

# BU

Bournemouth  
University

## Travel plan summary 2019-25



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## Foreword by John Vinney, Vice Chancellor, Bournemouth University

“Our BU2025 strategic plan places great emphasis on our contribution to society’s challenges, including by enhancing our position as a sustainable organisation. Travel by students, staff and visitors makes a significant contribution to our environmental footprint. Our new BU Travel Plan 2019-2025 supports our students, staff and visitors to make more sustainable travel choices when travelling to our campuses, with the aim of reducing our local environmental impact and our contribution to global climate change.

This plan sets out ambitious targets. To meet these we will need everyone to play their part by considering their own travel choices. The plan includes a range of measures and initiatives to encourage and facilitate behaviour change. For example, we will lead a travel project each year for the duration of the plan that will be aligned with Fusion: bringing together education, research and practice.

I encourage all staff to engage with the BU Travel Plan 2019 – 2025 and embrace your role in our shared responsibility for the environment.”



**John Vinney**  
Vice-Chancellor  
Bournemouth University

## 1. Introduction

### 1.1 What is a Travel Plan?

The Bournemouth University Travel Plan is a programme of measures, initiatives and infrastructure which aims to provide enhanced sustainable travel choices and opportunities for our students, staff and visitors when travelling to our campuses.

### 1.2 Why do we need a Travel Plan?

BU is a major higher education institution. Our 19,000 students, 1,600 staff and multiple visitors generate a significant number of trips to/from/between our campuses.

The university acknowledges that we have a responsibility to promote and deliver a cutting edge travel plan which seeks to address the environmental challenges associated with our travel at different levels:

**On campus:** To improve the accessibility and quality of the campus environment and to allow the campus to operate effectively.

**Local level:** A large number of commuting and business journeys are generated each day by BU. This activity contributes to local traffic congestion and air pollution.

**Global level:** BU’s travel activities generate carbon emissions which contribute towards the warming of the planet.

### 1.3 BU2025

Our strategy, BU2025, sets out the actions that BU will take to be recognised worldwide as a leading university for inspiring learning, advancing knowledge and enriching society through the Fusion of education, research and practice. Our Travel Plan is aligned to support this vision.



2. Summary

2.1 The bigger picture

Transport is now the largest carbon-emitting source of greenhouse gases in the UK economy (HM Government, 2017). The UK Government has made a commitment to deliver a net zero carbon emission target by 2050 (HM Government, 2019). Our Travel Plan recognises the university’s travel and transport activities generate carbon. Through the plan, we will put in place measures to significantly reduce carbon emissions generated from our travel and transport activities and consider offsetting the remaining emissions. We will also implement more robust carbon reporting of our travel and transport activities.

We will map progress with implementing the plan against the United Nations Sustainable Development Goals, as part of BU2025’s commitment to sustainability.

2.2 On campus

Our plan supports the promotion of health and wellbeing amongst students and staff, by providing measures, initiatives, and better facilities to encourage increased participation in active travel. Walking and cycling is proven to deliver physical fitness benefits and is shown to have a positive impact on stress levels and mental wellbeing (Public Health England, 2016).

We recognise that some people have no choice but to drive to our campuses. Our new three phase car parking strategy will support them in choosing more sustainable alternatives wherever possible.

The Travel Plan supports the continued development of our estate by providing enhanced sustainable travel opportunities for students, staff and visitors.

2.3 The local scale

Bournemouth University’s main campuses are located within the Bournemouth, Poole and Christchurch conurbation, which has a population approaching 400,000.

The local area suffers from a number of transport challenges and as a consequence, there is a high dependency on car use for people who live and work or visit the area. Road congestion is a costly and increasing problem at a local level (INRIX,2017).

Linked to road congestion is the issue of air pollution. The UK Government recognises that air pollution is the top human risk to human health in the UK (DEFRA, 2018) We aim to help to reduce and mitigate these local issues by:

- Reducing vehicle traffic by encouraging drivers to try cleaner and more sustainable travel options
- Working with local partners such as Bournemouth, Christchurch and Poole Council to help develop imaginative and innovative solutions to local issues that encourage people to reduce their reliance on cars.

2.4 Scope of the Travel Plan

This Travel Plan applies to our operations on both Talbot and Lansdowne campuses. It provides the strategic direction and overall targets for our travel planning activity. Over the course of the plan period, any new local sites adopted as part of our estate will be integrated into the Travel Plan. Our plan focuses on the following areas of travel and transport activity, which takes place as part of our day to day operations:

- Staff and student commuting
- Visitor and events travel
- Business travel across all faculties and Professional Services
- Fleet vehicle use
- Deliveries and contractors on BU campus sites.

