



Travel Plan for Bournemouth University

August 2003

Issue 1

Statement of Support

I am pleased to introduce Bournemouth University's Travel Plan.

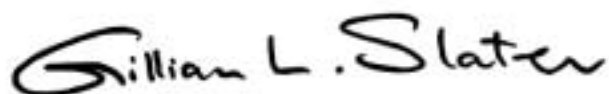
In 2000 the University's Management Team commissioned an internal Transport Working Group to consider all viable options for improving the institution's financial and environmental performance in areas related to transport.

The group, chaired by David Williams, Head of Research, Innovation and Strategy, communicated with colleagues from other educational and commercial organisations who have a similar transport profile to Bournemouth University. The services of an external consultant, Steer Davies Gleave, were also employed to conduct a comprehensive survey of students and staff to establish the habits and preferences of both groups in relation to their personal transport to and from the University.

All of this information has helped to identify a number of measures to contribute to a more environmentally-friendly approach to transport. This exercise also helped us to focus on some of the other pressing issues we face concerning space, planning permission for future developments, and reducing congestion and nuisance parking in and around our campuses.

Implementing the travel plan will bring benefits to those who work and learn at the University, to the organisation itself, to the local community and to the environment at large.

Our thanks to all who have devoted their time and energy to making this plan possible. Let us hope that the plan is sufficiently flexible to respond to the University's transport needs for some years to come.

A handwritten signature in black ink that reads "Gillian L. Slater". The signature is written in a cursive, flowing style.

Prof Gillian Slater
Vice-Chancellor
Bournemouth University

Executive Summary

The Bournemouth University Travel Plan has been developed by the Transport Strategy Group. The group has worked with both Poole and Bournemouth Councils in developing the travel plan, as well as neighbouring organisations and other Universities in order to draw on best practice.

The objectives of the travel plan are:

- To reduce the number of cars arriving at the University;
- To ensure maximum utilisation of the University car parking spaces, matching where possible, the permit holders to parking spaces
- To improve the choice of transport options available to staff and students for travel to the University, and between University sites; and
- To reduce the environmental impact of the University's travel demands through raising awareness amongst staff and students and encouraging environmentally friendly behaviour.

As part of the development of the travel plan detailed site assessments of each site have been undertaken, together with a staff and student travel survey, and focus groups with staff and students. The travel survey found that currently 67% of staff and 14% of students drive alone to the University at least 3 days a week or more.

The travel plan has set targets to reduce the number of car drive alone trips by both staff and students by 10% by November 2008. To enable the achievement of these targets the University has developed a comprehensive set of measures which include the following:

- Measures to promote walking and cycling
- Measures to promote public transport
- Measures to promote car sharing
- Measures to reduce the need to travel
- Parking, vehicle and emission reduction measures; and
- Measures to reduce visitor travel, including a new policy on visitor parking

The travel plan will be launched in September 2003. The Site Operations Manager, Stuart Laird, contact details below, will act as Travel Plan Co-ordinator responsible for the day-to-day operation of the plan.

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The University recognises that the development and implementation of a travel plan is a process, and that it will require ongoing review in order to assess whether it is meeting its objectives and targets. In this respect staff and student travel will be measured in November each year.

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1. Background

A travel plan is defined as 'a package of measures aimed at promoting sustainable travel within an organisation, with an emphasis on reducing reliance on single occupancy car travel. A travel plan must be tailored to the specific circumstances of the site.'

The development of a travel plan at Bournemouth University reflects recent changes in National and Local Transport Policy, which has been set out in documents such as the Government White Paper 'A New Deal for Transport', National Planning Policy Guidance Notes and the Local Transport Plan for Bournemouth, Poole and Christchurch. These policy documents make it clear that simply building new roads to accommodate an ever increasing demand for car travel is not a sustainable option. Instead we need to make use of the infrastructure we have - both road and public transport - to reduce the overall dependency on the private car.

Under this policy framework, organisations have been required to play their part by preparing Travel Plans to encourage changes in travel patterns for both journey to work (and education) and for journeys made in the course of work.

For Bournemouth University the main motivation for developing the travel plan is to build on its existing transport policies and develop a clear plan for managing the University's future transport provision. This plan will assist in particular in managing the demand for car parking at the University by reducing the numbers of staff and students travelling to the University by car. The existing car parks are under increasing pressure, particularly at the Lansdowne Campus.

In addition the University is planning to expand in future years, and recognises that planning approval for their expansion programme will require a travel plan to be in place.

The plan will also help guide the development of the University's infrastructure to match its intentions as set out in its strategic plan, 2002-2007.

Benefits of a Travel Plan

Introducing the travel plan will bring a number of benefits to the individuals who work and learn at the University, to the organisation itself, to the local community and to the environment at large.

To the Individual:

- Individuals will benefit from more choice about how they can travel to the University, which may be more convenient or generate time or cost savings.
- Individuals who choose to walk or cycle may gain health benefits from the travel plan.
- Individuals who are able to utilise the proposed home working or flexible working practices will gain lifestyle benefits, and a better work/life balance.

To the Organisation

- Many organisations that have introduced travel plans have benefited from increased productivity generated by a healthier, more motivated workforce.
- The University will also be able to benefit from managing the cost of providing transport facilities, reduced congestion and reduced demand for car parking. Ultimately this will also help improve access for employees, students, visitors and deliveries.

To the Environment and the Community

- The environment can benefit from improved air quality, less noise and pollutants, and a reduced contribution to national and global environmental impacts such as climate change.
- For the local community, reducing the University's transport impacts will help them to enjoy reduced congestion, reduced journey times, improved transport services and travel links.

Process of Developing the Travel Plan

The University has utilised a number of information sources and expert advice in the development of its travel plan, in order to ensure it produces a high quality and effective travel plan that delivers its objectives.

- The University has worked with the business travel plan co-ordinator at Poole Borough Council and at Bournemouth Borough Council, seeking their advice and expertise where appropriate.
- The University has also benefited from free consultancy advice provided through the Government funded Energy Efficiency Best Practice Programme.
- It has utilised published resources on travel plan development including *A Travel Plan Resource Pack for Employers, Supplementary Planning Guidance on Travel Plans* published by Poole Borough Council, and travel plan guidance aimed specifically at the higher education sector, produced by Forum for the Future.
- The University has sought opportunities to work with local partners, including its neighbour at the Talbot Campus, the Arts Institute, as well as the WESTNET partnership of local organisations developing a travel plan.
- Contacts with other universities have also been helpful to explore what works well at similar organisations, for example a meeting with the Universities of Hertfordshire and Exeter.

Internally the development of the travel plan has been overseen by the Transport Strategy Group who are responsible for the development of the travel plan. The group represents a wide set of interests at the University, including:

- Head of Research, Innovation and Strategy (Chair);
- Head of Estates;

- Head of Purchasing;
- General Manager of the Student Union;
- Site Operations Manager;
- Representative from Department of Marketing and Communications; and
- Academic member of staff with expert knowledge on transport matters.

The steering group is chaired by the Head of Research, Innovation and Strategy. The group meet bi-monthly, and seek to identify opportunities to involve additional staff and students where appropriate. In particular the group will invite a union representative for the employees to join them in the summer 2003. University senior management are kept informed through briefings to the senior management team. These meetings are held monthly and an update is provided as appropriate.

The University is using the process, illustrated in Figure 1.1 below, as the overall framework for developing the travel plan. It illustrates the eight core steps that need to be undertaken in developing an effective travel plan. In addition and importantly, the University recognises that awareness raising and marketing is at the centre of the process of plan development.

FIGURE 1.1 THE TRAVEL PLAN PROCESS



2. Site Location and Characteristics

Characteristics of the Sites and Existing Policies

The University has two sites, the Talbot Campus within the Borough of Poole, located 2 miles from Bournemouth town centre, and the Lansdowne Campus, which is in the Lansdowne area of Bournemouth. The Talbot Campus is the larger of the two sites, with 749 staff and 7,894 students, compared with 513 staff and 4,758 students at the Lansdowne Campus. The main teaching facilities are at the Talbot Campus, alongside some student accommodation (250 beds) and sports facilities. The majority of student accommodation though is provided at the town centre Campus, together with many of the student services. Future expansion is likely to be concentrated at the Lansdowne Campus due to limited remaining space available at the Talbot Campus.

The University sites operate 50 weeks of the year, with term time teaching running from 0900 to 1900 Monday to Friday. Certain buildings are manned 24 hours a day, 365 days a year with security cover. Student IT open access centres are accessible 24 hours per day in two locations. A core working period has been identified as between 0800 and 1800.

The University is already active in providing travel choice for its staff and students, including the following measures:

- The University contracts out its own bus service to Yellow Buses. They run a comprehensive service with 6 services across Lansdowne with 3 services running between the Talbot Campus and the Lansdowne Campus. Students and staff are able to purchase ten bus tickets for £3.00 (or 30 pence per journey) to use these services. The services currently only operate in term time.
- One hundred and twenty five cycle parking spaces are currently provided - 100 at the Talbot Campus and 25 at the Lansdowne Campus. The provision at the Talbot campus is within a secure compound. Discounts have also been negotiated with three local bicycle shops offering between 5% and 20% off cycles and cycle equipment.
- The University produces a Travel Information booklet, which includes bus maps and timetable information, as well as useful cycling information including a map of cycle route in Bournemouth and Poole.
- To manage student parking off site, i.e. in the local residential roads, the University operates a ban of student parking within 1 mile of the Talbot Campus building. Upon joining the University students are asked for their vehicle number plate. This information is stored and any of those students found to be parking within 1 mile of the Talbot Campus are fined £30.

