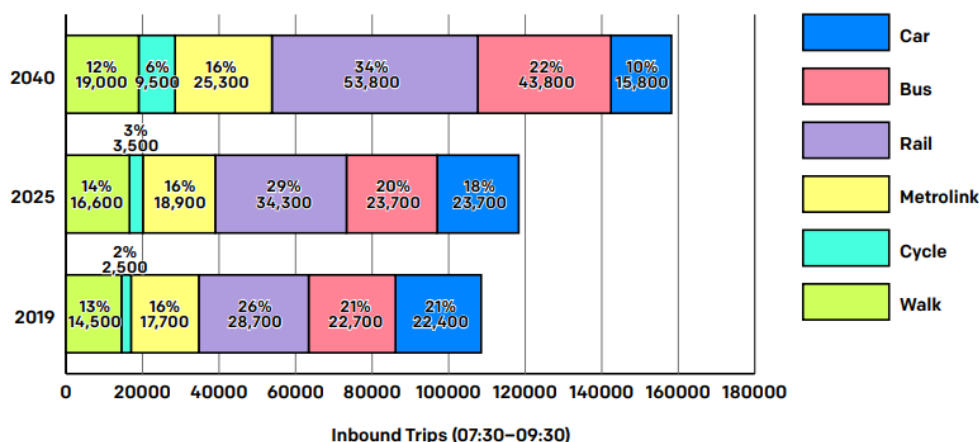


Figure 3 Targets for peak morning trips into the city centre [TfGM (2021) City Centre Transport Strategy To 2040]

The vision of Greater Manchester’s Cycling and Walking Commissioner is to double and then double again cycling in Greater Manchester and make walking the natural choice for short journeys. The emphasis is on making walking and cycling attractive choices for short trips and for everyday journeys to work, school and leisure facilities.

Salford Local Development Plan

In pursuit of sustainable and inclusive development of the city and in support of the Greater Manchester region commitments, Salford City Council has established a comprehensive set of objectives aimed to assist the delivery of a high-quality, sustainable living and working environment. The key goals with regard to different policies are presented in the [Salford City Council Local Plan \(LDP\) ‘A Fairer City’, \(2023\)](#). Some of the key challenges identified in the revised LDP are how to cope with the additional demand for travel associated with the growth in population, businesses and tourists, in a sustainable way without worsening congestion, how to deliver the transport infrastructure required to support a growing population and how to minimise contributions to climate change. Transport is one of the priorities for the use of planning obligations.

Aligning with the Policy ED4 ‘University of Salford’ this framework Travel Plan;

- supports an increase in the proportion of staff, students and visitors who access the university, and move between its campuses, by public transport, cycling and walking;
- aims to enhance pedestrian and cycling routes through the campus and onwards towards surrounding areas;
- minimise the negative impacts of traffic and parking within the campus and on the surrounding area, and significantly reduce the amount of land used for car parking.

This Travel Plan also aligns with other policy statements, particularly on climate change, supporting better health and sustainable transport strategy.

Other relevant policy statements within the revised LDP relevant to travel and supported by this Travel Plan include;

- Policy CC1 Climate Change – minimising the need to travel, maximising trips by sustainable modes, providing walkable and cyclable neighbourhoods, electric vehicle charging infrastructure and sustainable movement of freight.

- Area Policy 1 City Centre Salford – improving connections, particularly Crescent/Chapel Street, The Meadow and Peel Park as key green space and Irwell River Park. Major improvements to Salford Crescent rail station. Future expansion of Metrolink.
- Area Policy 2 Salford Quays – improved bus access and rapid transport connections to City Centre including new Metrolink line to Salford Crescent. Reduction in traffic levels, including significant improvements in walking/cycling.
- Policy HH1 Supporting better health- promoting healthy lifestyles and increased physical activity.
- Policy A1 Supporting Sustainable Transport - reducing the need to travel, promoting modal shift towards sustainable travel and social inclusivity.
- Policy A2 Transport hierarchy and Sustainable Streets - new developments designed to promote the following hierarchy (highest priority first), whilst ensuring appropriate access for emergency vehicles at all times: A) Pedestrians B) Cyclists C) Public transport users D) Commercial deliveries and specialist service vehicles (e.g. waste collection, taxis/private hire vehicles) E) Other motor traffic The needs of all users, including those with impaired mobility and their careers, shall be taken into account within all levels of the transport hierarchy.
- Policy A3 Walking and Cycling – Development and transport infrastructure schemes should support delivery of walking and cycling networks and secure cycle parking facilities.
- Policy A4 Public Transport – Expansion and development of the Metrolink, train and bus travel.
- Policy A8 City Centre car parking - ensure inclusivity and accessibility for all especially with regard to the modes of transport, support efficient use of land, not discourage sustainable transport, mitigate any off-site car parking, consider disabled people, motorcycle parking, general and delivery drop off points, taxi and private hire drop off, car clubs and car sharing, safety and security for all users.
- Policy A10 Electric Vehicle charging points – provision for charging of all types of electric vehicles.

2.4 Campus Masterplan

In 2018, in collaboration with Salford City Council and 5plus architects, the University of Salford launched an ambitious Campus Masterplan. Our aspirational vision for the next two decades, will tap into the area's unique potential to deliver a place to learn, live, work and visit. Our campus will link with local industry, as well as cultural and residential schemes to create a city district that enhances surrounding communities and helps to drive the economy both locally and regionally.

The Masterplan is keen to make positive changes to the transport connections and infrastructure at Salford. The traffic calming work to the A6 will continue, with further improvements to bus and rail services. The ambition is to consolidate and rationalise car-parking across campus and to reduce internal car circulation to promote a healthier, more pedestrian-friendly campus. The vision also promotes greater levels of cycling in and around the site.

Improved pedestrian connections will be key to improving permeability across the campus – think tree-lined boulevards, public squares and a generally more well-defined network of routes and open spaces. Car parking will also be greatly improved, with our current spaces consolidated to make room for two new multi-storey car parks at Irwell Place and Frederick Road.

The potential for a new 'Crescent Station Hub', bridging the Peel Park Campus and the Frederick Road Campus will also be established providing an opportunity to link rail, bus and cycle facilities, in turn greatly improving the east-west connection for the University. A newly created public space, on the site of the existing Newton Building, will also create a new heart for the campus. It will provide easy access to the New Adelphi, Lady Hale, Cockcroft, School of Built Environment and Salford Business School. A new food and beverage offer as well as other commercial space will further add to the vibrancy of this new space.

2.5 Future Trends

We will also be considering future trends in sustainable travel. Several trends have been identified as important to driving progress towards a net zero economy, as described in The English Cities Fund Salford Crescent Masterplan Sustainable Development Strategy Initial Review Report.

Electric Vehicles – the UK government announced a plan to ban sales of gasoline and diesel-powered (including hybrid) passenger cars in the UK beginning in 2035. The EU has mandated that fuel economy across a manufacturers fleet should be no greater than 92 mpg by 2030, which some experts believe will only be possible with fully electric vehicles.

Connected and Autonomous vehicles – research indicates that connectivity can significantly improve the energy efficiency of vehicles. BMW have implemented 'eDrive Zones' in the UK, whereby hybrid vehicles automatically switch to electric-only mode in low emission zones, achieved through a combination of GPS and geofencing. Mobility-as-a-Service (MaaS) where vehicles are only used when needed will also be made possible by these technologies. The University of Salford is the first University in the UK to own an autonomous shuttle. The University is looking to create a UK centre of excellence in future vehicles and use this as an opportunity to gain further funding to increase the operation to a fleet and to schedule routes around the campus and connect it to its surroundings such as Salford Crescent train station and Media City UK in Salford Quays.

Consolidated freight strategies & Transport Hubs – the aim is to reduce the overall number of necessary journeys by aggregating delivery consignments.

Smart cities – the Internet of Things (IoT) uses a vast number of sensors to collect data with the aim of managing and allocating resources more efficiently.