2.5 What have we achieved so far?

Our new Travel Plan will be the third update since we launched our first plan in 2003. Our three iterations of the Travel Plan have successfully supported notable changes in travel behaviours:

- A reduction in the proportion of single occupancy staff car travel to campus between 2003 and 2018 – 67% down to 46%
- A reduction in the proportion of single occupancy student car travel to campus between 2003 and 2017 – 15% down to 6%
- An increase in public transport journeys delivered by the university bus service between 2013 and 2018 – up 400,000 per year by 2018.

2.6 How do students and staff travel at present?

We undertake student and staff surveys every two years to monitor travel patterns and to help evaluate the progress of our Travel Plan. Table 1 shows how our students and staff are currently travelling to the university.

We recognise there is still more to do to meet our targets for reducing single occupancy car use.

Table 1.

Mode of travel used	Staff (2018 survey data)	Student (2017 survey data)
Car – single occupant	45.5%	6%
Walk	19.5%	34%
Cycle	11%	5%
Bus	13%	49%
Rail	5%	2%
Lift share	5%	4%
Motorbike	1%	0%

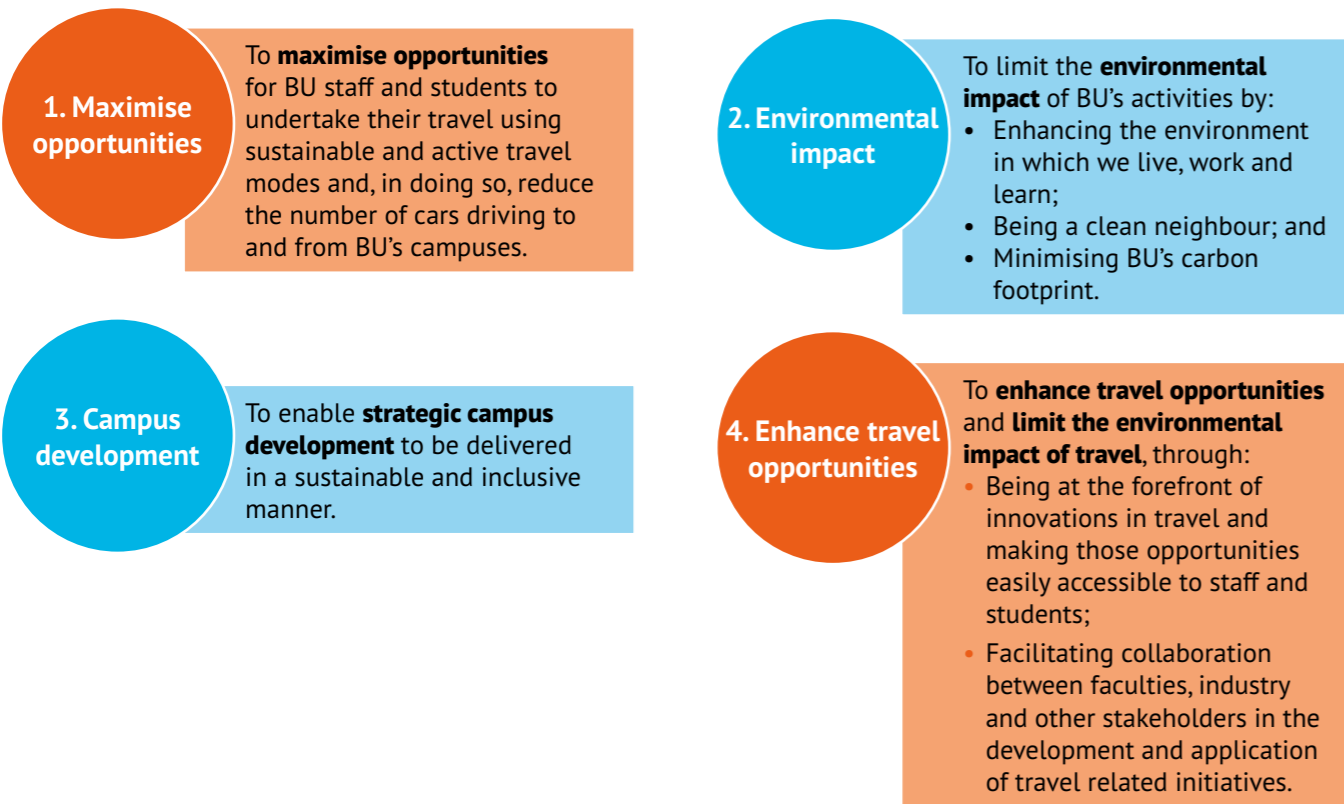
The Travel Plan will be mapped against the UNSDG’s:



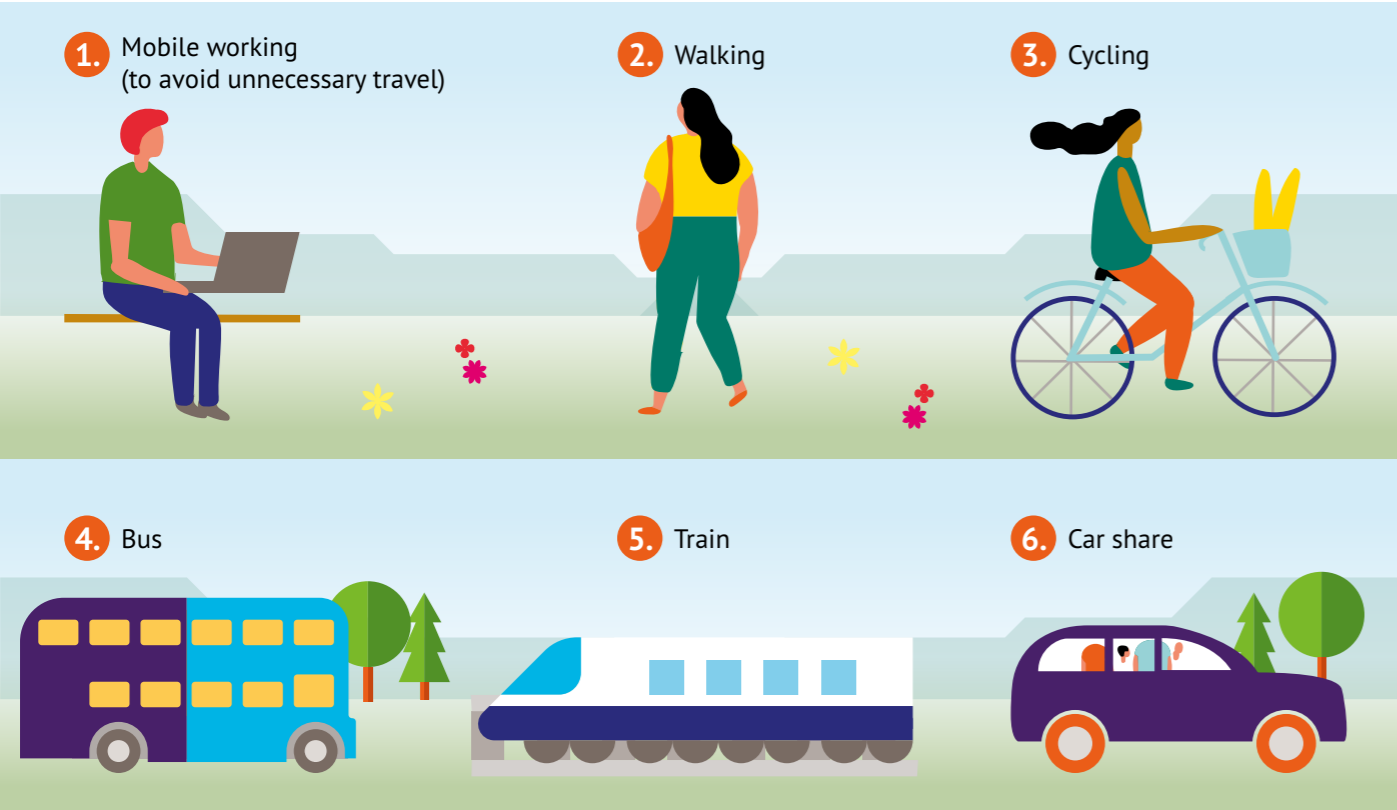
3. What do we want to achieve?

3.1 Aims

The overall aim of our plan is to enable all campus users to travel as sustainably as possible, to enhance staff and student experience and minimise both the on and off campus environmental impacts of our operations, in alignment with BU2025 and Fusion principles.



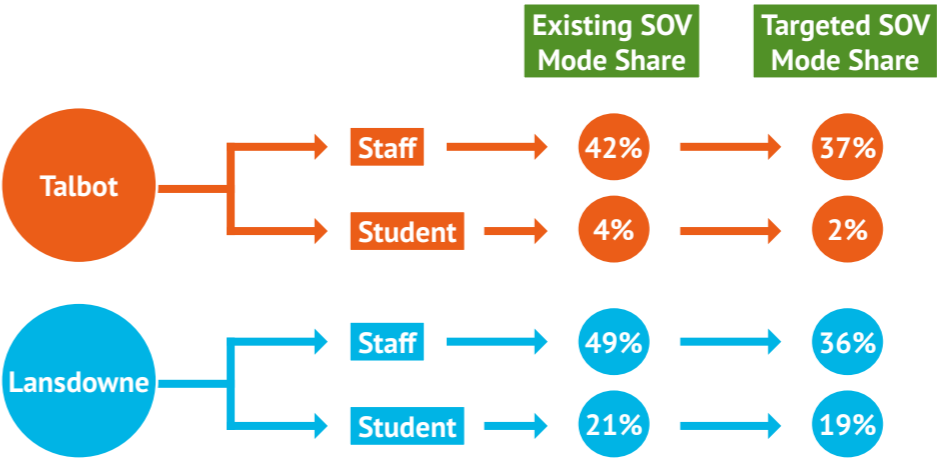
Sustainable travel hierarchy:



3.3 Targets

We have set targets to measure the success of the plan against our objectives. Different targets have been set for Talbot and Lansdowne campus sites to reflect the operational and locational characteristics of each site. Quantitative targets have been set to further reduce single occupancy car use.

If we do not change our travel patterns, it is likely that the number of cars on both our main campus sites will significantly exceed the supply of parking spaces. This change in travel behaviour is also fundamental to reducing environmental impacts at the campus, local and global scales.



There are also a number of qualitative targets included within our Travel Plan:

Objective	Target	Timeframe
2 - 'Environmental Impact'	Develop robust BU specific methodology /for Scope 3 Carbon Reporting.	October 2019
	Establish Scope 3 Carbon Reporting Baseline.	October 2019
	Produce and implement transport specific element of Carbon Reduction Strategy including target.	September 2020
	All BU Fleet vehicles to be hybrid or fully electric by 2025.	January 2025
3 - 'Strategic Campus Development'	Travel Plan to make a positive contribution to transport mitigation strategy for each and every planning application submitted as part of the BU 2025 programme.	Ongoing
	Travel Plan to achieve targeted number of BREEAM credits for each new build project.	Ongoing
4 - 'Research and Collaboration'	Engage with the Local Authority on cycling improvements between Talbot and Lansdowne Campuses.	September 2020
	Establish six-monthly (minimum) engagement forum with key Local Authority transport officers.	September 2019
	Incorporate Innovation into the Travel Plan Group meetings with the Faculty representation with a defined method for taking forward outputs.	Ongoing
	One 'Living Labs' project per year.	Ongoing

## 4. How will we deliver our Travel Plan?

### 4.1 Carrying on with successful measures

We have already implemented a wide range of successful measures and on-going initiatives through previous iterations of the Travel Plan. We have reviewed the existing measures and will continue to implement measures which have worked well to date:

- UNIBUS service (over 1 million passenger journeys delivered each year)
- Dr. Bike sessions (over 250 free bike services provided annually)
- BU by bike annually loan (a minimum of 70 bikes available each year for an annual low cost hire)
- Every new member of staff is entitled to a free 30 day bus pass for use within the local area
- Free bike safety equipment and subsidised D locks
- Promotional events to encourage more sustainable travel.

### 4.2 Trying something different

Our new plan provides us with an opportunity to try some new initiatives and to introduce some new measures and projects:

- To promote the Beryl Bike share scheme (1,000 bike share bikes available for short term hire in the local area by Sept 2019)
- Refocus on car sharing
- Personalised travel planning to align with internal campus moves
- Improved marketing and communications of the Travel Plan to reach more of our students and staff.

### 4.3 Increased investment in active travel

We have allocated funding to increase the numbers of cycle parking spaces, showers, lockers and drying facilities at both campus sites. We will continue to seek additional funding to support more sustainable travel modes.

### 4.4 A strategic approach parking management

There are three phases to car park management:

#### 1. Get ready – Phase 1 (2019-2021)

The introduction of new automated parking system will provide paperless permits and improved data on car park usage.

This initial phase sees no change to parking policy. Our permit holders are made aware of future changes and are encouraged and supported to try changing their travel behaviour one day a week or more.

#### 2. A new parking permit system – Phase 2 (summer 2021)

This phase will support the introduction of a permit system which reduces the number of days that permit holders can park at our campuses each week, by one day. Our plan will support permit holders with alternatives to single occupancy car travel one day a week or more.

#### 3. A new parking permit eligibility criteria – Phase 3 (Only introduced if required)

This phase will only be introduced if monitoring data shows that the plan is failing to deliver the changes required to meet our targets.

A full stakeholder consultation programme will be required to consider the implementation of Phase 2 and Phase 3 (if required).