Car parking for staff (971 spaces) is provided at both the Talbot Campus and the Lansdowne Campus, but students may only park at the Talbot Campus (335 spaces). There are a total of nine car parks at the Talbot Campus, one of which is allocated for students and the remainder for staff. Car parking is managed by way of a permit system, with all staff being entitled to a permit if they want one. Student permits are allocated on a needs basis, and allocated (in order of priority) if students have a disability, if they have children under the age of 5 who

need to be transported to school, if they live more than seven miles from the Talbot Campus and if they are studying part time. There are currently no charges in place for parking for staff or students, although this is agreed as a future measure.

Site Assessment

A full site assessment was carried out in 2002. The site assessment sets out to examine transport links to the site, car parking provision and organisational policy towards travel and work in general. A template assessment form was used, and completed for the following sites:

Talbot Campus

- Dorset House
- Wernick Building
- Poole House
- Dorset House Library
- Weymouth House
- Talbot House
- Christchurch House
- Tolpuddle House

Lansdowne Campus

- Studland House
- Royal London House
- Bournemouth House

All the information collected is held by the Estates department at the University, and is available for anyone to see upon request. Key findings that have informed the development of the travel plan measures include:

- up to date rail timetables are not currently displayed at any of the site receptions;
- up to date bus timetables are not displayed at Royal London House or the Talbot Campus;
- there is already an excellent provision of essential services within 10 minutes walk of all the sites;
- there is no bicycle parking provision at Royal London House; and
- facilities at the bus stops serving each of the sites are good.

3. Current Travel Trends

Establishing current travel trends is essential in order to develop a comprehensive and effective travel plan. The University has undertaken baseline surveys of each of staff, students and visitors, together with follow up focus groups.

Staff Travel

A questionnaire investigating travel patterns to work was distributed to staff in January 2003. See *appendix A*. This analysis is based on the 556 questionnaires that were returned, representing a response rate of 47%.

There was a higher percentage of female respondents 345 (62%), and more than half 333 (60%) were in the age group 40-59 years. A little more than half, 300 (54%) of the respondents indicated Talbot as their main campus, whilst only 5 (1%) needed to visit both campuses.

Mode Split

The majority of staff respondents 411 (74%) travel to the university five times a week. Two thirds 372 (67%) of respondents drive alone to the university three days a week or more, 67 (12%) drive with others at least once a week whilst another 67 (12%) walk once a week or more. The frequency of all modes is listed in Table 3.1:

TABLE 3.1 STAFF FREQUENCY OF USE OF THE FOLLOWING MEANS OF TRANSPORT TO TRAVEL TO THE UNIVERSITY

	Walk	Cycle	Bus	Train	Car driver (alone)	Car driver (with others)	Car passenger
3 days a week or more	49	17	35	9	370	39	23
Once or twice a week	16	17	16	4	39	26	16
1 to 3 times a month	9	8	21	11	13	8	16
Less	16	12	11	7	12	8	12
TOTAL	90	54	83	31	434	81	67
<i>% who travel at least once a week</i>	<i>12%</i>	<i>6%</i>	<i>9%</i>	<i>2%</i>	<i>74%</i>	<i>12%</i>	<i>7%</i>

Tables 3.2 and 3.3 show this broken down by campus. Thirty respondents did not state either the Talbot or the Lansdowne Campus as their place of work - 6 said both, 1 said Portsmouth, and 23 did not answer.

TABLE 3.2 STAFF FREQUENCY OF USE OF THE FOLLOWING MEANS OF TRANSPORT TO TRAVEL TO THE TALBOT CAMPUS (302 RESPONSES)

	Walk	Cycle	Bus	Train	Car driver (alone)	Care driver (with others)	Car passenger
3 days a week or more	38	7	17	1	196	24	14
Once or twice a week	9	12	4	1	20	15	9
1 to 3 times a month	5	2	9	5	7	4	9
Less	11	8	5	5	4	6	6
TOTAL	63	29	35	12	227	49	38
<i>% who travel at least once a week</i>	<i>16%</i>	<i>6%</i>	<i>7%</i>	<i>1%</i>	<i>72%</i>	<i>13%</i>	<i>7%</i>

TABLE 3.3 STAFF FREQUENCY OF USE OF THE FOLLOWING MEANS OF TRANSPORT TO TRAVEL TO THE LANSDOWNE CAMPUS (224 RESPONSES)

	Walk	Cycle	Bus	Train	Car driver (alone)	Care driver (with others)	Car passenger
3 days a week or more	7	8	16	7	157	13	7
Once or twice a week	6	5	12	2	16	11	7
1 to 3 times a month	3	6	12	6	5	4	6
Less	5	4	6	2	6	2	4
TOTAL	21	23	46	17	184	30	24
<i>% who travel at least once a week</i>	<i>6%</i>	<i>6%</i>	<i>13%</i>	<i>4%</i>	<i>77%</i>	<i>11%</i>	<i>6%</i>

Staff were asked to indicate their main reasons for using a car to get to the university. The main reasons for using a car to get to work were the convenience and flexibility offered to the user 345 (62%), together with time savings 300 (54%). More than one reason could be selected.

Staff Main Mode and Home Location

Figures 3.1 and 3.2 show the main mode of staff travel and home location at both the detailed view and an overview. In total 313 (56%) staff respondents provided their home postcode and stated which campus they mainly needed to travel to (126 (40%) at Lansdowne and 187 (59%) at Talbot). Of those:

- 10 (8%) staff working at the Lansdowne Campus live within 1 mile of the Campus - 6 (5%) of whom travel to work as a car driver alone;

- a further 26 (21%) live between 1 and 2 miles from the campus - 12 (10%) of whom drive to work alone.
- 28 (15%) staff working at the Talbot Campus live within 1 mile of the Campus - 7 (4%) of whom travel to work as a car driver alone;
- a further 73 (39%) of staff live between 1 and 2 miles from the campus - 32 (17%) of whom drive to work alone.

Radial Distance

Home locations of all staff, not just those who participated in the survey, were analysed. The radial distance is a radius drawn around the university campus, showing pure distance and not taking into account any barriers to movement, e.g. geography or quality of roads. More than 1,200 staff postcodes were geocodable and Table 3.4 below presents the distance that staff live from each campus.

TABLE 3.4 STAFF HOME TO WORK: RADIAL DISTANCE

Distance	Talbot Campus	Lansdowne Campus
0-1 miles	11%	8%
1-2 miles	24%	17%
2-3 miles	12.5%	17%
3-4 miles	8%	11%
4-5 miles	9%	7%
0-5 miles	66%	60%
5-10 miles	16%	20%
10-15 miles	4%	5%
15-20 miles	2%	3%
20+ miles	12%	12%

The analysis shows that nearly two-thirds of staff live less than five miles from the university. A high proportion are within easy walking and cycling distance - currently 12% of staff walk and 6% cycle at least once per week. Many less staff walk (5%) and cycle (less than 1%) five days a week or more. This analysis demonstrates the potential for this to increase.