2.6 Partnerships

Partnership working is essential for ensuring effective implementation of this Travel Plan. Internally we need to engage with colleagues and students, to ensure we maximise opportunities to avoid travel wherever possible, encourage and facilitate more sustainable travel modes and promote inclusivity in travel.

Externally, it will be important to engage with national policy and campaigns, local and regional authorities and local groups.

We will consider all these stakeholders and partnerships when establishing and reporting on our travel plan targets and performance and communicate in line with our Environmental Sustainability Communications and Engagement Strategy.

3. Travel Data

3.1 Campus Information

Car Parking

In 2019 a full audit⁶ of the parking currently available and in active use by the University and the existing cultural/leisure facilities located on the A6 Corridor was undertaken. This count revealed that there was a total of 2,413 parking spaces but the latest count in 2021 was 2,122 spaces, a reduction of 291 spaces. Of the parking spaces available, 3% are labelled accessible parking spaces. Blue Badge Holders, who use a motor vehicle to enable them to travel to and from the University, are exempt from any car parking fees, however must display a blue badge clearly on their vehicle at all times.

Parking is controlled by parking charges that are in operation between 9am and 6pm. Parking can either be paid for on a casual user basis (by Pay & Display or Pay by Phone) or by purchasing annual sessions (permits) from the University. The cost of an annual parking session is £276 and the daily rate for casual parking is £4. Discounts are available for people parking in peripheral parking areas at Adelphi House and Farmer Norton. There are currently no restrictions on the who can park in the campus areas.

In November and December 2019 traffic surveys were undertaken at key locations across the campus⁵. The surveys were undertaken using a combination of Automatic Traffic Count and video surveys as well as spot occupancy surveys for calibration. The campus was split into discrete areas to allow cordons to be created for each parking zone. The survey data was used to establish parking accumulations for each parking area cordon. The accumulations have been undertaken for a Tuesday, Wednesday and Thursday, with the Thursday coinciding with a University Open Day. The arrival and departure movements for each cordon area have been combined to establish the existing parking demand. This was then adjusted to remove contractor parking, as this does not represent a permanent demand activity. This showed a maximum demand for 1,738 spaces on Tuesday, 1,637 spaces on Wednesday and 1,854 spaces on Thursday.

Table 1 Total University Parking Demand [SK Transport (2019)]

	Total University Campus Demand (excluding contractor parking)			
	Maximum Parking Demand	Maximum Demand Time Period	With Humphrey Booth & Crescent House Spot Surveys	Maximum Occupancy
Tuesday	1707	1100-1200	1738	72%
Wednesday	1606	1000-1100	1637	68%
Thursday	1823	1100-1200	1854	77%

The peak recorded demand coincides with the University holding an Open Day. The lower demand on Wednesday is likely to be a consequence of the University's Sports Afternoon, with fewer lectures undertaken. Tuesday presents a typical University day.

⁶ SK Transport (2019) University of Salford Masterplan Parking Study 190412/SK218101/PS01(-01)

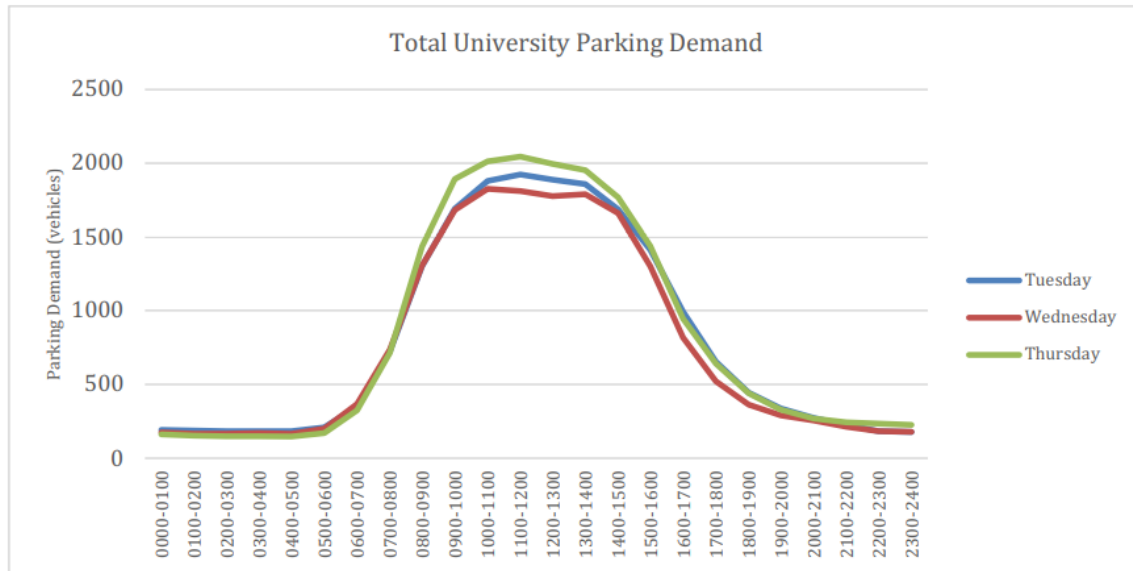


Figure 4 Total Campus Parking Demand Daily Profiles [SK Transport (2019)]

The parking demand levels on a Tuesday and Wednesday days follow a similar pattern with demand levels rising from 8am to reach a peak between 9am and 3pm. From 3pm demand levels significantly reduce across the campus. On Thursday, during the Open Day, shows a steeper rise in demand in the morning, but a similar pattern in all other respects. The surveys also show that on a Tuesday, a typical University day, that the majority of parking occurs at Irwell Place, Frederick Road and Lowry/Delaney buildings.

Table 2 Parking Area by % of Total Demand (11am Tuesday & Thursday: Excluding Contractors) [SK Transport (2019)]

Parking Area	Tuesday (Typical Day)	Thursday (Open Day)
	% of Total Demand	% of Total Demand
Peel Park North	21%	19%
Peel Park South	8%	8%
Frederick Road	23%	26%
The Crescent	31%	30%
Adelphi House	6%	7%
Farmer Norton	10%	10%
Total	100%	100%

A further car parking survey was undertaken by Curtins on Tuesday 6th February 2024 as part of a planning application for the new Health Clinic, indicated that the maximum demand was 1600 spaces, a slight reduction from the 2019 survey at 1,738 spaces (on the same day of the week).

However, this now represented 89.7% of the existing capacity, compared to 72% in 2019, indicating increasing pressure on car parking availability.

Electric Vehicle Charging

Public Electric Vehicle charging points are provided at Allerton, Energy House 2, Crescent House (council owned), and Newton car parks (see [Our locations \(be-ev.co.uk\)](https://be-ev.co.uk)). Across the locations this is a total of 8 connectors all with 7kw output, which is considered fast and can charge the average EV in 4-6 hours. There are also 6 connectors specifically for Estates use and 6 for research use by Energy House Labs. There is little indication of how frequently the charging stations are being used but in March 2023 the chargers outside of Energy House 2 were being used throughout the week however not all at once.

Cycle Parking

The University currently has 402 cycle parking spaces in the areas shown on the map below. Shower facilities are also available in the locations as shown on the map.