### 4.5 Action plan

A summary of our action plan:

Topic / Mode	Measure	Description	Responsibility	Timeframe
Objectives and Targets				
Environmental Impact	Scope 3 carbon reporting	Develop a “robust” BU specific methodology for Scope 3 carbon reporting.	Travel and Transport Team	October 2019
		Establish Scope 3 carbon reporting baseline.	Travel and Transport Team	October 2019
Environmental Impact	Carbon Reduction Strategy	Produce and implement transport specific element of Carbon Reduction Strategy including target.	Travel and Transport Team	September 2020
Environmental Impact	BU fleet vehicles	All BU fleet vehicles to be hybrid or fully electric by 2025.	Travel and Transport Team	January 2025
Strategic Campus Development	Planning applications for BU2025 projects	Travel Plan to make a positive contribution to transport mitigation strategy for all planning applications submitted as part of the BU2025 programme.	Estates Department	Ongoing
		Travel Plan to achieve targeted number of BREEAM credits for each new build project.	Estates Department	Ongoing
Research and Collaboration	Living Labs	One “Living Labs” project per year.	Travel and Transport Team	Ongoing
Research and Collaboration	Local Authority engagement	Establish six-monthly (minimum) engagement forum with key Local Authority transport officers.	Travel Plan Co-ordinator (TPC)	September 2019
Research and Collaboration	Travel Plan Group	Incorporate Innovation into the Travel Plan Group meetings with Faculty representation, with a defined method for taking forward outputs.	TPC	September 2019
Research and Collaboration	Cycling improvements	Engage with the Local Authority on cycling improvements between Talbot and Lansdowne Campuses.	TPC	September 2020
Management and Delivery				
Management and Delivery	Stakeholder groups	The TPC will meet faculty representatives, modal champions and travel user groups on a regular basis to discuss TP issues outside the formal TPG.	TPC	Ongoing
Innovation	Embedding innovation into TPG	The topic of “innovation” will be included as an agenda item in the quarterly TPG meeting, with “innovation sub-groups” facilitated as required.	TPC	Ongoing

Management and Delivery	Wellbeing Group	The Wellbeing group will be integrated into the TP through links with the Sustainability Manager and the Travel and Transport Manager.	Sustainability Manager/Travel and Transport Manager	Ongoing
Management and Delivery	Proposed TP management and delivery structure	The management and delivery structure currently in place for the TP will be updated to provide opportunities for communication between different groups and for decision-making powers below the University Leadership Team (ULT).	TPC	TBC

#### Measures and Initiatives

Marketing and Communication	Online travel resources	An online version of the travel information leaflets currently distributed to new staff and students will be made available and circulated using all relevant channels.	TPC	Ongoing
Marketing and Communication	Green Week	BU will continue to promote “Green Week” during which a number of events are held to encourage sustainable travel.	Travel and Transport Team/SUBU	Ongoing
Marketing and Communication	Other sustainable travel events	BU will identify further sustainable travel events and provide the appropriate resources needed to support engagement.	Travel and Transport Team/SUBU	Ongoing
		BU will use sustainable travel events to promote a full range of travel options, including walking, cycling, public transport and the use of hybrid / fully electric vehicles.	Travel and Transport Team	Ongoing
Marketing and Communication	Green Rewards	BU will continue to review the Green Rewards scheme to ensure that it remains “fresh” and engaging for staff.	Travel and Transport Team	Ongoing
Marketing and Communication	Personalised Travel Planning	BU will review how Personalised Travel Planning is delivered to staff and students, e.g. investigate the use of MyPTP.	Travel and Transport Team	Milestones as required
Walking and Cycling	Travel User Groups	BU will continue to promote membership of both Walking and Bicycle User Groups. A “bike buddy” scheme will be established in collaboration with BUBUG that will connect new / inexperienced cyclists with experienced cyclists to provide informal training and improve confidence.	TPC	Ongoing

Walking and Cycling	Walking and cycling equipment and maintenance	Continued promotion of staff discounts available for the purchase of walking and cycling equipment, including the modified “Travel to Work” loan.	Travel and Transport Team	Ongoing
		Promotional incentives (umbrellas, pedometers and re-usable coffee mugs) to be continued to be made available at travel events held on campus.	Travel and Transport Team	Ongoing
		BU will continue to offer measures to enhance cycle security on campus, including security locks, secure cycle compounds and free security tagging.	Travel and Transport Team	Ongoing
Walking and Cycling	Cycle to Work	Regular reviews of the “Cycle to Work” scheme and investigate new schemes where they are considered to have the potential to surpass the existing offering (e.g. Green Commute initiative for electric bikes).	Travel and Transport Team	Ongoing
Walking and Cycling	Dr Bike sessions	Regular Dr Bike sessions will be organised on campus.	TPC	Ongoing
Walking and Cycling	Hope 2 Cycle	Course offering basic skills in cycle maintenance and repair to be made available to staff and students.	TPC	Ongoing
Walking and Cycling	New Forest bike project	This project provides a way of refurbishing abandoned bikes left on campus, whilst also providing people with a low-cost way of getting into cycling.	TPC	Ongoing
Walking and Cycling	Road safety and training	Continued engagement with road safety campaigns.	Travel and Transport Team	Ongoing
		BU will continue to offer a free “Bikeability” training course to staff and students.	Travel and Transport Team	Ongoing
Walking and Cycling	BU by Bike	Annual reviews to be completed of the “BU by Bike” scheme in the context of the potential introduction of a conurbation-wide bike share scheme.	Travel and Transport Team	Annually
Walking and Cycling	Modal Champions	Conduct a review of the modal champion initiative to identify further opportunities to influence uptake.	Travel and Transport Team	September 2019
Walking and Cycling	Active Travel Strategy	An Active Travel Strategy will be produced in order to help promote walking and cycling to the university by staff, students and visitors.		