FIGURE 3.1 MAIN MODE OF STAFF TRAVEL AND HOME LOCATION: DETAILED VIEW

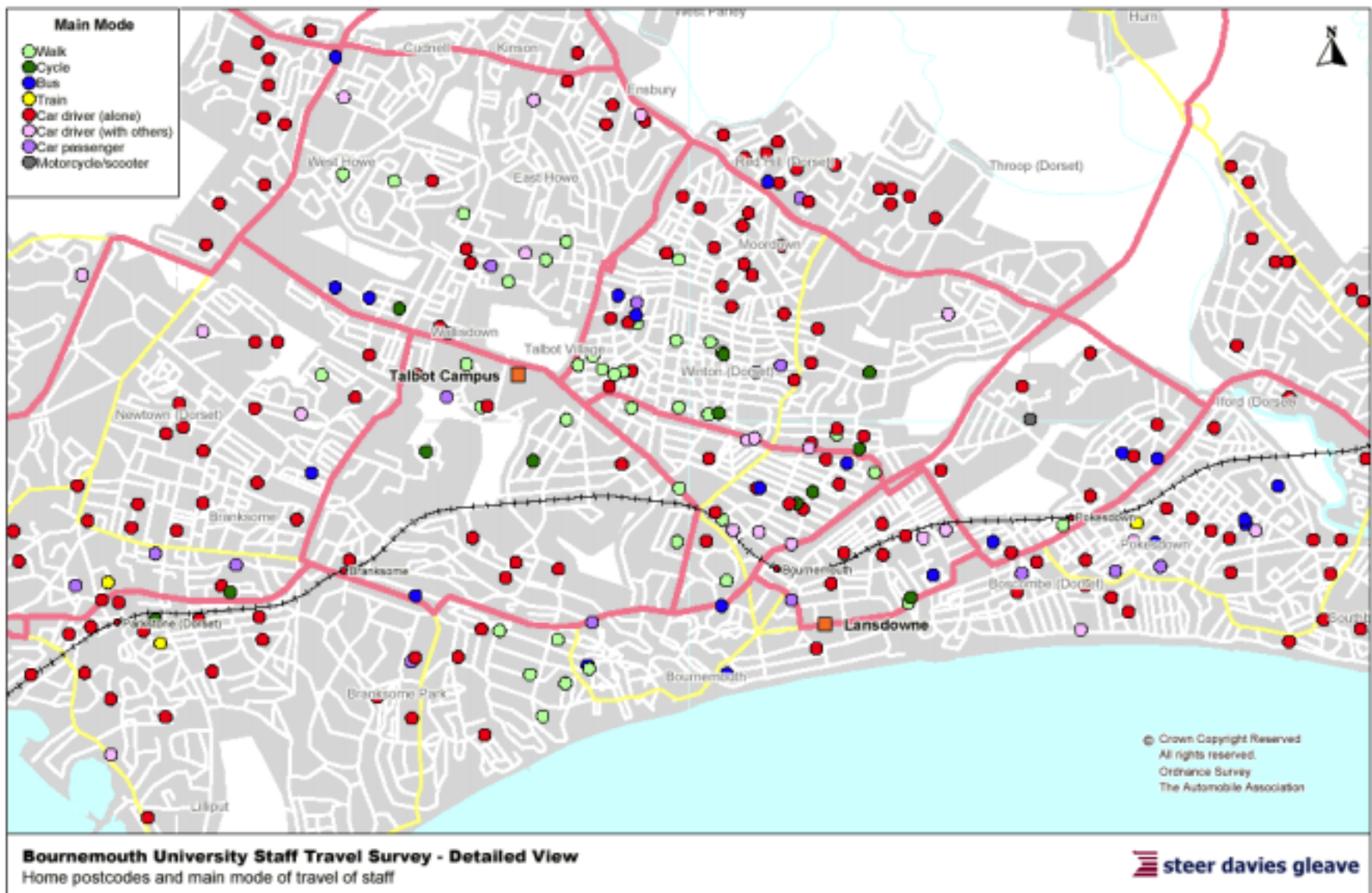
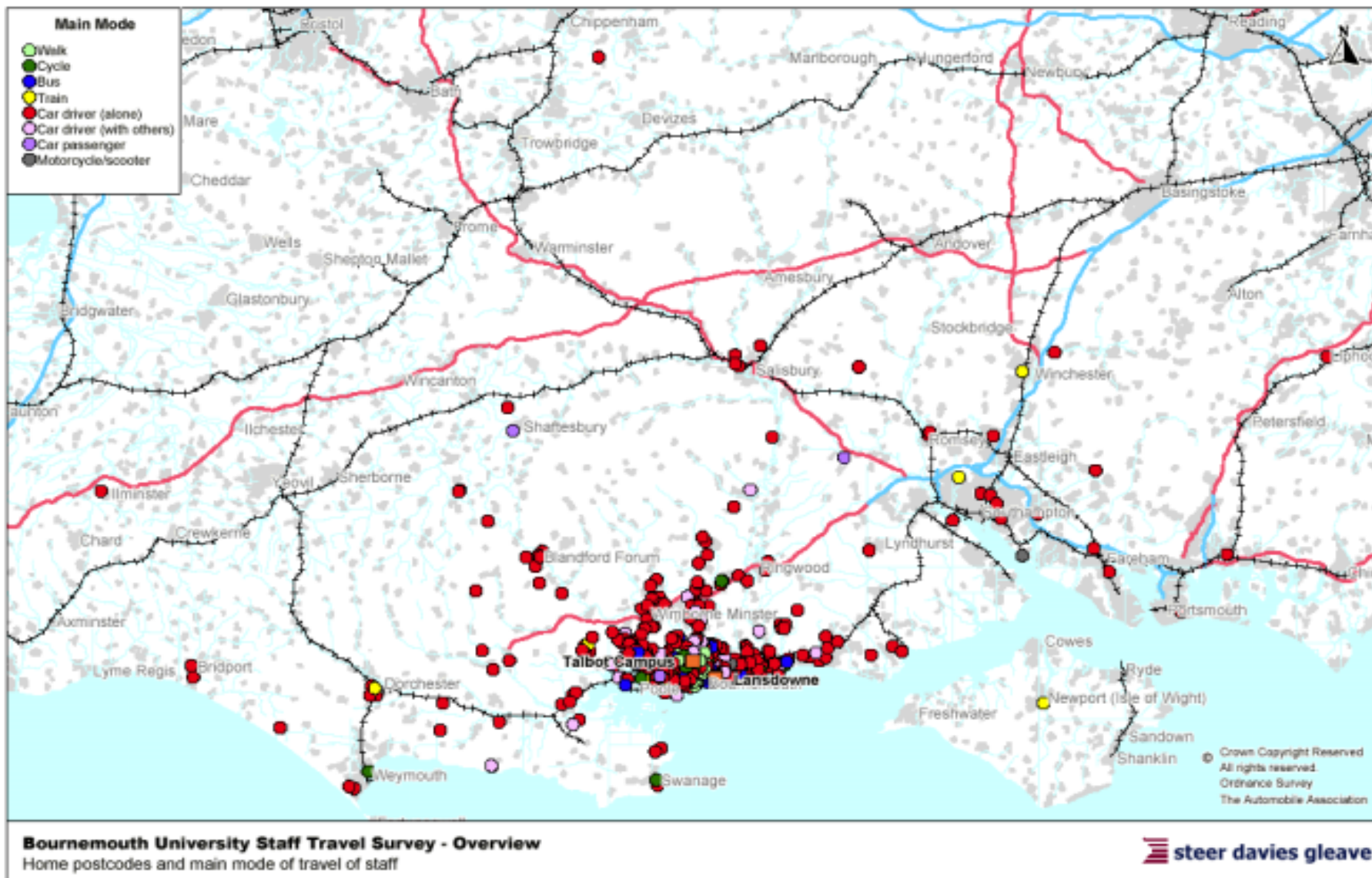


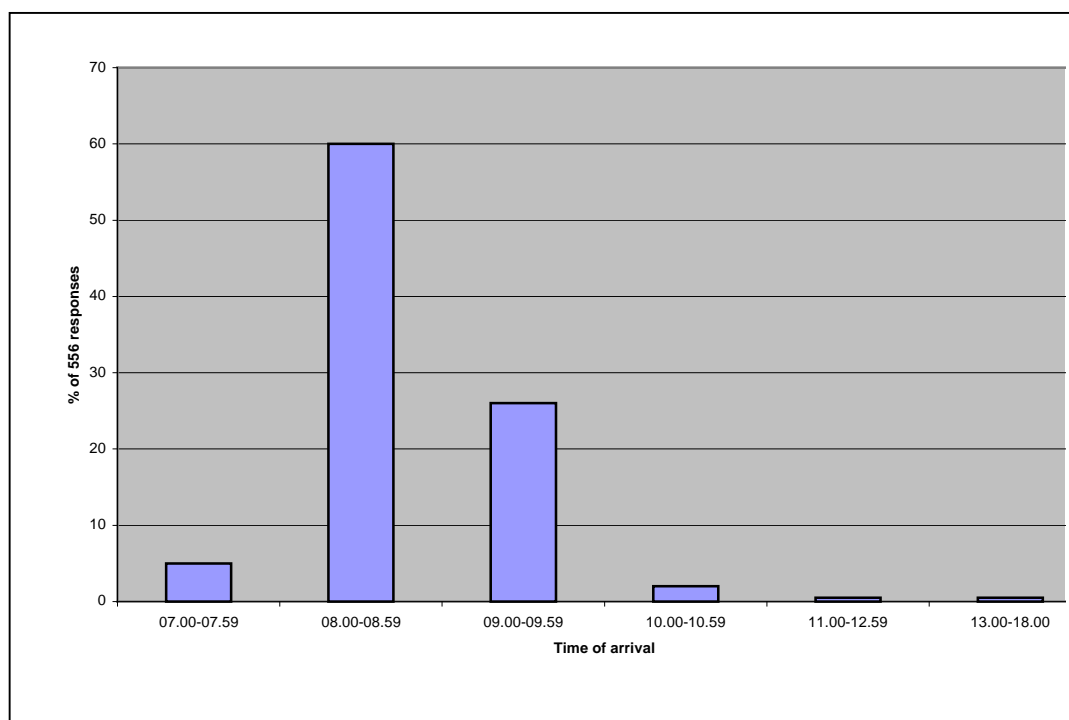
FIGURE 3.2 MAIN MODE OF STAFF TRAVEL AND HOME LOCATION: OVERVIEW



Time of Arrival

Staff were asked when they normally arrive at the University. The distribution is shown in Figure 3.3 below:

FIGURE 3.3 TIME OF ARRIVAL



The majority, 478 (86%) of staff respondents arrive between 08.00 and 09.59 in the morning, a little more than 27 (5%) arrive before 08.00, whilst 16 (3%) arrive after 10.00.

Alternatives to the Private Car

One of the aims of the staff travel survey was to explore which measures would encourage staff to use the bus, walk or cycle on their journey to work. The two campuses were identified separately. Measures that would encourage increased bus use are shown in Table 3.5:

TABLE 3.5 MEASURES TO ENCOURAGE MORE BUS USE (% OF 556 RESPONSES)

	Talbot	Lansdowne
Direct bus services	159 (29%)	88 (16%)
More frequent bus services	138 (25%)	83 (15%)
Discount tickets extended for all local bus services	112 (20%)	92 (17%)
Improved waiting facilities	61 (11%)	42 (8%)
More convenient bus drop-off points	52 (9%)	31 (6%)
Real time information on bus stops	47 (8%)	45 (8%)
Better information on rates and fares	24 (4%)	33 (6%)
TOTAL	593	414

Measures to encourage more cycling to and from Talbot and Lansdowne campuses are shown in Table 3.6:

TABLE 3.6 MEASURES TO ENCOURAGE MORE CYCLING (% OF 556 RESPONSES)

	Talbot	Lansdowne
Better cycle routes on the roads leading to the University	101 (18%)	62 (11%)
Improved changing facilities and lockers	83 (15%)	60 (11%)
Improved cycle security	54 (10%)	34 (6%)
Improved cycle parking at the University	44 (8%)	44 (8%)
Safer, better lit cycle paths on campus	27 (5%)	9 (2%)
Arrangements to buy/hire a bicycle at discount prices	24 (4%)	22 (4%)
Better information on cycle routes and location of cycle facilities	22 (4%)	19 (3%)
TOTAL	355	250

Measures to encourage more walking to and from the University campuses are shown in Table 3.7:

TABLE 3.7 MEASURES TO ENCOURAGE MORE WALKING (% OF 556 RESPONSES)

	Talbot	Lansdowne
Better walking routes on the roads leading to the University	36 (6%)	12 (2%)
Safer, better lit walking paths on the campus	28 (5%)	14 (3%)
More information about walking routes	13 (2%)	9 (2%)
TOTAL	77	33

Staff were also asked if they would be willing to car share:

- 26% said they would be willing to,
- 36% said they might do;
- 9% already car share; and
- 29% said that they would not be prepared to car share.