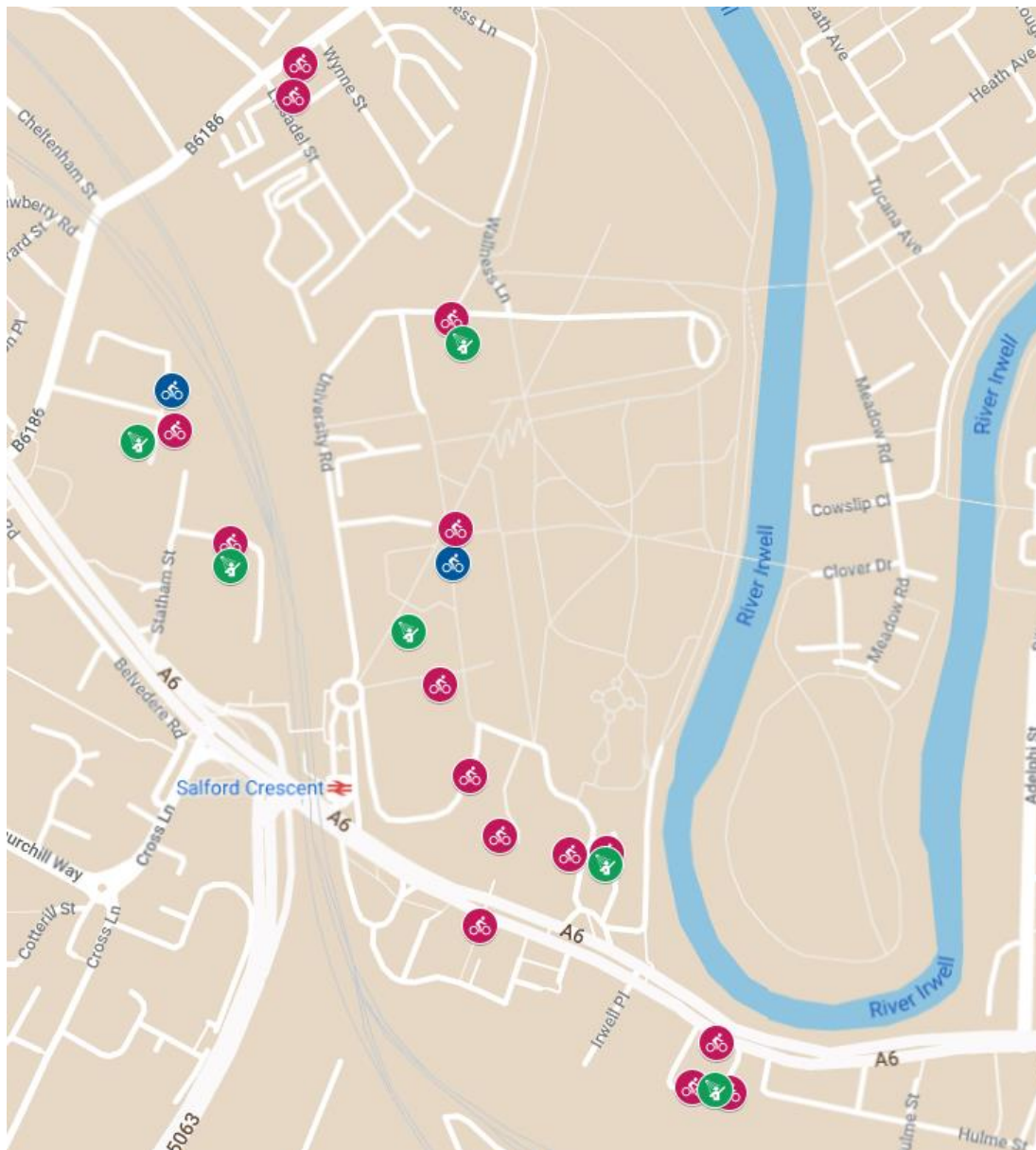


Figure 5 Cycle Parking and Shower Facilities at University of Salford Peel Park and Frederick Road Campus

Cycle parking at Mediacity UK campus is provided by Peel Holdings who manage the external land area. There is a Cycle Hub available for use by University staff and students which consists of a membership-based smartcard access.

There are currently 4 accessible cycle stands and no electric bike charging available. There is no standard way to design accessible cycle parking, but ‘M’ stands are an appropriate method as they are suitable for locking up a non-standard cycle.

3.2 Staff and Student Commuting

Analysis of student (term-time) and staff home postcodes was also undertaken in the same survey as above. To ensure a representative sample of postcodes to establish a reasonable distribution pattern a drive-time of 60 minutes from the campus was used. A 60-minute drive-time accords with DfT's accessibility thresholds for employment (45 minutes) and higher education (60 minutes) and is therefore a considered to provide a reasonable catchment for the analysis. The postcode data shows that 87% of students and 81% of staff live in Greater Manchester and 56% of students and 45% of staff live in the postcode district covering Salford and Manchester. The combined postcode data was used to establish arrival distributions on the wider network for the use in the assessment.

Table 3 Staff and Student Distribution [SK Transport (2019)]

Direction	Staff	Students
Southwest	40%	43%
Northwest	22%	17%
North	7%	7%
Southeast	11%	13%
Northeast	19%	19%

Travel survey questionnaires have been undertaken to inform the Travel Plan and a summary of the survey results is provided below for students and staff.

Student Travel

Table 4 Student Travel Survey Data

Mode	2009	2011	2014	2019
Walking	23%	28%	20%	36%
Cycling	2%	4%	5%	4%
Bus	21%	27%	30%	25%
Train	15%	18%	18%	16%
Metrolink	1%	2%	2%	2%
Taxi	0%	0%	0%	0%
Car (alone)	26%	16%	22%	14%
Car Share (own car/driver)	6%	1%	1%	0%
Car Share (other car/passenger)	6%	2%	2%	0%
Other	1%	1%	0%	3%
Response Rate	4%	3%	3%	1%
Combine Car Use	38%	19%	25%	14%
Combined Sustainable Modes	61%	79%	75%	83%

New student travel surveys were undertaken in 2019 but unfortunately resulted in a disappointing response rate (1.3%). A review of the data returned shows that patterns of movement have significantly changed from that reported during historic surveys. This is particularly striking with regard car use, which has fallen by 10 percentage points since the 2014 surveys, and walking which has risen by 16 percentage points. The 2019 student data should be treated with caution due to the small sample size therefore we continue to use and refer to the data collected in 2014 as this was based on a higher sample size. Notwithstanding this, the surveys all consistently show that the majority of students travel by non-car modes. Figure 8 above shows that the dominant mode of travel for students is consistently non-car modes of travel (75% of trips in 2014), with walking (20%) and public transport (50%) being the preferred sustainable modes. Patterns of public transport use have continued to rise from 2009 (37%) to 2014 (50%), supporting the accessibility analysis findings that the University occupies an exceptionally sustainable location with a very high level of accessibility by train and bus. Walking is a popular mode of travel for students, largely as a number of students live in the areas surrounding the campus. The change in popularity of walking could be the result of changes in the distribution of student term time residences, especially since new student accommodation on campus opened in 2015 and a review of current post code data for students shows that a high proportion live within areas that are accessible on foot.

Cycling has seen a general rise in popularity during the survey period. This is likely to be a function of improvements to off-site infrastructure throughout Greater Manchester and also improved facilities on campus (such as increases in cycle parking facilities).

There has been a general decline in car use since 2009. Both internal and external factors influencing the use of the car, such as changes in fuel prices throughout the survey period or increases in parking availability or pricing on campus, which may have had an impact on car use during the survey period.

Staff Travel

Table 5 Staff Travel Survey Data

	2009	2011	2014	2019
Mode				
Walking	17%	6%	6%	7%
Cycling	3%	6%	12%	9%
Bus	10%	9%	10%	10%
Train	17%	20%	19%	19%
Metrolink	1%	2%	1%	3%
Taxi	1%	0%	0%	1%
Car (alone)	40%	47%	46%	41%
Car Share (own car/driver)	6%	5%	3%	3%
Car Share (other car/passenger)	3%	4%	2%	1%
Other	1%	1%	1%	5%
Response Rate	19%	35%	21%	25%
Combine Car Use	49%	56%	51%	46%
Combined Sustainable Modes	48%	43%	48%	48%

The staff surveys resulted in a very high response rate (25%) providing a statistically significant batch of data that can be considered very representative. The Table above shows that in 2019 46% of staff travelled by car, a reduction in car use from previous years. This is a decrease from the situation in 2009, 2011 and 2014. In 2011 when student car use substantially reduced, staff car use significantly increased. As with the students, the number of staff car sharing has dropped by 5% since 2009/11. This is likely to be a function of car sharing no longer being promoted by the University, something that should be addressed in future Travel Plans and parking management strategies for the campus to allow more efficient use of the spaces available.