		A scope has been prepared and initial work has included the creation of a working group and completion of an audit of facilities / preparation of an active travel map.	Travel and Transport Team	April 2020
Walking and Cycling	Strategic Delivery Plan	Delivery of planned improvements to active travel facilities as listed in Table 6.1 of the BU Travel Plan document at the end.	Estates Department	As listed in Table 6.1 of the BU Travel Plan document at the end
Walking and Cycling	Electric bikes	BU will promote existing opportunities to use electric bikes for commuting or inter-campus / business travel, such as the Green Commute salary sacrifice initiative, pool E-bikes, and organised rides led by an experienced cyclist.	Travel and Transport Team	TBC
Public Transport	UNIBUS	Conduct annual reviews which cover:	Travel and Transport Team	Annually
		Opportunities to increase route coverage and hours of operation;		
		Potential changes to routeing which arise through external factors (such as planned student accommodation in the Lansdowne area);		
		Fare structures and pricing;		
		Opportunities to introduce low emission vehicles into the fleet;		
		Potential to develop integrated ticketing and/or a smart travel "App".		
		Delivery of a refreshed UNIBUS strategy up to 2025.	Travel and Transport Team	2024
Public Transport	Modal Champions and Student Ambassadors	The use of modal champions and student ambassadors will be used to help promote bus travel to the university.	TPC	Ongoing
Public Transport	Yellow Bus	BU will continue to work closely with Yellow Bus to ensure that the discounts and fares offered to staff and students remain attractive.	Travel and Transport Team	Ongoing
Public Transport	Free bus pass	The free bus pass initiative currently available for new staff will be expanded to cover those staff who identify bus travel as a potential alternative mode through Personalised Travel Planning.	Travel and Transport Team	TBC

Public Transport	Rail travel	BU will engage with the Business Travel Network and with local Train Operating Companies (TOCs) with the aim of securing discounted staff rail travel.	TPC	TBC
Parking Policy	Phase One	Establish a digital monitoring system for car parks and permit issuing.	Travel and Transport Team	March 2020
		Collect data on car park occupancy and the types of permit issued.	Travel and Transport Team	March 2020
Parking Policy	Phase Two	Introduce changes to permit composition to encourage "occasional use".	Travel and Transport Team	Summer 2021
		Establish an appeals process to allow those who require an unrestricted permit to be able to demonstrate this need.	Travel and Transport Team	Summer 2021
Parking Policy	Phase Three	Introduce changes to permit eligibility criteria if required following implementation of Phases One and Two.	Travel and Transport Team	TBC
Parking Policy	Student Permit Allocation	Undertake a process of reducing the number of student parking permits which are allocated.	Travel and Transport Team	Ongoing
Car Sharing	Liftshare refresh	Reduce administrative barriers to car sharing through Phase One of the parking policy approach.	Travel and Transport Team	Ongoing
		Continue to use "active matching" approaches and investigate potential connectivity to the parking permit application system, e.g. through interactive mapping.	Travel and Transport Team	Ongoing
		Monitor the use of dedicated car share spaces with the view to providing additional spaces in prominent locations on campus. Over-supply should be avoided.	Travel and Transport Team	Ongoing
		Identification of a mode share champion.	Travel and Transport Team	TBC
		Review parking permit charging with a view to making car share permits more financially attractive than single occupancy vehicle permits.	Travel and Transport Team	TBC
		Exempt car share teams from further permit eligibility changes that may be introduced in Phase Three of the parking policy approach.	Travel and Transport Team	TBC