Of those driving alone at least once a week, nearly a third (29%) said they would car share. This is therefore a priority measure for the University to develop in the shorter term.

Staff were asked if they would take advantage of four given initiatives, and, if they used them, how this would effect their travel pattern. The summary of responses is shown in Table 3.8 below:

TABLE 3.8 INITIATIVE TAKE UP AND TRAVEL CHANGE

	Would use			Change in travel		
	Yes	No	Not sure	Yes	No	Not sure
Flexi-time	68%	19%	13%	24%	48%	28%
Cycle mileage allowance	22%	63%	15%	13%	72%	16%
Pool cars	44%	39%	17%	20%	54%	26%
Home-working	77%	15%	8%	59%	32%	10%

The table shows that the introduction of home working arrangements would be the most effective of the four initiatives in affecting university travel patterns.

Car users - what would encourage use of other modes of transport?

This analysis looked specifically at those respondents who had used the car at least once a week to travel to the University. In order to get more out of the travel plan this is where the main focus will be. The number of the responses is shown in brackets with the figure for Talbot first and Lansdowne second.

Staff driving alone more than once a week

To encourage more bus use to and from both campuses it was seen to be most significant to have a direct service (118/65 responses). For Talbot the second most important measure would be to have a more frequent bus services (88 responses) whilst at Lansdowne it was seen that discounted tickets extended to all local service (48 responses) was more important followed by more frequent services (41 responses).

To encourage more cycling the most important measure was to have better cycle routes on the roads leading to the University (63/35 responses), 61/40 wanted to improve the changing facilities and lockers. At Talbot the third important measure was improved cycle security (34 responses) whilst at Lansdowne improved cycle parking (28 responses) was seen as important.

To encourage more staff to walk 23/6 respondents would like to see safer and better lit walking routes to the University, for Talbot the second most significant measure was better walking routes on the roads leading to the University (21 responses) whilst at Lansdowne more information about walking routes (6 responses) was seen as more important.

Staff driving with others more than once a week

To make bus use a more attractive option among those who were driving with others, more frequent bus service had highest priority (12/14 responses). For Talbot the second most important measure was to have the discounted tickets extended to cover all local services (11 responses) whilst more direct bus service was seen as more important at Lansdowne (13 responses).

Better cycle routes leading to the University (9/7 responses) was cited as the most significant measure to encourage more cycling, followed by improved cycle parking (6 responses) at Talbot and improved changing facilities and lockers at Lansdowne (6 responses). Improved

cycle security (5 responses) at Talbot and arrangements to buy or hire a bicycle at a discount (4 responses) was seen as the third important measures.

To make walking a more attractive option, better walking routes on the roads leading to the University, as well as safer and better lit walking paths on the campus (4 responses each) were rated as the most important measures for Talbot, whilst more information about walking routes (3 responses) had the highest priority at Lansdowne, followed by better walking routes on the roads leading to the University (2 responses).

Student Travel

A questionnaire was distributed to a 10% sample of students in November 2002. *See Appendix B.* The sample was made up of a representative sample by School and by method of study (full time or part time). Nine hundred and forty six questionnaires were returned in this way and are included in this analysis. Of those respondents returning questionnaires, 718 (76%) were in the age group of 18-24 years. More than half, 501 (53%) of the respondents were male.

Mode of Travel

Over two-thirds of the respondents 662 (70%) indicated Talbot as their main campus. The majority of students frequently walked to the university; 44% (420) of students walk at least once a week. 217 (23%) of students drive alone at least once a week, 132 (14%) drive three days or more per week. Over a third 350 (37%) of students use the bus at least once a week, indicating the popularity of the University provided Unilinx bus services. The students' frequency of all modes is listed in Table 3.9:

TABLE 3.9 STUDENTS FREQUENCY OF USE OF THE FOLLOWING MEANS OF TRANSPORT TO TRAVEL TO THE UNIVERSITY

	Walk	Cycle	Bus	Train	Car driver (alone)	Car driver (with others)	Car passenger
3 days a week or more	321	63	231	8	130	54	39
Once or twice a week	99	45	123	10	91	67	81
1 to 3 times per month	41	8	36	10	41	42	67
Less	51	94	64	102	80	87	75
TOTAL	512	210	454	130	342	250	262
<i>% who travel at least once a week</i>	<i>44%</i>	<i>11%</i>	<i>37%</i>	<i>2%</i>	<i>23%</i>	<i>13%</i>	<i>13%</i>

Tables 3.10 and 3.11 below show this broken down by campus.

TABLE 3.10 STUDENTS FREQUENCY OF USE OF THE FOLLOWING MEANS TRANSPORT TO TRAVEL TO THE TALBOT CAMPUS (654 RESPONSES)

	Walk	Cycle	Bus	Train	Car driver (alone)	Care driver (with others)	Car passenger
3 days a week or more	251	42	190	2	85	34	28
Once or twice a week	66	28	63	2	43	35	58
1 to 3 times a month	33	6	25	5	23	31	52
Less	44	78	54	87	69	73	62
TOTAL	394	154	332	96	220	173	200
<i>% who travel at least once a week</i>	<i>48%</i>	<i>11%</i>	<i>39%</i>	<i>1%</i>	<i>20%</i>	<i>11%</i>	<i>13%</i>

TABLE 3.11 STUDENTS FREQUENCY OF USE OF THE FOLLOWING MEANS OF TRANSPORT TO TRAVEL TO THE LANSDOWNE CAMPUS (277 RESPONSES)

	Walk	Cycle	Bus	Train	Car driver (alone)	Care driver (with others)	Car passenger
3 days a week or more	65	19	39	5	41	19	9
Once or twice a week	32	17	58	7	44	32	23
1 to 3 times a month	8	2	11	5	16	11	15
Less	7	15	10	14	10	13	12
TOTAL	112	53	118	31	111	75	59
<i>% who travel at least once a week</i>	<i>35%</i>	<i>13%</i>	<i>35%</i>	<i>4%</i>	<i>31%</i>	<i>18%</i>	<i>12%</i>

The majority of students, 738 (78%) have a full driving licence and nearly half 454 (48%) have access to their own car, whilst 94 (10%) have access to someone else's car during term time. The students were asked to state the main reason they were using the car to get to the university. The main reason cited for using the car was to save time 293 (31%) and lack of alternative transport was the second most common reason for using the car 170 (18%).

Student Main Mode and Home Location

Figures 3.4 and 3.5 show the main mode of student travel and home location at both the detailed view and an overview. In total 616 student respondents provided their home postcode and stated which campus they mainly needed to travel to (144 at Lansdowne and 472 at Talbot). Of those:

- 70 (48%) students at the Lansdowne Campus live within 1 mile of the Campus - 4 (3%) of whom travel to the campus as a car driver alone;
- a further 32 (22%) live between 1 and 2 miles from the campus - 7 (5%) of whom drive alone to the campus.
- 116 (24%) students at the Talbot Campus live within 1 mile of the Campus - 4(3%) of whom travel to the campus as a car driver alone;
- the majority, 264 (56%) students, live between 1 and 2 miles from the campus - 21 (4%) of whom drive alone to the campus.