Public transport use has maintained a generally static use pattern over the survey period, with between 29% and 33% of staff using these modes. Walk mode share was reported at 17% in 2009. This is a very high mode share for staff walking patterns when reviewed against later results at the campus, at other universities and typical commuting mode shares for Greater Manchester. Walk mode share settles at between 6% and 7% in 2011, 2014 and 2019, a more typical level. The postcode data shows that staff home locations are more disparate and, while an important mode, it is not often the most feasible sustainable mode for staff. Cycle use has seen a gradual increase from 3% to the current level of 9%. As with the students, the increased take-up is likely to be a result of improved infrastructure, and also the provision of a Cycle to Work Salary-Sacrifice Scheme at the University for staff.

The surveys also showed that a high number of staff are unaware of the existing tools and infrastructure measures. This being the case, an increased push in terms of marketing existing facilities, initiatives and TfGM journey planning tools is required.

A comparison with other universities in the Northwest shows that student single occupancy car use is generally higher at University of Salford and staff single occupancy car use is similar to universities that have a much lower level of accessibility than Salford. Research has also been undertaken into parking policies at other universities in the Northwest. All of the universities restrict student parking in some form, either by blanket bans for all but disabled students found at Liverpool John Moores, Manchester and Manchester Met, and the imposition of student eligibility criteria at Lancaster and UCLan. These measures have proved successful at the other universities in significantly reducing the number of students that travel by car. A transport study undertaken at UWE to examine how student parking controls affect car mode share has also been considered.

The research also shows that the other universities typically charge more for parking on campus. There is relationship between this and the number of staff who travel by car, this is particularly the case where parking cost discounts are given for staff who car share.

Using the Travel Survey data, the carbon emissions from commuting has been estimated. Pre-Covid data suggests that over 2000 tonnes of carbon is emitted from staff travel to and from the University and nearly 9000 tonnes from student commuting. The actions to encourage less travel and more active travel will contribute to reducing this.

3.3 Accessibility Analysis

The University occupies a prominent location on a key gateway route between the centre of Salford and Manchester. The University area also relates well to residential areas in the surrounding areas of Salford and can be accessed on foot to residential areas of Manchester city centre. The GMAL (Greater Manchester Accessibility Level – the interactive tool managed by TfGM) assessment shows that the majority of the University benefits from the highest level of public transport accessibility found in Greater Manchester. The University benefits from access to frequent bus services and train services from Salford Crescent.

The station offers frequent and direct services to Manchester Victoria and Piccadilly stations, and areas north of Salford, including Wigan, Bolton, Blackburn and Preston. The train station is a reasonable walk distance from most areas of the University. The Crescent is served by frequent bus services, with circa 1400 services per day (both ways) and 88 services in the AM peak hour (both ways). Regular bus stops are located along the masterplan frontage onto The Crescent and the route also benefits from bus priority measures in the form of bus lanes and traffic signal hurry calls. The existing services provide a comprehensive coverage of local and regional areas, including Manchester city centre, western areas of Salford, Bolton, Leigh and the Trafford Centre. The route is also served by Bus Rapid Transit routes V1, V2, V3 and V4, that provide frequent services between Leigh and Manchester city centre. Towards the north of the masterplan, Frederick Road is also a bus route with a service that connects to the local residential areas around Charlestown and Lower Broughton. Bus service 50 connects the masterplan area to the University's campus at MediaCity:UK. Staff and students who present a University ID are permitted to use this service for free. This service operates with a 10 - 15 minute headway. Season tickets are available for public transport and System One Travelcards offer a range of tickets for combined bus, tram and train travel. The University operates a loan scheme for staff who purchase a season ticket under a salary sacrifice scheme.

Access on foot and by cycle is also good. It is also shown that a large area of residential community is accessible to the site on foot and that these areas broadly correspond with high concentrations of student homes. Cycle routes serving the masterplan are generally good with continuous routes on The Crescent shared with bus routes. The site is also served by Routes 6 and 55 of the National Cycle Network that provide connections north-south and east-west, respectively.

DfT states that it is shorter trips that have the potential to substitute for car trips, particularly those under 2km (a 25-minute walk time). Figure 8 shows 25-minute walk from the north and south of the campus.

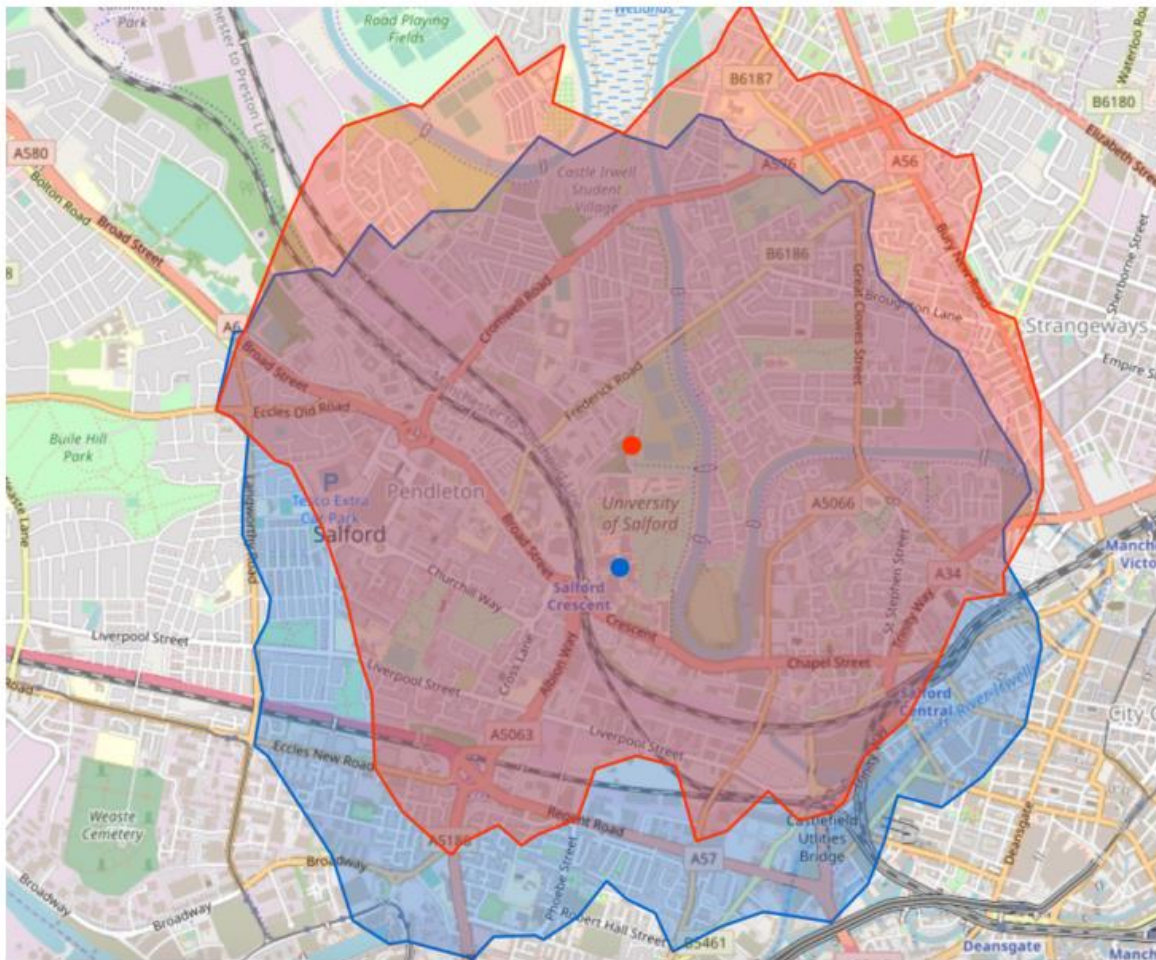


Figure 6 25 Minute Walk Isochrome [SK Transport(2019)]

Figure 8 shows that a large residential area is accessible on foot from the University Campus. These areas broadly correspond to locations with high concentrations of student homes and this strengthens the opportunities for students from these locations to be encouraged to walk to the site.

