

# **Travel Plan 2017-2023**

## Foreword

The University of Huddersfield recognises the need to manage effectively and sustainably all University-related travel as part of its long-term business strategy and sustainability agenda. We will continue our commitment to sustainable transport management as we realise our campus development aspirations over the next few years.

The University of Huddersfield Travel Plan, launched as the Sustainable Travel Framework in 2007 and then the first comprehensive Travel Plan in 2009, has ensured the successful delivery of University-wide sustainable travel initiatives over the last decade. Notable achievements include a significant reduction in car travel, together with a marked shift towards active travel amongst our staff and students - progress which has been underpinned by significant investment in cycling facilities and infrastructure, introduction of a range of public transport incentives, strategic changes to car parking management, greater integration of sustainable travel into the campus development programme, and considerable efforts to engage staff and students through awareness raising activities.

I am now pleased to introduce the University of Huddersfield Travel Plan 2017-23, a package of practical measures designed to build on our previous achievements and further promote sustainable travel choices amongst our students and staff. By meeting the challenging targets we have set ourselves, we will ensure the improved infrastructure, education, encouragement and partnerships to further reduce our transport impacts on the environment as well as promoting healthier, more active lifestyles.

The University and wider community stands to gain significant environmental, financial, health and wellbeing benefits from this travel plan and I encourage all staff and students to join me in supporting its delivery and playing your own part in shaping our future achievements. I look forward to reflecting on our successes with you at the end of 2023.

Mr Colin Blair MBE DL  
Director of Estates and Facilities  
May 2018

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## Introduction

The University was one of the first large organisations in Huddersfield to adopt a Travel Plan in 2007. Since its introduction there has been a positive change in the way our staff and students travel to campus, with a tendency for less use of vehicles and greater participation in active travel such as walking and cycling.

This second revision of the Travel Plan aims to continue delivering established benefits and to develop and implement further evidence-based initiatives around its core aims to:

- Reduce air pollution and traffic congestion around the University campus and beyond.
- Reduce travel-related greenhouse gas emissions.
- Encourage its staff and students to consider alternative methods of transport to the single occupancy car journey.
- Encourage its staff and students to consider healthier and more environmentally friendly means of getting to and from the University.
- Improve access to the local transport network
- Maintain a sustainable level of vehicle parking spaces on campus, ensuring these are utilised to their optimum capacity.

The Travel Plan will be delivered in a manner that fully supports the University's Strategy Map. It will help to deliver the University's Environmental Policy and its commitments to environmental protection and sustainable development. It will ensure that travel infrastructure and facilities on campus are developed in accordance with the Estates Capital Plan 2015-29.

It is intended that the University's Travel Plan will be supportive of the regional and local agenda for sustainable transport, and dovetail with the Travel Plans of the Local Authority and other major employers and educational institutions within Huddersfield.

## Key Objectives

The University has the following key travel objectives:

- Reducing the number of sole occupancy car journeys to and from the University and increasing the number of car sharers.
- Increasing the number of staff and students walking to the University and elevating the importance of the pedestrian within the University Quarter.
- Increasing the number of staff and students cycling to the University.
- Increasing the number of staff and students travelling to the town centre by train.
- Increasing the number of staff and students travelling to the University by bus.
- Increasing the environmental performance of vehicles operated by the University.

## Progress in travelling sustainably

Key achievements of the last Travel Plan, delivered 2009-17:

- An 11% reduction in staff single occupancy car travel to campus between 2009 and 2017.
- A 6% increase in active travel to work amongst staff members, including greater walking and cycling.
- An investment of £40k in infrastructure and facilities for cyclists. The university has increased its provision of secure, covered and short-stay cycle parking, resulting in 109 extra spaces since 2009.
- A sustained reduction in the number of car parking spaces available from 730 in 2009 to now 690.
- Successful introduction of a staff car parking permit and charging system. The scheme was developed in consultation with staff to ensure parking provision remained cost neutral to the University and has brought parking charges in line with public transport costs, discouraging personal vehicle use.
- Travel facilities have been extensively considered within campus development projects; Creative Arts Building, 3m Buckley Innovation Centre, The Business School and Student Central developments have included shower facilities available to cyclists in addition to existing facilities.
- Mapping of existing travel facilities has been completed and information produced for staff and students.
- Introduction and development of a range of discounted travel schemes for staff and students. Around 200 staff, or 10% of the workforce, are enrolled in travel schemes including Metrocard, Northern Rail, First Bus, Cyclescheme and travel season ticket loans. Students continue to benefit from the heavily discounted bus service negotiated as part of the Storthes Hall accommodation agreement.
- The University entered into partnership with Sustrans, Kirklees Council and Kirklees College between 2011 and 2016 in the Huddersfield Active Travel project on campus. This enabled engagement with staff and students to encourage and enable them to undertake active travel to and from the campus
- Introduction of two electric vehicle charging points and an electric buggy on campus for routine on-site activities.

## Background and Context

The University of Huddersfield is currently based on an academic campus within the town centre of Huddersfield. The University currently has over 20,945 students enrolled, of which 16,885, attend the campus regularly. It has over 2,000 permanent and fixed-term staff.