FIGURE 3.4 MAIN MODE OF STUDENT TRAVEL AND HOME LOCATION: DETAILED VIEW

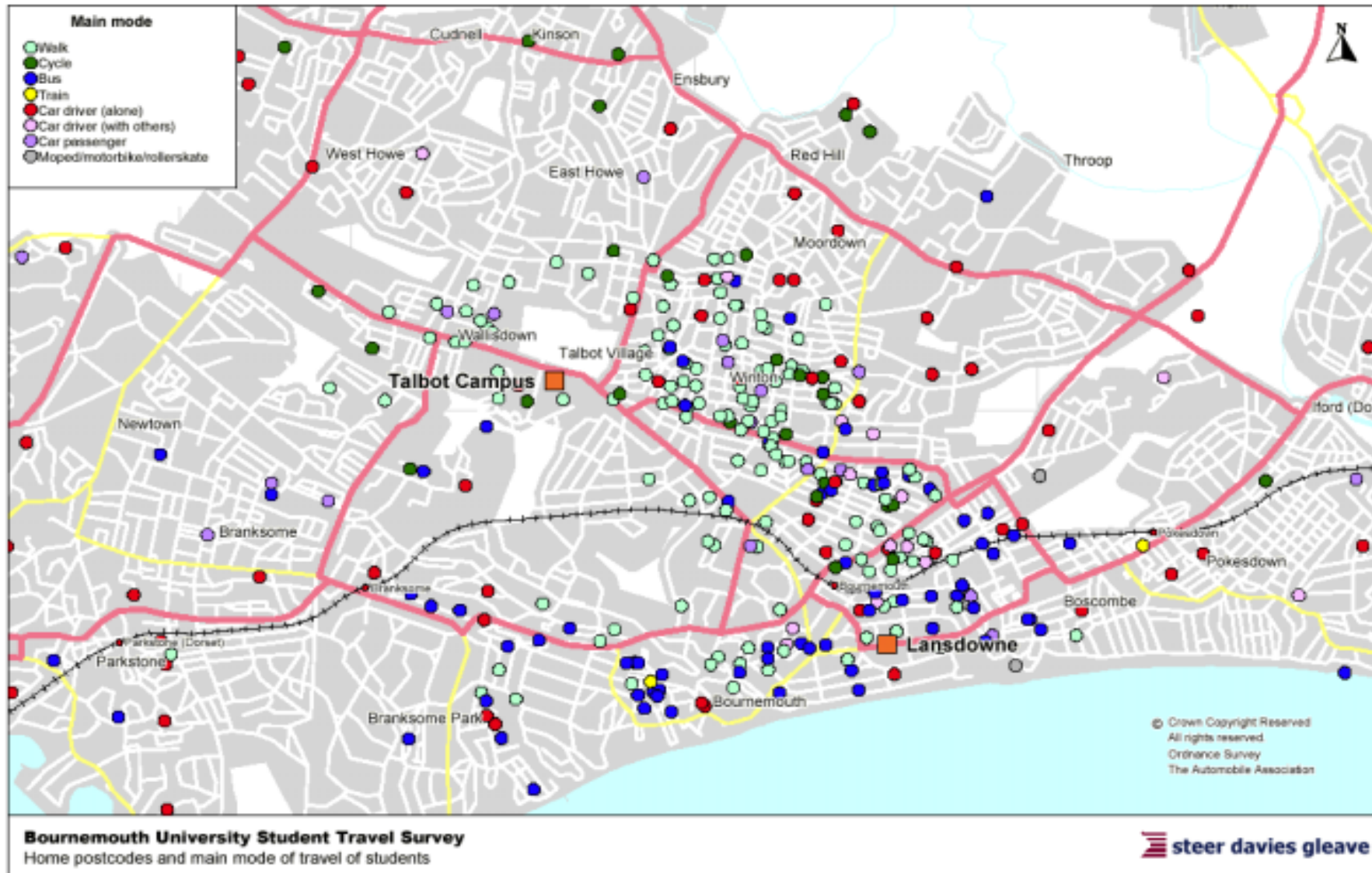
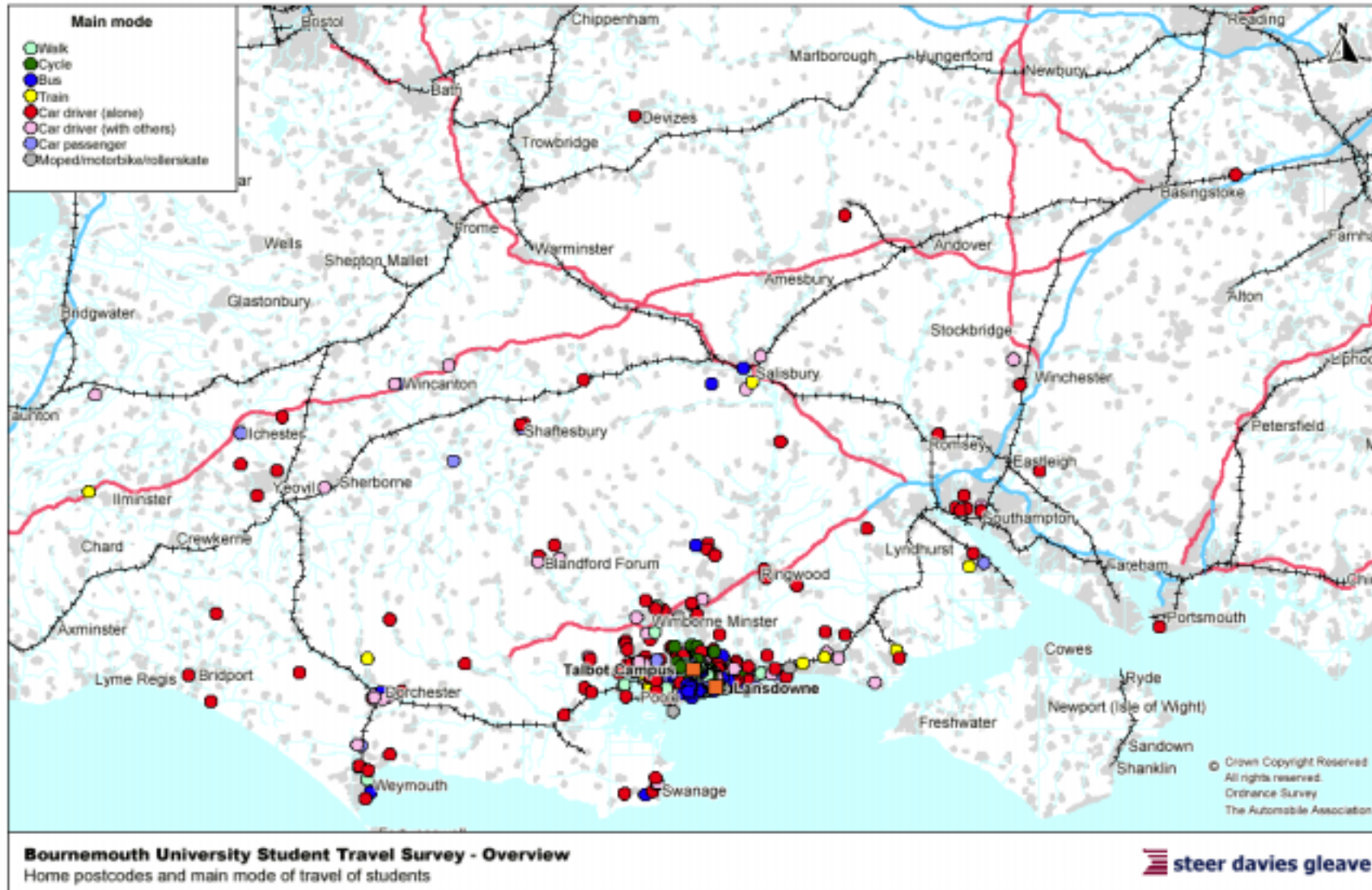


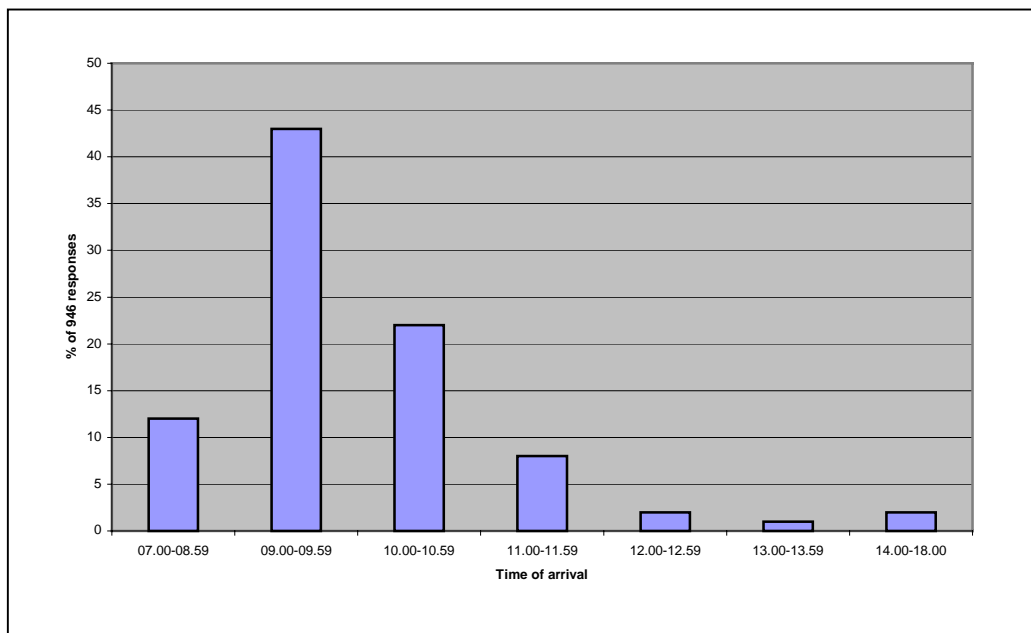
FIGURE 3.5 MAIN MODE OF STUDENT TRAVEL AND HOME LOCATION: OVERVIEW



Time of Arrival

The students were asked when they normally arrived at the University, the distribution is shown in Figure 3.6:

FIGURE 3.6 TIME OF ARRIVAL



The majority, 615 (65%) of students arrive between 9am and 11am, whilst 114 (12%) arrive between 7am and 9am.

More than one third, 359 (38%) of students normally attend University five times a week, 340 (36%) attend four times a week whilst 179 (19%) attend between one to three times per week.