3.4 Business Travel

Data on current business travel has been collated from financial records and supplier reports. A baseline of data for 2018/19 is shown below. Travel patterns for 2019/20 were severely impacted by Covid-19, a reduction in carbon of 48% from business travel was seen compared to the previous year.

Staff and students travelled over 4 million miles on academic and other University business, of which 80% were by air; flights were responsible for early 90% of the University’s travel-related CO2 emissions; the total cost of academic and business travel amounted to £1.2 million.

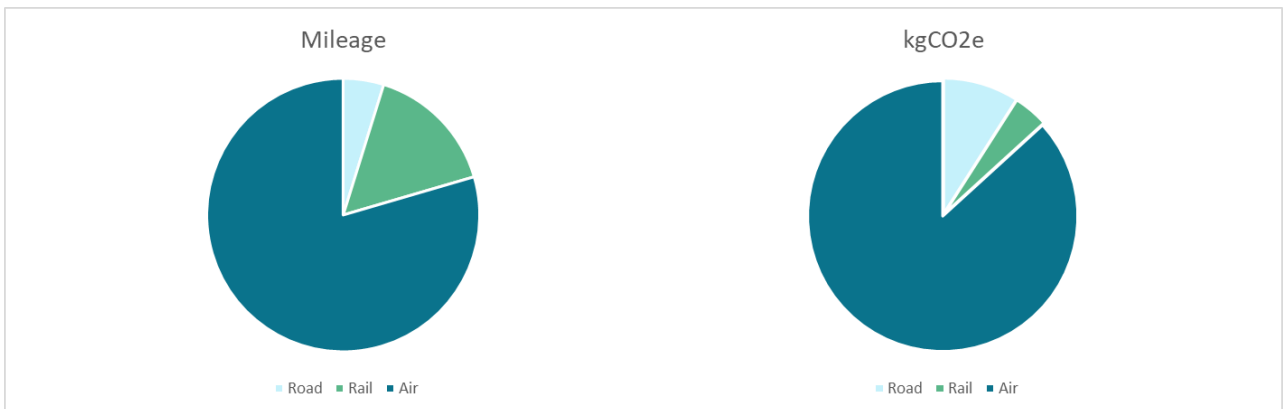


Figure 7 Mileage and Carbon Impact of Business Travel by Mode 2018/19

We aim to report annually on business travel to help track progress and identify areas for further action. The below graph shows an updated version using 2022/23 data showing that the percentage of road travel (car, taxi and coach hire) had increased compared to 2018/19 (from 9% to 15%).

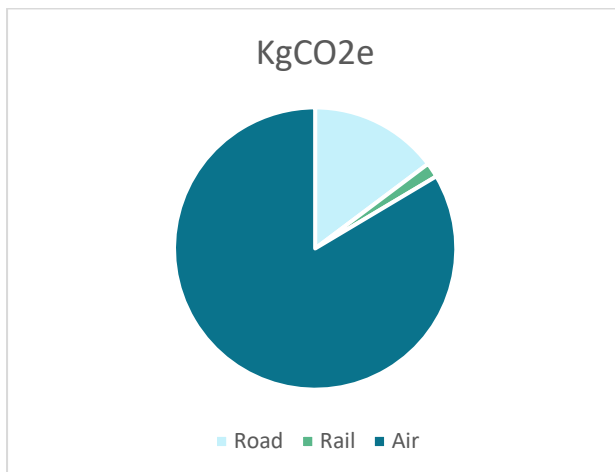


Figure 8a Carbon Impact of Business Travel by Mode 2022/23

3.5 University Vehicles

The University of Salford has a relatively small fleet of University vehicles, based in the Estates and Facilities Division. These vehicles are used in a range of tasks around the three campuses including estates maintenance works, post collection and delivery, manual handling and portering and security coverage.

Of 25 vehicles, 10 (40%) are currently electric vehicles. Whilst the number of fleet vehicles is relatively low, the carbon emissions from these vehicles are part of the University Scope 1 emissions and contribute to local air pollution. Low or Zero Carbon Vehicles are considered as priority in the replacement of University Vehicles subject to functional capability and funding availability (full life costings considered).



Figure 9 University of Salford Estates and Facilities Electric Vehicle (March 2021)

4. Objectives and Targets

4.1 Objectives

Improving accessibility to our campuses will be a vital part of the sustainability of the University with regards to attracting and retaining students and staff. Our aim is to improve accessibility in a sustainable way by increasing the number of staff and students who choose sustainable modes of travel as their first choice when planning a journey to the University. This will help meet the following objectives to:







1. Support the University's commitment to net zero carbon.
2. Comply with local and national government policy on transport.
3. Reduce car park demand, traffic and parking on local roads, supporting clean air improvement in line with the University of Salford Campus Masterplan.
4. Promote health and wellbeing.
5. Ensure equality of accessibility.

We recognise that some people have no option but to use the car for travel to the University and this is recognised in this plan and the our car park strategy which will rationalise car parking arrangements in accordance with the University's Campus Masterplan commitments.

4.2 Targets

Specific targets have been established as part of the Environmental Sustainability Plan and will be managed within the Estates and Facilities, Environmental and Energy Management System.

Table 6 Summary of Sustainable Travel Targets

	Area	Target	Target Date	Baseline 2018/19
	Staff and Student Commuting	90% students using sustainable travel modes. 70% staff using sustainable travel modes.	2030	Students (2014) 75% Staff (2019) 48%
	Electric Vehicle Charging	Percentage of EV active charging spaces 10%	2030	<1%
	Cycle Parking and Facilities	Short term target 500 cycle spaces Medium term target 905 cycle spaces Long term target 1894 cycle spaces 5 % accessible Short Term = 25 spaces Med Term = 45 spaces Long term = 95 spaces	2025 2030 2035	362 cycle spaces 0 accessible cycle spaces
	Business Travel	Net Zero Carbon	2038	1321 tonnes
	University Vehicles	50% low or zero carbon vehicles 80% low or zero carbon vehicles	2025 2030	0% electric vehicles
	Car parking	TBC		

5. Action Plan Areas

This plan puts forward a series of measures, for completion within the 5-year timescale of this plan, which will contribute towards achieving our aims and longer-term objectives.

5.1 Reducing the Need to Travel

Agile working is the use of working practices and arrangements which support a person to deliver outputs to the best of their abilities. There are a number of benefits to agile working principles to both the organisation and individual as well as a number of different ways to work agile; many of these bring flexibility around travel and reducing the need for travel which will support our journey towards Net Zero Carbon.

The principles of agile working had been introduced prior to Covid-19 but the enforced changes in 2020 and 2021 expedited this transition. The University published its policy 'Our Agile Approach to Working Policy – Guidance and Principles' in August 2023.

An important element of this work which is ongoing over the next 12-24 months is a reassessment of car parking space allocation to ensure we do not over provide costly car parking and continue to encourage and facilitate more sustainable modes of travel.

5.2 Active Transport: Walking and Cycling

Our overall aim is to encourage more sustainable modes of travel to our campus, increasing the numbers of staff and students who walk or cycle to University is an essential part of this and will also support our work towards net zero carbon.

As shown in Figure 8 previously, a large residential which includes many student residential areas are within a reasonable walking distance to campus. Promotion of walking routes, e.g. to/from Mediacity campus and other key areas will be included within our communication plan. We will also engage with Salford City Council through the Salford Climate Action Board Transport Sub-Group to encourage local infrastructure that encourages both walking and cycling. We will also consider how we can encourage more active travel by those living locally through our Car Park Management Strategy review.