		Provide car share teams with a small number of single day permits.	Travel and Transport Team	TBC
Motorised Two-Wheelers	Motorcycle parking provision	Monitor and review the supply of motorcycle parking and facilities.	Travel and Transport Team	Ongoing
Motorised Two-Wheelers	User group	BU will continue to facilitate and promote BUMUG and utilise it as a forum to consult with users on measures which could improve their travel experience.	Travel and Transport Team	Ongoing
Motorised Two-Wheelers	Travel to Work loan	Extend the scope of the “Travel to Work” loan to include a £3,000 sum towards the purchase of a motorbike, as a low carbon alternative to the private car.	Travel and Transport Team	TBC
Operational Travel	Reducing the need to travel	Enable remote working through a rollout of IT facilities such as video-conferencing (e.g. Skype).	Travel and Transport Team/IT	TBC
Operational Travel	Business travel	Revise the business travel policy document to include a number of management measures to ensure that BU is maintaining its Duty of Care. This will involve a process of internal stakeholder engagement.	Travel and Transport Team/Procurement	TBC
		BU will promote opportunities for the use of hybrid / fully electric vehicles for business travel journeys.	Travel and Transport Team	TBC
Operational Travel	Deliveries and Servicing	BU will work with suppliers with the aim of limiting the environmental impact of delivery trips.	Travel and Transport Team/Procurement	TBC
		Potential to promote this as a “Living Labs” project.	Travel and Transport Team/Innovation sub group	TBC
Operational Travel	Visitor travel / events	Expand the existing guide for communicating travel information to visitors into an Event Communication Strategy to be used for large events.	Travel and Transport Team	TBC
<b>Monitoring and Evaluation</b>				
Monitoring and Evaluation	Staff and Student Travel Surveys	Staff and Student Travel Surveys to be completed bi-annually in alternate years.	TPC	Annually
		The travel survey template will be amended to capture further data regarding staff and student travel behaviours and mode share, including a “Travel Diary” element.	TPC	Ongoing

		The staff and student travel surveys will be developed to capture key metrics with regards to commuting and business travel, including information about the vehicle being used to travel (if applicable) and other simple journey details such as distance and frequency. In terms of business travel, the updated staff travel survey will enable data capture of business journeys which can be cross-referenced with Travel Management Company (TMC) and expense data for emissions reporting.	TPC	TBC
Monitoring and Evaluation	Phase One Parking Policy Approach	BU will integrate the collection of parking data from Phase One into the monitoring strategy to assist in the quantification of TP progress towards targets.	Travel and Transport Team	TBC
Monitoring and Evaluation	Responding to change	The Travel and Transport team will remain engaged with industry best practice to ensure that potential external “changes” can be recognised and adopted where necessary.	Travel and Transport Team	Ongoing

5. How will we know if we have been successful?

5.1 Monitoring and evaluation

In order to check how we are progressing against our targets and to highlight areas where we can still improve, we will continue to undertake annual travel surveys alternating between students and staff. The data collection process will be enhanced to allow us to capture data on the number of days that people travel each week by mode.

Phase One of the parking management approach will also provide accurate and detailed data to be collected on car parking.

5.2 Monitoring schedule

The following table summarises how and when our Travel Plan will be monitored:

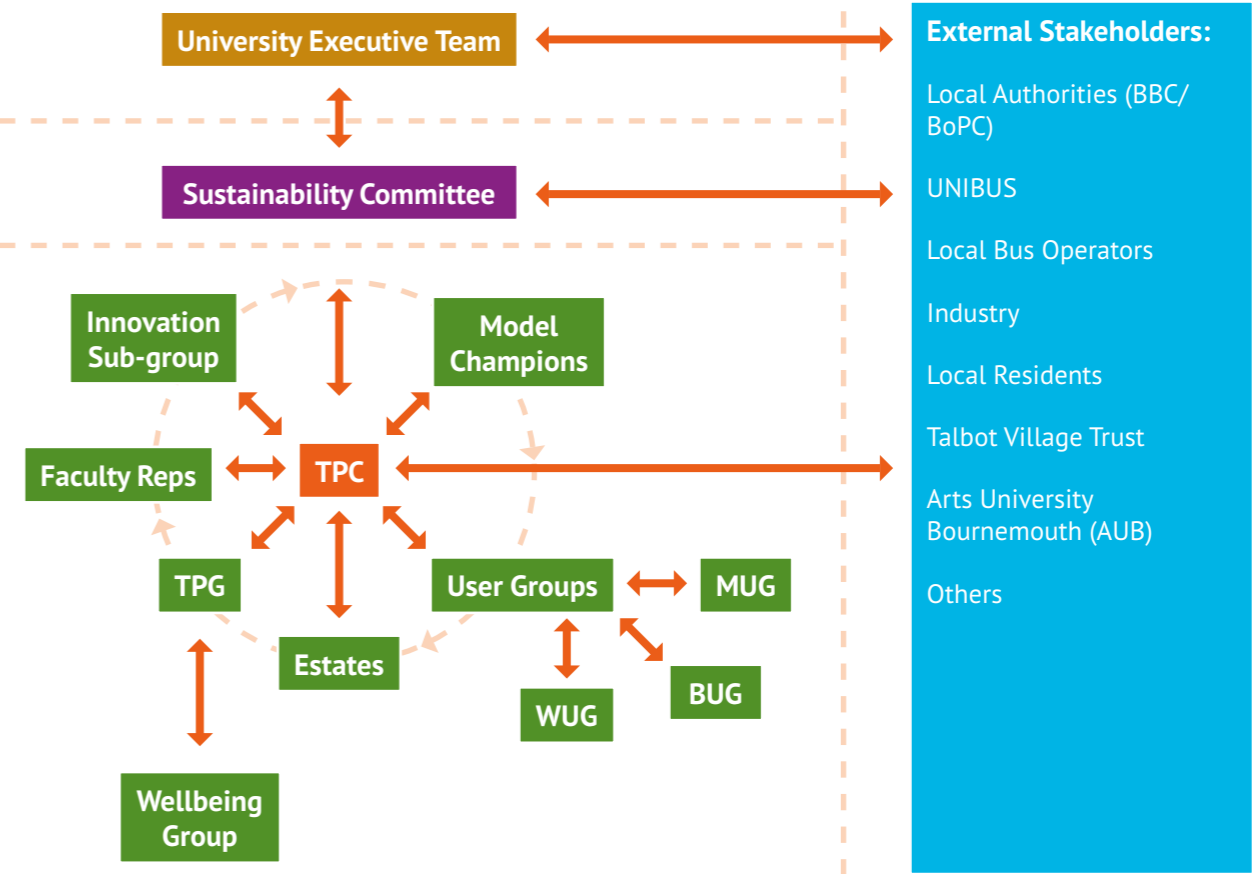
Type of Monitoring	Frequency	Outcome
Staff travel survey	Every two years	Staff travel survey report
Student travel survey	Every two years	Student travel survey report
Travel Plan Group meeting	Quarterly	Review of the travel plan measures, Initiatives, output targets and monitoring reports.
Annual review of the university bus service (UNIBUS)	Annually	To review the existing bus operation and to consider future improvements/enhancements to the service
Car parking occupancy data	Quarterly	Data from the automatic car parking system to be collated and reported annually.
Cycle occupancy and facility audit	Quarterly	Data to be collated and reported annually.
Scope 3 Carbon	Annually	Report annually to Travel Plan Group and Sustainability Committee



6. Management of our Travel Plan

6.1 Management structure

Our Travel Plan management structure ensures the plan is implemented to achieve the desired outcomes whilst providing greater opportunities for collaboration.



The following stakeholders will be involved in helping to implement and deliver our Travel Plan:

Stakeholder	Description
Travel Plan Co-ordinator	The BU Travel and Transport Manager will be responsible for the day to day management and implementation of the Travel Plan, supported by the BU Travel and Transport Team.
Modal Champions	BU students and staff who are passionate about using a preferred type of sustainable travel and support the Travel Plan delivery.
User groups	Existing user groups for cyclists, motorcyclists and walkers will continue to be engaged in our Travel Plan with the aim of boosting participation in these sustainable travel modes.
BU Estates	Opportunities to support the Travel Plan through the estates development projects e.g. the provision of active travel facilities on campus.
Wellbeing Group	Representatives on the Travel Plan Group to ensure that the potential health and wellbeing benefits of sustainable travel are optimised.
Travel Plan Group	Representatives from faculties, Professional Services, staff unions, Students' Union, tasked with providing direction, leadership and decision making to ensure our Travel Plan is implemented in accordance with its aims and objectives.
Faculty Reps	Representatives from academic faculties who will work with the Travel Plan Coordinator to identify potential transport related research projects, which could be delivered by the innovation sub group.
Innovation Sub-group	A sub group of the Travel Plan Group which will identify and deliver a transport related "living lab" project annually.
Sustainability Committee	Responsible for providing strategic leadership and oversight for embedding sustainability at Bournemouth University. The Travel Plan Group will report to this committee annually.
University Leadership Team (ULT)	The Sustainability Committee report to this team.
External stakeholders	External stakeholders relating to travel and transport activities at BU. Links to external stakeholders at the appropriate level are acknowledged in the management structure.



Additional information

✉ For further information on the BU Travel Plan, please contact:  
Email: [tplangroup@bournemouth.ac.uk](mailto:tplangroup@bournemouth.ac.uk)

🌐 To access the full version of the BU Travel Plan 2019-2025:  
[www.bournemouth.ac.uk/travel-plan](http://www.bournemouth.ac.uk/travel-plan)

Download a copy of the Travel Plan RAG report it will be updated annually:  
<https://www.bournemouth.ac.uk/about/sustainability/travelling-sustainably>