Alternatives to the private car

The students were asked to identify which measures would encourage them to use the bus, walk or cycle on their journey to and from the university. The two campuses were identified separately. Measures that would encourage more bus use are in Table 3.12:

TABLE 3.12 MEASURES TO ENCOURAGE MORE BUS USE (% OF 946 RESPONSES)

	Talbot	Lansdowne
More frequent bus services	445 (47%)	170 (18%)
Discount tickets extended to all local bus services	391 (41%)	160 (17%)
Direct bus service	269 (28%)	104 (11%)
Improved waiting facilities	248 (26%)	88 (9%)
More convenient bus drop-off points	224 (24%)	79 (8%)
Real time information at stops	197 (21%)	73 (8%)
Better information about rates and fares	123 (13%)	49 (5%)
TOTAL	1897	723

Measures to encourage more cycling to and from Talbot and Lansdowne campuses are shown in Table 3.13.

TABLE 3.13 MEASURES TO ENCOURAGE MORE CYCLING (% OF 946 RESPONSES)

	Talbot	Lansdowne
Better cycle routes on the roads leading to the University	274 (29%)	102 (11%)
Improved cycle parking at the University	204 (22%)	84 (9%)
Improved cycle security	204 (22%)	73 (8%)
Safer, better lit cycle paths on campus	188 (20%)	44 (5%)
Improved changing facilities and lockers	185 (20%)	59 (6%)
Arrangements to buy/hire a bicycle at discount prices	170 (18%)	48 (5%)
Better information on cycle routes and location of cycle facilities	115 (12%)	35 (4%)
TOTAL	1340	445

Measures that would encourage more walking are listed in Table 3.14.

TABLE 3.14 MEASURES TO ENCOURAGE MORE WALKING (% OF 946 RESPONSES)

	Talbot	Lansdowne
Safer, better lit walking paths on campus	217 (23%)	54 (6%)
Better walking routes on the roads leading to the University	216 (23%)	63 (7%)
More information about walking routes	78 (8%)	19 (2%)
TOTAL	511	136

The students were asked if they would be willing to car share:

- 13% (124) said they would be willing to;
- 10% (94) said they might do;
- 11% (107) already car share; and
- 8% (76) said they would not be willing to car share on their journey to the university.

Car users - what would encourage use of other modes of transport (bus/walk/cycle)

This analysis looked specifically at those respondents who had used the car at least once a week to travel to the University. This is where the University will focus most effort in order to effect mode change. The number of responses is shown in brackets with the figure for Talbot first and Lansdowne second.

Students driving alone more than once a week

To encourage more bus use to and from both campuses, it was seen to be most significant that the service was more frequent (69/46 responses) followed by a direct bus service (67/41 responses). Extending the discount to all local services (48/28 responses) is also an important factor to encourage bus use.

To encourage more cycling, 36/17 respondents would like to see better cycle routes on the roads leading to the University, 28/15 wanted to have improved changing facilities and lockers whilst 24/13 wanted to have improved cycle parking on campus.

To make walking an attractive alternative, the priority improvements for Talbot campus would be safer and better lit walking paths on campus (27 responses) whilst for the Lansdowne campus better walking routes leading to the University (13 responses) would be most important. The least important improvement was more information about walking routes (7/4 responses).

Students driving with others more than once a week

To encourage more bus use among those who were driving with others, the most significant measure for both campuses was a more frequent bus service (48/31 responses). For Talbot campus the second highest priority measure was that the services should be direct (42 responses) whilst for Lansdowne campus it was seen as more important to have the discount extended to cover all local services (21 responses). Better information about rates and fares were seen as least important (15/7 responses).

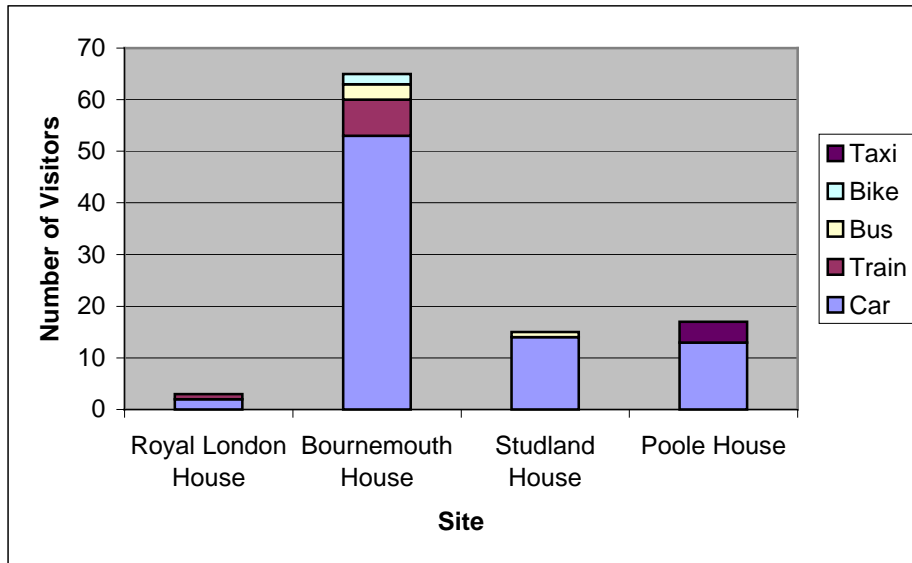
Better cycle routes leading to the University (20 responses) would encourage more cycling to/from the Talbot campus, whilst this measure was seen as less important at Lansdowne (12 responses). Improved cycle parking (15 responses) was considered more significant there; this came as the second highest priority measure on the Talbot campus (18 responses). Better information on cycle routes and location of cycle facilities was seen as the least important measure to encourage more cycling (6/4 responses).

The most important factor to encourage walking was safer, better lit walking paths on the campuses (15/8 responses). Provision of more information about walking routes (7/3 responses) was deemed least significant.

Visitor Travel

A visitor survey was undertaken for one day in March 2003. All visitors to four sites - one at the Talbot Campus and three at the Lansdowne Campus - were asked why they had come to the University that day, where they had travelled from and how they had travelled. Figure 3.7 shows the responses.

FIGURE 3.7 VISITOR MODE OF TRAVEL BY SITE



The majority of visitors travelled to the University by car, at both the Talbot and the Lansdowne Campus. There was an open day at one of the Schools on the survey day, which led to a high proportion of visitors having travelled over 30 miles to reach the campus. The main reasons provided for visiting included to attend a meeting, an interview, a course, or as an outside speaker.

4. Travel Plan Objectives and Targets

Objectives

The objectives of the University Travel Plan are:

- To reduce the number of cars arriving at the University;
- To match car parking on campus to the number of permit holders;
- To improve the choice of transport options available to staff and students for travel to the University, and between University sites; and
- To reduce the environmental impact of the University's travel demands through raising awareness amongst staff and students and encouraging environmentally friendly behaviour.

In order to assess whether the University is successful in achieving its objectives, the following targets have been set:

- To reduce from 67% (844) of staff and 14% (1764) of students travelling to the University by car driver alone 3 days or more a week (2002 base case) to
 - 64% of staff and 13% of students travelling by car driver alone 3 days or more by November 2005; and to
 - 60% of staff and 12% of students travelling by car driver alone 3 days or more in November 2008.
- To reduce from 82% of visitors travelling to the University by car driver alone (2002 base case) to:
 - 74% of visitors coming by car driver alone by March 2006.

Scope of the Travel Plan

The Travel Plan will eventually address all of the travel elements associated with the University, including staff and student travel, as well as deliveries and visitors to the site, and business trips made by staff.

5. Consultation with Staff and Students

The University understands that the success of any travel plan depends upon 'selling' the benefits of the travel plan to the end users, and to ensuring that the plan will provide genuine benefits. The University has made efforts to ensure that its population is aware that a travel plan is being developed and that their views are important.

General Awareness Raising

The University has sought opportunities to promote the travel plan development to both staff and students in existing means of communications, including:

- Articles in Nerve, the student magazine;
- Articles in Horizon, the staff newsletter;
- Email updates (for example following the survey); and
- Report to the Senior Management Team.

Staff and student survey

Both questionnaires had an introductory section, which explained why people were being asked to take part in the survey. Prize draws were also used in order to promote awareness of the survey.

Findings from focus groups

Focus groups have been held with both staff and students to understand the barriers to travelling to the University by alternative means of transport to the private car.

The key findings from the staff focus groups include:

To promote bus use:

- The need for Unilink to run during the summer months when students are on holiday;
- Extension of services into evenings and weekends;
- Additional routes to Christchurch, Poole and Parkstone areas;
- Introduction of new bus routes offering a once a day pick up and drop off to staff;
- Improve boarding times and queue management at busy periods;
- Promote the bus service for inter-campus travel; and
- Better promotion of bus services in reception areas, especially in Royal London House.

To promote car sharing:

- Set up a car-sharing database on the intranet to match postcodes.

To promote cycling:

- More cycle parking is required, in particular at Studland House and Royal London House;
- More secure parking is required at Bournemouth House;
- More storage facilities are required to store lights, helmets, clothing;
- Improved access to shower facilities is required; and
- Better cycle routes need to be implemented between the two campuses.

Car park management:

- Need a consistent parking policy at the two campuses;
- Parking spaces could be allocated based on home locations;
- Alternatives need to be improved before charging for car parking is introduced;
- Provision of pool cars for travel during the course of work would enable some staff not to have to drive to work to use their car during the day;
- Review taxi policy, again to prevent staff needing to drive to work if they need a car during the day; and
- Consider restricted parking policies for new staff.

The key findings from the student focus groups include:

To promote bus use:

- Provide more buses from Lansdowne at 9am;
- Promote/ advertise routes and services;
- Improve readability of current timetables;
- Provide more venues for ticket sales; and
- Provide inter campus bus service at weekends;

- To promote cycling:
- Improve cycle route on Glenferness Avenue and at Cemetery junction, including visibility (overgrown hedges) and road surfacing:
- Provide a bike repair/maintenance service;
- Provide a bike hire facility; and
- Improve bike storage.