Cycling has the potential to play a crucial role in increasing accessibility and freedom, especially in urban areas where most journeys are shorter in length⁷. In Greater Manchester half of all trips are less than 2km and 38% of these short trips are driven by car⁸. At a relaxed pace you can cycle over four miles in 25 minutes so from the postcode analysis this could be a viable form of transport for many of our staff and students.

Another of our overall objectives of this Travel Plan which is very relevant in walking and cycling is ensuring equality of accessibility. Bike Life, run by Sustrans, is the UK's largest assessment of cycling in cities and towns across the UK and Ireland. The UK wide report for 2019 shows that

⁷Sustrans and Arup (2020) Cycling for Everyone:

https://www.sustrans.org.uk/media/7377/cycling_for_everyone-sustrans-arup.pdf

⁸TfGM, 2017. Greater Manchester Transport Strategy. https://downloads.ctfassets.net/nv7y93idf4jq/7FiejTsJ68eaa8wQw8MiWw/bc4f3a45f6685148eba2acb618c2424f/03._GM_2040_TS_Full.pdf

there are five adult demographic groups who tend to cycle less than their equivalent group and that significant intersectionality exists between these different groups; women (there is no data on people who define their gender in any other way), older people (65+), people from ethnic minority groups, disabled people and people at risk of deprivation. The report shows that barriers to transport, including barriers to cycling can affect lots of people but be amplified when inequities already exist.

According to the research carried out by Sustrans and Arup referenced above, 31% of disabled people who do not cycle would like to start. One way we can support this at University of Salford is by providing cycle parking which is accessible to non-standard cycles, such as trikes, cargo-bikes and e-bikes. For those who use these cycles it is more important to know where they can park as they are less able to be 'fly-parked', access standard cycle parking and often more expensive.

A report by Edwards (2019) Diversity in Cycling⁹ highlights the lack of diversity in the cycling community. This is supported by the research by Sustrans and Arup (2020) which found that the needs of many marginalised groups have been ignored, with 74 per cent of people in urban ethnic minority groups currently not cycling, despite 55 per cent of people in these groups stating that they would like to start (compared to 37 per cent of white people).

Guided by the suggestions from Edwards (2019) in Diversity in Cycling we aim to promote visibility of diversity in cycling at the University of Salford to say cycling is open to all. We will also promote groups such as Brothers on Bikes, Black Cyclists Network, Women of Colour group and PRiDE OUT. We will use inclusive language and imagery to challenge stereotypes (e.g. MAMILs - Middle Aged Men in Lycra), welcome and celebrate diversity and look for inclusive design opportunities for facilities. We will also investigate the opportunity to monitor diversity in the University cycling community.

Our targets for cycle parking have been developed through consideration of the Salford Local Development Plan Policy A4 and minimum cycle parking standards (1 space per 5 staff plus 1 space per 3 students) and the Department for Transport Local Transport Note 1/20 July 2020 Cycle Infrastructure Design (minimum 1 per 20 staff Students; 1 per 10 students). This is a significant increase on current cycle parking provision so in order to be achievable and considered in line with the Salford Crescent Masterplan developments short-, medium- and long-term targets have been established.

⁹ Edwards (2019) Diversity in Cycling: <https://www.diversityincycling.com/wp-content/uploads/2020/12/Diversity-In-Cycling.pdf>

Table 7 Data for development of cycle parking targets

Baseline staff and student numbers 2019/20	Salford LDP Cycle Parking Requirement 1 space per 5 staff plus 1 space per 3 students	DfT LTN 1/20 Requirement 1 per 20 staff Students; 1 per 10 students	University of Salford Cycle Parking Targets
Staff FTE = 2,113 Student FTE = 17,875	Staff = 423 spaces Students = 5958 spaces TOTAL = 6,381	Staff = 106 spaces Students = 1788 spaces TOTAL = 1,894	Short Term (2025) = 500 spaces Medium Term (2030) = 905 spaces Long Term (2035) = 1,894 spaces

These targets will be reviewed against predicted staff and student numbers periodically to ensure they remain ambitious.

As with car parking, a proportion of the cycle parking (typically 5%) should be provided for non-standard cycles to accommodate people with mobility impairments. Again, this has been applied to the short, medium and long term targets and will be periodically reviewed.

Long term = 95 spaces

Med Term = 45 spaces

Short Term = 25 spaces

There is currently little short stay or visitor cycle parking available on campus. The priority has been security so all current provided cycle parking is within secure, access controlled compounds. This does lead to some fly-parking particularly at Peel Park Campus.

A study completed on behalf of the University by a student group in 2017 found that despite there being widespread cycle parking provision on the University Peel Park and Frederick Road Campuses, fly parking is still very apparent especially around the New Adelphi Building. A spot survey of those fly parking gave reasons of lateness or ignorance of cycle provision.



Figure 10 Cycle Shelter and Fly Parking Locations at Peel Park and Frederick Road Campus (Celeritas, 2017¹⁰)

In September 2020 the University launched a trial for e-scooters in partnership with Salford City Council and Transport for Greater Manchester. The trial began at The University of Salford Peel Park and Frederick Road campus, before being expanded to connect the campus to MediaCityUK then Salford City Centre and the border of Manchester, by October 2021. E-scooters can be used to encourage people to use less cars for local journeys, reducing congestion, improving connectivity with public transport hubs and making our air cleaner. Lime e-scooters can be ridden on roads and cycle lanes, and users are required to park them in one of the designated bays. Geofencing technology will also limit the scooters from being used outside the trial areas. Research on residents of Salford shows that 22% of users have chosen making a journey on a scooter over any other mode of transport, including walking.



Figure 11 E-Scooter at University of Salford

The University has been engaging with TFGM in regard to the GM bike hire scheme and in 2023 seven docking stations were installed across the main two campuses. However, due to thefts across the network many stations had to be temporarily closed and only one by campus is open for use. There are many operational at Media City, as well

¹⁰ Celeritas Student Report (2017) developed on behalf of the Environmental Sustainability Team

as Salford and Manchester train stations, which facilitates 'trip-chaining' which refers to journeys that use multiple forms of transport.

As well as cycle parking we can provide other facilities to promote and facilitate active transport.

Active Transport Awareness and Introduction:

- We will continue to provide a Cycle to Work Salary Sacrifice Scheme for University staff (the threshold has recently increased to £4000).
- The University pays a Pedal Cycle Mileage Allowance of 20p per business mile to encourage use of pedal cycles for business use. (Not available for journeys using cycles purchased through the University's Cycle to Work Scheme).
- We will continue to support initiatives for health and biodiversity walks.
- We will identify and implement opportunities to encourage cycling for all and encourage diversity.
- We will investigate the use of e-cargo bikes on campus transport of goods and equipment (currently there are two e-cargo bikes on campus with trailers).
- We will review signage around our campus to encourage walking.
- We will investigate the use of pool cycles for staff; including non-standard cycles.

Active Transport On Campus Facilities:

- We already offer shower facilities in many of our buildings, we aim to increase the shower and changing facilities available and better promote them. We will use the requirements in BREEAM framework to determine provision for new builds.
- We will provide bike maintenance stands across Peel Park, Frederick Road and Media City campuses (currently have six units).
- We will continue to provide subsidised D locks to the University cycling community and promote safer cycling.

Active Transport Support

- We have a Cycle User Group established, with a MS Teams Group. We aim to supplement this through the recruitment of cycling champions to support our communications and initiatives. Through these groups we will provide general support for the cycling community at the University, encourage new people to start cycling, provide route advice and signpost to other services.
- We will offer regular security marking for cycles on campus as provided by Greater Manchester Police.
- We will offer regular Dr Bike and Cycle Maintenance workshops.
- We will promote external opportunities for cycle training and investigate opportunities to offer this on campus and guided rides.

Active Transport Development:

- We will ensure the Crescent and University Masterplan champions and facilitates sustainable transport.

- We will learn from the research into the use of e-scooters as an opportunity to support sustainable transport.
- We are aiming for Cycle Friendly Employer Gold Accreditation through Cycling UK

5.3 Public Transport

As demonstrated in the accessibility analysis the University benefits from excellent bus and rail connections and a significant number of staff and students use public transport as their primary mode of travel. It is important to increase awareness of the existing services available as well as looking at how public transport accessibility can be improved through external partnerships, particularly with the transport operators.

We already provide information on accessibility by public transport as a priority on the Environmental Sustainability web pages and the University Find Us pages. We will continue to review and update this as necessary as well as encouraging the use of public transport for visitors.

We provide season ticket loan schemes repayable through salary for annual season tickets for travel to and from University by bus, train or tram for staff. The employee purchases the ticket and applies for a loan to cover the full cost, which is then recovered through salary deduction over a period of up to 12 months. Through Northern Rail, the University purchases the ticket instead and 52 weeks of travel is provided for the price of 40 with unlimited travel on any train operator's service between two chosen locations and can be used anytime including evenings and weekends. There is also the option of a flexi-season ticket which is a bulk purchase of 10 all-day tickets, valid for up to 6 months, offering savings for regular commuters, especially if they are travelling less than 3 days per week. This supports our agile working strategy.

Since our campus at MediacityUK was opened we have offered free travel for staff and students through the subsidisation of a bus service via the Stagecoach Number 50 bus between the University Peel Park and Frederick Road Campuses and MediacityUK. This supports around half a million journeys a year.

In addition to these measures we will support an increase in the use of public transport by:

- Provision of information on public transport to and from the University to prospective and new students and staff.
- Increased promotion of existing support packages for staff.
- Provide real-time passenger information around campus where possible.
- Continue partnership working with local transport operators, Salford City Council and Transport for Greater Manchester.
- Investigate measures to increase visitor travel to the University by public transport.

5.4 Car Parking

Our ambition is to consolidate and rationalise car-parking across campus and to reduce internal car circulation to promote a healthier, more pedestrian-friendly campus through our Campus Masterplan. The vision also promotes greater levels of cycling in and around the site. Improved pedestrian connections will be key to improving permeability across the campus – think tree-lined boulevards, public squares and a generally more well-defined network of routes and open spaces.

A key aspect of a highly sustainable development is the provision of the right mix of transport infrastructure, with provision of appropriate levels of parking being a key component in that mix.

A detailed parking strategy for the University, which considers the impacts of the Crescent Masterplan and University ways of working and future projections in staff/student travel will be developed separately. Findings of studies completed as part of the Masterplan Strategy development, existing and future travel surveys as well as our future ways of working strategy development will be considered to determine parking demand. The car park management strategy will aim to provide greater flexibility for users, encourage the use of sustainable travel modes and promote the use of low and zero carbon emission vehicles.

Previous car shares schemes managed by the University have had limited success due to lack of incentives, tracking of informal arrangements and lack of promotion. As experienced in other organisations, car share schemes can be a valuable tool in reducing single occupancy car use so we will include consideration of car sharing within our car park management strategy.

Accessibility and inclusion is important to consider in our car park management strategy. We will refer to local and national guidelines as well as best practice when determining the provision of accessible spaces.

5.5 Business Travel

The pause in travel in due to the pandemic had given us time to reflect and realise that the amount of business travel undertaken by colleagues prior to March 2020 does not need to resume at the same level when it is safe to travel again. This rings true in data as only 366 tonnes of carbon were generated in 2021/22 compared to 1,321 in years 2018/19. However, by 2022/23 this had increased to 627 tonnes, although still significantly lower than pre-covid levels.

Reducing business travel has a number of benefits for both colleagues and the University:

- **Time saving** – a lot of time is lost in travelling to and from meetings and conferences, which can often be unproductive and impact wellbeing.
- **Environmental impact** – reducing the number of trips has had a significant impact on our carbon footprint. We saw a 44% reduction (578 tonnes) of carbon in the 19/20 academic year due to just 5 months of limited activity caused by the pandemic. Now would be an ideal opportunity to start travelling in a sustainable manner which supports the University's Sustainable Travel Strategy.
- **Budgetary savings** – the cost savings from travel, accommodation and expenses has been significant.

We aim to reduce business travel through the following priorities:

- We will ensure University Travel Policy encourages low carbon travel options. Colleagues are encouraged to challenge the 'why' behind every trip and really consider whether the travel is essential.
- We expect trip approvers to test that the travel is required, and an alternative method is not more appropriate. This will be monitored and reviewed to make sure this challenge is taking place and that travel requests are reducing against previous activity.

- We will monitor and report on our business travel.
- We will establish reduction targets.
- We will further invest in our electric vehicle fleet.

5.6 University Vehicles

The University Estates and Facilities Division is committed to ensuring efficient and effective use of its vehicle fleet which supports the University's commitment to net zero carbon and the Greater Manchester commitments to clean air.

A phased approach to replacement of existing vehicles with low and zero carbon alternatives will be implemented wherever possible. To support this:

- a formal procedure for replacement of University vehicles will be developed,
- a target for percentage of EV within the fleet will be established, and
- the fuel consumption and carbon emissions of the fleet will be monitored.

6. Delivery

6.1 Financing

Efforts for funding will be made through existing programmes, such as the Campus Masterplan and Estates Long Term Maintenance. Applications for capital and revenue funding for projects will be made through the University Strategic Investment Group via the Sustainability Strategy Group or Strategic Enablers Group as required.

Small grants from external bodies have been utilised for certain projects and these opportunities will continue to be explored. Funding for projects that cross over and meet the objectives of other parts of the University will be sought from the parties that will share in the benefits. To establish a stable and regular programme of interventions, a proposal for a dedicated travel plan budget will be put forward.

6.2 Leadership and Governance

The Travel Plan needs to be embedded across the University in order for the aims and objectives to be met.

Senior strategic leadership and ownership of the plan will be provided through the Environmental Projects Board, reporting to the Vice-Chancellors' Executive Team via the Sustainability Board and Strategic Enablers Board as required to ensure alignment with the University Strategic Plan and the necessary priority and drive.

6.3 Communication

To achieve these objectives, we will focus on a programme of infrastructure and communication, awareness and promotion measures in order to encourage and facilitate greater use of sustainable modes. The 2019 surveys indicate that both staff and student respondents appeared to be unaware of existing initiatives that are promoted by the University and TfGM. This particularly relates to not being aware of cycle to work and public transport ticket loan schemes, TfGM's journey planning resources, and the University's website travel pages. Remarketing these initiatives could have a very real impact on travel.

This will require embedding throughout the University and collaboration with external partners such as the local authority, transport authority and transport operators.

Actions to support communication and marketing for sustainable travel will be included within the Environmental Sustainability Team's Communication and Engagement Strategy.

Academic engagement opportunities will also be sought such as provision of live briefs for students and research opportunities such as the Healthy Active Cities Research Group involvement in evaluating the E-bike Hire Scheme and the E-Scooter trial.

7. Monitoring

7.1 Objectives and Targets

The specific travel and transport related targets as described in Section 4 previously will be monitored in line with the University Environmental Sustainability Plan and Environmental and Energy Management System.

7.2 Performance Monitoring

The Head of Environmental Sustainability coordinates the data to monitor performance against travel related objectives.