To promote walking:

- Improve lighting, specifically towards Winton; and
- Provide personal alarms.

To promote car sharing:

- Car share notice boards for each course would encourage those with lectures at the same time to car share.

Strategy for Ongoing Awareness Raising

It is intended to launch the travel plan at the start of the next academic year, in September/October 2003. There will be promotional events surrounding the launch, which will be worked up by the steering group beforehand.

Following the launch, the University will ensure that there is an ongoing strategy for maintaining awareness of the travel plan. It intends to adopt the following:

- To promote awareness of the travel plan through both the staff and student newsletter, on notice boards and on the University website with a travel to work webpage.
- To develop a travel information pack to be given to new staff and students at the time of their recruitment, and to be made available to all existing staff and students.
- To put on annual awareness raising events, such as tying in with National Bike Week, Green Transport Week and Car Free Day. Alongside an annual public transport roadshow.

6. Travel Plan Measures

Introduction

The University, in learning from good practice elsewhere in the travel planning field, has developed a package of measures, targeted at all modes and at all types of travel that the University generates. It recognises that only by providing individuals with choices will it be able to achieve the target mode shift it has set itself.

Table 6.1 provides a summary of all the measures that the University is currently planning to implement, broken down into the short term (0-6 months), the medium term (6 months to 2 years) and the longer term (more than 2 years).

TABLE 6.1 SUMMARY OF PROPOSED TRAVEL PLAN MEASURES

	Measure	B'mth	TC	Timescale
Measures to Promote Walking and Cycling	Provide additional secure covered, and well-lit cycle compounds, in highly visible locations at both campuses,	✓	✓	Sept 2003
	<ul style="list-style-type: none"> 50 covered spaces (well lit and with CCTV) to be provided at Bournemouth House (applied for DfT Cycle Projects Funding to support this) 	✓		
	<ul style="list-style-type: none"> Additional compound with 52 spaces (well lit and with CCTV) to be provided at Talbot Campus link with current planning app, so maybe earlier? 		✓	June 2003
	<ul style="list-style-type: none"> Promote the new cycle parking at Bournemouth House to staff and students at Lansdowne Campus 	✓		Sept 2003
	Consult with the local authority(s) on the provision of safe and direct cycle and walking routes to the university.	✓	✓	Ongoing
	Consider interest free loan to staff to purchase bicycle	✓	✓	Ongoing
	Improve the safety of cycling by providing safe, lit routes on site. Encourage staff and students to wear appropriate cycle wear and use bike lights through the distribution of information leaflets (existing Travel Information leaflet which includes cycle map and cycling tips). Leaflets to be available at all main receptions.	✓	✓	Staff and student induction and ongoing
	Promote existing discount scheme on cycle and cycle accessories purchase with three local retailers. Discount valid for both staff and students on production of an ID card. Information about the discounts available on the University Intranet.	✓	✓	Ongoing
	Identify additional methods of promotion including incorporating into the next edition of the University Travel Information leaflet.			Sept 2003
	Provide showers and lockers for cyclists:			
	<ul style="list-style-type: none"> 5 male and 5 female showers with 30-40 lockers in each changing room to be provided at Christchurch House 		✓	Sept 2004
	<ul style="list-style-type: none"> provision of showers and lockers will be incorporated into any new development proposals at the Lansdowne Campus 	✓		ASAP
	Introduction of a bike mileage rate (flat rate of 50 pence for a return trip) for staff inter-campus travel.	✓	✓	September 2003

	Measure	B'mth	TC	Timescale
	Provide up to date Travel Information produced by the University both in leaflet form at receptions and on the University web site of walking and cycling routes to both campuses.	✓	✓	Ongoing
	A Bike Users Group supported by the university, to be set up alongside the launch of the travel plan.	✓	✓	September 2003
	Ensure that on-site walking routes are lit with convenient crossing points provided where necessary.	✓	✓	Ongoing
	Work with local cycle shops in considering the provision of a bike maintenance facility on campus	✓	✓	Sept 2004
	Ensure personal alarms are available to improve perceived security for walkers	✓	✓	Ongoing
Measures to Promote Public Transport	Continue to contract and heavily subsidise six bus routes (current subsidy £145k per annum). Consider increase in charge for 2004/05.			Ongoing
	Review the routes and timings annually in conjunction with feedback from staff and students; make them as direct, convenient and as frequent as possible.	✓	✓	Annually
	For staff who are willing to surrender their car parking permit, provide free travel on University subsidised buses at all times.	✓	✓	Sept 2003
	Consider now and decide when to implement provision of interest free loans for staff to purchase season tickets for countywide bus travel and train travel on surrender of car parking permit.	✓	✓	Jan 2004
	Provide up to date information on public transport provision (frequency, fares, routes, first and final services, evening and night provision). New transport information stands to be introduced to all University main reception areas. Information also to be available on the University web site.	✓	✓	Sept 2003
	Work with the local authorities and local bus operators to investigate the possibility of real time information at bus stops			Ongoing
	Review evening and weekend services provision to ensure its suitability to the requirements of staff and students. Work with PT operators directly and through WESTNET to address this.	✓	✓	Ongoing
	Provide more venues for ticket sales at <ul style="list-style-type: none"> • Christchurch House on the Talbot Campus; and • Any new development at the Lansdowne Campus. 		✓	Sept 2004
		✓		Sept 2005
	Continue to promote rail warrant system and actively encourage staff to use rail for business trips	✓	✓	Ongoing
Measures to Promote Car Sharing	Launch a car-sharing scheme for staff, linking to the Dorset Lift share scheme being set up by the local authorities.	✓	✓	Jan 2004
	Allocate priority guaranteed car parking spaces for registered car sharers, in conjunction with consideration with charging. .	✓	✓	Sept 2004
	Consider the introduction of a guaranteed taxi ride home service in the event that car sharers are let down by their car share partners or in an emergency situation (alongside introduction of car sharing scheme).	✓	✓	Sept 2004

	Measure	B'mth	TC	Timescale
Measures to Reduce the Need to Travel	Promote better use of the existing video conferencing facilities.	✓	✓	Ongoing
	Review the potential to implement flexi-time and home working.	✓	✓	Ongoing
Parking, Vehicle and Emission Reduction Measures	Give consideration now for the introduction in 2004 of a 1.5 mile exclusion zone for new staff (within the zone they will not be eligible for a parking permit). To be considered alongside the proposals for charging.	✓	✓	Sept 2004
	Introduce car parking charges in the longer term, anticipating first introduction in 2004/05.	✓	✓	Sept 2004
	For motorcycles, consider free permits alongside introduction of charging.	✓	✓	Sept 2004
	Fleet vehicles: the first consideration for any additions to the vehicle fleet will be for LPG fuel.			Ongoing
Measures to Reduce Visitor Travel	Ensure all staff and students have access to a map and direction to the university, detailing travel by all modes of transport including bus and rail, in both electronic form and as hard copy. Anyone visiting that person should be provided with this information.	✓	✓	Ongoing
	Implement a visitor parking policy scheme to coincide with the implementation of car park charging	✓	✓	Sept 2004

7. Measurement and Monitoring

Management of the Travel Plan

The University travel plan will be launched in September 2003. From that time the Transport Strategy Group will continue to meet at least once per term to drive forwards the development of the travel plan.

A travel plan co-ordinator has been nominated and will be responsible for the day to day running and monitoring of the travel plan, and will act as champion for the travel plan. The Site Operations Manager, who has been involved in the development of the travel plan, will take on this role as part of his job from its launch in September 2003.

The role of the travel plan co-ordinator will be as follows:

- To promote and encourage the use of travel modes other than the car;
- To ensure that all relevant information about the travel plan is provided to staff and students;
- To co-ordinate the car sharing scheme;
- To attend and minute all Transport Strategy Group meetings;
- To be responsible for the undertaking of the monitoring surveys on an annual basis;
- To provide a point of contact with transport operators and officers of the Council; and
- To join and contribute to Westnet.

Monitoring of the Travel Plan

The University will undertake a full staff and student travel survey every three years, to enable monitoring of progress and adjustment of plan focus. The questionnaires will be based on the ones used to establish the baseline position to ensure comparison.

In addition the University will undertake snapshot surveys annually to monitor progress against targets. These will be one day surveys, where everyone arriving at the University on that day will be asked how they have travelled to the University.

All of the monitoring surveys will be undertaken in November of each year, in order to be consistent with the baseline surveys and as it fits well with other University commitments. The results of the annual and detailed surveys will be sent to the Council and any review will be undertaken in conjunction with them and agreed with them. The review will examine how effective the University has been in reaching its targets and implementing measures and will revise them accordingly.

Appendix A

Bournemouth University

Staff Travel Survey - January 2003

!!!Complete this short questionnaire and be entered in a PRIZE DRAW!!! To qualify record your name and telephone extension here:

The University is looking to develop a Travel Plan and evaluate the travel options available to staff and students. Your involvement in the development of the plan is crucial, please spare a few minutes to complete the questionnaire. All the information you provide will be treated in STRICTEST CONFIDENCE. Please tick the boxes that correspond to your answers or write in the spaces provided as appropriate. Completed questionnaires will be entered in the PRIZE DRAW.

SECTION A: ABOUT YOUR JOURNEY TO THE UNIVERSITY

1. Where do you travel from to come to the University?
 Write In Postcode..... Street..... Town.....

1a. How many times do you normally travel to the University each week.....

1b. At what time do you normally arrive?

2. How often do you use the following means of transport to travel to the University? (tick the appropriate box in each column)

	Walk	Cycle	Bus	Train	Car driver (alone)	Car driver (with others)	Car passenger	Other (specify)
5 days a week or more								
3 or 4 days a week								
once or twice a week								
1 to 3 times a month								
less								

SECTION B: IF YOU EVER TRAVEL TO THE UNIVERSITY BY CAR

3. What are your main reasons for using a car to get to the University? Please tick up to 4 boxes

Time savings	<input type="checkbox"/> 1	Health reasons	<input type="checkbox"/> 5
Cost savings	<input type="checkbox"/> 2	Use the car during the day	<input type="checkbox"/> 6
Convenience/ flexibility	<input type="checkbox"/> 3	Other purposes on way to or fro	<input type="checkbox"/> 7
Dropping/ collecting children	<input type="checkbox"/> 4	Lack of suitable alternative transport	<input type="checkbox"/> 8

Any other comments

4. Would you be prepared to car share?

Yes ₁ Maybe ₂ No ₃ I already car share ₄

Comments

.....

SECTION C: ALTERNATIVES

5. Which of the following would encourage you to use the bus for your journey to/from the University? If you already travel by bus, which would you like to see improved? Please tick up to four boxes.

	<i>Talbot</i>	
	<i>Lansdowne</i>	
Direct bus services	<input type="checkbox"/> ₁	<input type="checkbox"/> ₈
More frequent bus services.....	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
Improved waiting facilities, e.g. shelters, seating.	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁₀
Discount tickets extended for all local bus services	<input type="checkbox"/> ₄	<input type="checkbox"/> ₁₁
More convenient bus drop-off points.....	<input type="checkbox"/> ₅	<input type="checkbox"/> ₁₂
Better information on rates and fares	<input type="checkbox"/> ₆	<input type="checkbox"/> ₁₃
Real time information at stop	<input type="checkbox"/> ₇	<input type="checkbox"/> ₁₄
Comments		
.....		
.....		

6. Which of the following would encourage you to cycle to/ from the University? If you already cycle, which would you most like to see improved? Please tick up to four boxes.

	<i>Talbot</i>	
	<i>Lansdowne</i>	
Better cycle routes on the roads leading to the University	<input type="checkbox"/> ₁	<input type="checkbox"/> ₈
Safer, better lit cycle paths on campus	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
Improved cycle parking at the University	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁₀
Improved changing facilities and lockers	<input type="checkbox"/> ₄	<input type="checkbox"/> ₁₁
Better information on cycle routes and location of cycle facilities	<input type="checkbox"/> ₅	<input type="checkbox"/> ₁₂
Arrangements to buy/hire a bicycle at discount prices	<input type="checkbox"/>	<input type="checkbox"/> ₁₃
Improved cycle security	<input type="checkbox"/> ₇	<input type="checkbox"/> ₁₄
Comments		
.....		
.....		

7. What factors would encourage you to walk to and from the University? Please tick up to two boxes.

	<i>Talbot</i>	<i>Lansdowne</i>
Better walking routes on the roads leading to the University	<input type="checkbox"/> ₁	<input type="checkbox"/> ₄
Safer, better lit walking paths on the campus	<input type="checkbox"/> ₂	<input type="checkbox"/> ₅
More information about walking routes	<input type="checkbox"/> ₃	<input type="checkbox"/> ₆
If you already walk, what would you like to see improved? Please comment		

.....

8. Would you take advantage of any of the following initiatives if they were available? Would they encourage you to change how you travel to work or for journeys undertaken in the course of work?

	Would you use?			Would it change how you travel?		
	Yes	No	Not sure	Yes	No	Not sure
a) Flexi-time - making it easier to e.g. fit in with public transport timetables or car share	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
b) Cycle mileage allowance for 'business mileage'	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
c) Provision of pool car for business travel off-site	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
d) Home-working	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃

SECTION D: ABOUT YOU

9. Your age? 18-24.. ₁ 25-39.. ₂ 40-59.. ₃ 60+.. ₄

10. Your gender? Male ₁ Female ₂

11. You mainly need to travel to which campus? Talbot... ₁ Lansdowne... ₂

Finally, would you be willing to be involved in a discussion group to identify future measures for the travel plan? Yes ₁ No ₂

If so please let us have your email address and telephone number

.....

Thankyou! Please return your completed questionnaire by Friday 31st January either by email to Wendy Wells, by hard copy FAO Wendy Wells, Purchasing Department, RLH, or if more convenient, by dropping it into any main reception.

Appendix B

Bournemouth University

Student Travel Survey - November 2002

!!!Complete this short questionnaire and be entered in a PRIZE DRAW!!!

To qualify record your student number here: _____

The University is looking to develop a Travel Plan and evaluate the travel options available to staff and students. Your involvement in the development of the plan is crucial, please spare a few minutes to complete the questionnaire. All the information you provide will be treated in **STRICTEST CONFIDENCE**. Please tick the boxes that correspond to your answers or write in the spaces provided as appropriate. Completed questionnaires will be entered in the PRIZE DRAW.

SECTION A: ABOUT YOUR JOURNEY TO THE UNIVERSITY

1. During term time where do you travel from to come to the University?

Write In Postcode.....Street.....Town.....

1a. How many times do you normally attend the University each week

1b. At what time do you normally arrive?

2. How often do you use the following means of transport to travel to the University?
(tick the appropriate box in each column)

	Walk	Cycle	Bus	Train	Car driver (alone)	Car driver (with others)	Car passenger	Other (specify)
5 days a week or more								
3 or 4 days a week								
once or twice a week								
1 to 3 times a month								
less								

SECTION B: YOUR CHOICE

If you do not drive please go to question 5

3. What are your main reasons for using a car to get to the University? Please tick up to 4 boxes

- | | | | | | |
|-----------------------------------|--------------------------|---|---|--------------------------|---|
| Its Quicker..... | <input type="checkbox"/> | 1 | Health reasons..... | <input type="checkbox"/> | 5 |
| Its Cheaper..... | <input type="checkbox"/> | 2 | Use the car during the day | <input type="checkbox"/> | 6 |
| Car Sharing | <input type="checkbox"/> | 3 | Dropping/ collecting children..... | <input type="checkbox"/> | 7 |
| Dropping/collecting children..... | <input type="checkbox"/> | 4 | Lack of suitable alternative transport..... | <input type="checkbox"/> | 8 |
| Any other comments | | | | | |

.....

4. Would you be prepared to car share?

Yes ₁ Maybe ₂ No ₃ I already car share ₄

Comments

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5. Which of the following would encourage you to use the bus for your journey to/from the University? If you already travel by bus, which would you like to see? Please tick up to four boxes.

	<i>Talbot</i>	
	<i>Lansdowne</i>	
Direct bus services	<input type="checkbox"/> ₁	<input type="checkbox"/> ₈
More frequent bus services	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
Improved waiting facilities, e.g. shelters, seating.	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁₀
Discount tickets extended for all local bus services	<input type="checkbox"/> ₄	<input type="checkbox"/> ₁₁
More convenient bus drop-off points ie bus stop closer to term-time address ...	<input type="checkbox"/> ₅	<input type="checkbox"/> ₁₂
Better information on rates and fares	<input type="checkbox"/> ₆	<input type="checkbox"/> ₁₃
Real time information at stop	<input type="checkbox"/> ₇	<input type="checkbox"/> ₁₄

Comments

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6. Which of the following would encourage you to cycle to/ from the University? If you already cycle, which would you most like to see? Please tick up to four boxes.

	<i>Talbot</i>	<i>Lansdowne</i>
Better cycle routes on the roads leading to the University	<input type="checkbox"/> ₁	<input type="checkbox"/> ₈
Safer, better lit cycle paths on campus	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
Improved cycle parking at the University	<input type="checkbox"/> ₃	<input type="checkbox"/> ₁₀
Improved changing facilities and lockers	<input type="checkbox"/> ₄	<input type="checkbox"/> ₁₁
Better information on cycle routes and location of cycle facilities	<input type="checkbox"/> ₅	<input type="checkbox"/> ₁₂
Arrangements to buy/hire a bicycle at discount prices	<input type="checkbox"/> ₆	<input type="checkbox"/> ₁₃
Improved cycle security	<input type="checkbox"/> ₇	<input type="checkbox"/> ₁₄

Comments

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7. What factors would encourage you to walk to and from the University? Please tick up to two boxes.

	<i>Talbot</i>	<i>Lansdowne</i>
Better walking routes on the roads leading to the University	<input type="checkbox"/> ₁	<input type="checkbox"/> ₅
Safer, better lit walking paths on the campus	<input type="checkbox"/> ₂	<input type="checkbox"/> ₆
More information about walking routes	<input type="checkbox"/> ₃	<input type="checkbox"/> ₇

If you already walk, what would you like to see? Please comment

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SECTION C: ABOUT YOU

8. Your age? 18-24.. ₁ 25-39.. ₂ 40-59.. ₃ 60+.. ₄

9. Your gender? Male ₁ Female ₂

10. What course and year are you on

11. You mainly need to travel to which campus? Talbot ₁ Lansdowne ₂

12. Do you have a full car driving license? Yes ₁ No ₂

13. Do you have access to a car during term time?
Yes, own car ₁ Yes, other car (parental, friends etc) ₂ No ₃

Please provide an email address and telephone number.

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Finally, would you be willing to be involved in a discussion group to identify future measures for the travel plan.? Yes ₁ No ₂

Thank you!.