Table 8 Reporting Routes for Travel Data

Report	Responsibility	Freq	Data Source
Staff and Student Commuting Mode of Travel	Environmental Sustainability Team / Transport Development Officer	Every two years	Staff and Student Travel Survey
Business Travel	University Travel Office School Finance Officers	Annually	Travel Office Supplier Data School Finance Supplier Data
Estates Vehicle Fuel Use	Team Leader – Operational Support Estates & Facilities	Annually	Fuel Use Data – Operational Support Estates & Facilities
Carbon emissions: Estates vehicles – Estates and Facilities Scope 3 Emissions Report	Sustainability Office	Annually	Fuel Use Data – Operational Support Estates & Facilities
Carbon emissions: Business travel - Estates and Facilities Scope 3 Emissions Report	Sustainability Office	Annually	Travel Office Data
Carbon emissions: Staff and Students Commuting - Estates and Facilities Scope 3 Emissions Report	Sustainability Office	Annually	Travel Office Data

Additional monitoring (target annual data collection):

Table 9 Summary of additional monitoring for Travel Plan

Report	Responsibility	Freq	Data Source
Car Parking Spaces	Environmental Sustainability Team / Transport Development Officer	Annually	Estates Admin Team
Number of EV charging spaces	Environmental Sustainability Team	Annually	Estates Admin Team
Cycle Parking spaces and usage	Environmental Sustainability Team	Quarterly	Periodic spot checks
Car Parking usage	Transport Development Officer	Annually	Estates Admin Team
Car Share Rates	Environmental Sustainability Team / Team / Transport Development Officer	Every two years	Travel Survey
Number of staff using public transport season ticket loans	Environmental Sustainability Team	Annually	Payroll Data / HR Rewards Team
Number of staff using Cycle to Work scheme	Environmental Sustainability Team	Annually	Payroll Data / HR Rewards Team
Number of staff signed up to Tusca car lease scheme (electric or plug in Hybrid)	Environmental Sustainability Team	Annually	Payroll Data / HR Rewards Team
Cycle mileage claims	Environmental Sustainability Team	Annually	Payroll Data
Number of parking permits issued	Environmental Sustainability Team / Transport Development Officer	Annually	Estates Operations Team Data
Awareness of sustainable travel options	Environmental Sustainability Team / Transport Development Officer	Every two years	Travel Survey
Number 50 MCV bus usage	Environmental Sustainability Team	Annually	Stagecoach Bus
Cycling Diversity Survey	Environmental Sustainability Team	Every two years	Cycle User Group Survey
Cycle Facilities	Environmental Sustainability Team	Annually	Periodic Spot Checks Cycle User Group Survey
Events Engagement	Sustainability Office	Annually	Engagement Tracker

8. Action Plan

Action Ref	Objective Reference	Project Title / Description	Key Actions & Milestones	Responsibilities	Target Completion date	Monitoring & Evaluation	Progress to date
Reducing the Need for Travel							
TP1		<u>Agile Working</u> Support and champion agile working in future ways of working development	Agile Working Policy Statement.	HR People Team	Ongoing		Our Agile Approach to Working Policy – Guidance and Principles was issued August 2023.
Walking and Cycling							
TP2	OBJ	<u>Cycle Parking</u> Increasing cycle parking availability overall and proportion of accessible cycle parking spaces	Short Term (2025) = 500 cycle spaces, 25 non-standard cycle spaces. Medium Term (2030) = 905 cycle spaces, 45 non-standard cycle spaces. Long Term (2035) = 1894 cycle spaces, 95 non-standard cycle spaces.	Sustainability Innovation Manager/ Environmental Sustainability Manager / Head of Capital Projects	2025 2030 2035	Annual report of cycle parking spaces	As of April 2024, cycle parking provision stood at 402 spaces with funding obtained for new visitor parking (up to 60 spaces). Additional spaces planned for new GMIoT and Health Campus buildings, with construction to start 24/25.
TP3		<u>Active Transport Awareness</u> The aim of this action is to increase awareness of, participation in and diversity in active transport options through communication of existing initiatives and development of new initiatives.	Cycle to Work scheme promotion.	Sustainability Office / HR Rewards Team	Ongoing	Cycle to Work Uptake	
			Promotion of cycle business mileage.	Sustainability Office / Travel Office	Ongoing	Cycle mileage claims	
			E-cargo bike trial in Estates.	Sustainability Innovation Manager	2024	Trial and review 2021-22	
			Walking signage review (including routes and timings).	Associate Director of Estates / Environmental Sustainability Manager	2023-24		

Action Ref	Objective Reference	Project Title / Description	Key Actions & Milestones	Responsibilities	Target Completion date	Monitoring & Evaluation	Progress to date
			Diversity in Cycling Bi-Annual Surveys.	Environmental Sustainability Manager/ Inclusion & Diversity Team	Ongoing	Diversity data monitoring, e.g. CUG survey	
			Health and Biodiversity Walk support.	Sustainability Engagement Officer	Ongoing	Engagement Tracker	
		<u>Active Transport On Campus Facilities</u> Increasing on campus facilities for active travel (in addition to cycle parking)	Review existing shower and changing facilities and increase provision.	Environmental Sustainability Manager / Transport Development Manager	2021-22 review 2025 install	Travel Survey data CUG survey	
			Installation of bike pump and maintenance stations.	Environmental Sustainability Manager / Transport Development Manager	2024	CUG Survey	Investigate if unit is present at Media City
			Promotion of subsidised D locks.	Security and Community Support Team	Ongoing	Uptake monitoring	
			Cycle Friendly Employer: Gold.	Environmental Sustainability Manager / Sustainability Office	2025	Cycle Friendly Employer Self Assessment	
		<u>Active Transport Support</u> To maintain existing and increase support for active transport	Cycle User Group – regular engagement, support, recruitment of cycling champions.	Sustainability Engagement Officer	Ongoing	CUG Survey	
			Security marking for cycles on campus.	Security and Community Support Team	Ongoing	No. of events	
			Dr Bike and maintenance workshops.	Sustainability Office	Ongoing	No. of events and engagement tracker	
			Promotion of cycle training and investigation of onsite opportunities via TfGM.	Sustainable Innovation Manager	Ongoing	No. of events and engagement tracker	

Action Ref	Objective Reference	Project Title / Description	Key Actions & Milestones	Responsibilities	Target Completion date	Monitoring & Evaluation	Progress to date
		<u>Active Transport Development</u> To support opportunities for active transport development within and external to the University through partnership development	Engage with TfGM on the GM Bike Hire Scheme to ensure the university is included in bike hire station sites.	Sustainability Office	Ongoing		
			Champion sustainable travel and opportunities for support and development within the University and Crescent Masterplans.	Environmental Sustainability Manager	Ongoing		
			Continue support for the e-scooters trial and development.	Sustainability Innovation Manager	Ongoing		
Public Transport							
TP4	OBJ	<u>Public Transport Support</u> Facilitate and encourage the use of public transport for staff and students.	Keep public transport information up to date and promote awareness through University website.	Transport Development Officer	Ongoing	Travel Survey	
			Continue provision of and promote season ticket loan schemes for staff.	HR Rewards Team/ Transport Development Officer	Ongoing	Scheme Uptake annually	
			Continue the subsidisation of free travel on the Number 50 bus between the University and Mediacity UK.	Associate Director of Estates	Annually	Annual report of trips from Stagecoach	
			Increase the provision of sustainable travel information to prospective students and staff.	Sustainability Engagement Officer	Ongoing	Travel Survey	
			Provide real-time passenger information around campus where possible.	Transport Development Officer	Ongoing		
			Continue partnership working with local transport operators, SCC and TfGM.	Environmental Sustainability Team/Sustainability Office / Transport Development Officer	Ongoing		

Car Parking							
		<u>Car Parking</u> To ensure appropriate level of car parking to encourage use of sustainable travel	Review and redevelopment Car Parking Strategy.	Transport Development Officer	2024-25	Strategy approved	
			Increase provision of EV charging.	Environmental Sustainability Manager/ Energy Manager	Ongoing	Number of EV charging spaces	
Business Travel							
		<u>Business Travel</u> Aim to reduce the carbon emissions from business travel to support net zero carbon target	Establish reduction targets for business travel carbon impact.	Executive Director of Finance	2021-22		
			Investigate the potential for University EV fleet.	Sustainability Innovation Manager	2022-23		
University Vehicles							
		<u>University Vehicles</u> To reduce scope 1 carbon emissions from University vehicles and support clean air targets in GM	Increase numbers of electric vehicles within Estates.	Environmental Sustainability Manager / Energy Manager	2021-22	Percentage of EV in University fleet Estates Vehicles fuel use	Procedure is in place to manage the purchase and replacement of University vehicles.