The University does not own or operate any student residential accommodation but is aware of almost 12,000 bed spaces in the Huddersfield area. The University has an agreement with a private halls provider Digs who supply 1,666 bed spaces over two sites serviced by a dedicated shuttle bus service. In addition other private providers supply 2,379 halls beds and 135 studios on and around Firth Street, with a further 750 Studios within close proximity of the university. Huddersfield also has around 7,000 rooms in private houses and buildings situated around the local area.

It is the University's intention to continue as a single site operation within Huddersfield and contain all development within the town's University Quarter.



## **Environmental and Sustainability Policy**

The University of Huddersfield Environmental and Sustainability Policy is a key driver for the Travel Plan. It commits the University to taking responsibility for its travel-related environmental impacts and recognises its role in maintaining, and wherever possible improving, environmental quality. The Travel Plan aligns with the following policy goals:

- Continue to develop and implement its Travel Plan with the aim of helping to reduce pollution, climate change emissions and traffic congestion around the University's estate and beyond, and encourage staff and students to consider active and sustainable methods of travel.
- Engage with students, staff and visitors to raise awareness of their environmental impacts. We will promote good practice at all levels and encourage participation in environmental projects.
- Build partnerships with local community and national organisations to reduce its environmental impact and participate in activities to enhance sustainable development and social responsibility.

## **The University of Huddersfield – Strategy Map**

The Travel Plan supports the delivery of the following elements of the University of Huddersfield Strategy 2013-18<sup>1</sup>:

- Our mission to engage fully with the community
- Creating a sustainable environment which enables the University to meet its strategic objectives (E9)
- Providing high quality physical and supportive learning environments (S3)
- Improving core processes and performance (E7)

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<sup>1</sup> Document will be updated to reflect delivery of next University strategy when published

# Our strategy map 2013-2018

<b>VISION</b>	<p><b>Our Vision:</b> To be an <i>inspiring, innovative</i> University of <i>international</i> renown</p>		
<b>MISSION</b>	<p><b>Our Mission:</b> To deliver an accessible and inspirational learning experience, to undertake pioneering research and professional practice, and to engage fully with employers and the community</p>		
<b>VALUES</b>	<p><b>Our Values:</b> Ambition, Student-focussed, Pioneering, Integrity, Respect, Excellence (ASPIRE)</p>		
<b>STAKEHOLDERS</b>	<p><b>Our students can expect:</b></p> <ul style="list-style-type: none"> <li>S1 An education that challenges and creates excellent career opportunities</li> <li>S2 To learn from staff at the leading edge of knowledge and application</li> <li>S3 High quality physical and supportive learning environments</li> </ul>	<p><b>Our partners can expect:</b></p> <ul style="list-style-type: none"> <li>S4 A responsive and flexible University that delivers high quality work efficiently and effectively</li> <li>S5 To deal with leading experts in their field</li> <li>S6 High quality and fit for purpose facilities</li> </ul>	
<b>AIMS</b>	<p><b>Inspiring</b></p> <ul style="list-style-type: none"> <li>A1 To inspire our students to attain the highest academic and professional standards</li> <li>A2 To inspire our students to enjoy an outstanding University experience</li> <li>A3 To inspire employable and enterprising graduates</li> </ul>	<p><b>Innovative</b></p> <ul style="list-style-type: none"> <li>A4 To increase the number of our research active staff and the quality of their outputs</li> <li>A5 To increase the quantity and quality of our postgraduate research student community</li> <li>A6 To increase the quality and range of our external research, enterprise and innovation income</li> </ul>	<p><b>International</b></p> <ul style="list-style-type: none"> <li>A7 To become an increasingly popular destination of choice for world class international students</li> <li>A8 To ensure our international students have an inspiring world class student experience</li> <li>A9 To become ranked as an outstanding international university</li> </ul>
<b>ENABLERS</b>	<p><b>Developing and empowering staff</b></p> <ul style="list-style-type: none"> <li>E1 To establish an effective leadership and management culture which secures continuous improvement</li> <li>E2 To identify and develop the human talent of the University to secure continuous improvement and clear succession planning</li> <li>E3 To provide a fair, transparent and motivational reward structure</li> </ul>	<p><b>Financial sustainability</b></p> <ul style="list-style-type: none"> <li>E4 To generate sufficient cash to meet strategic investment plans and economic contingency</li> <li>E5 To maintain financial strength</li> <li>E6 To ensure all Schools and Services maintain financial and operational viability</li> </ul>	<p><b>Efficiency and effectiveness</b></p> <ul style="list-style-type: none"> <li>E7 To improve core processes and performance</li> <li>E8 To increase academic time for research and innovation</li> <li>E9 To create a sustainable environment which enables the University to meet its strategic objectives</li> </ul>

## Current trends in travel

### Staff commuting

The University has participated in annual Travel to Work surveys since 2007. The surveys show the proportion of staff commuting to campus by different travel modes and how this has changed over time. A summary of the results is shown below (Figure 1), which includes all surveys with a representative number of responses from the 2008 baseline year to 2017 (see Appendix A for full data).

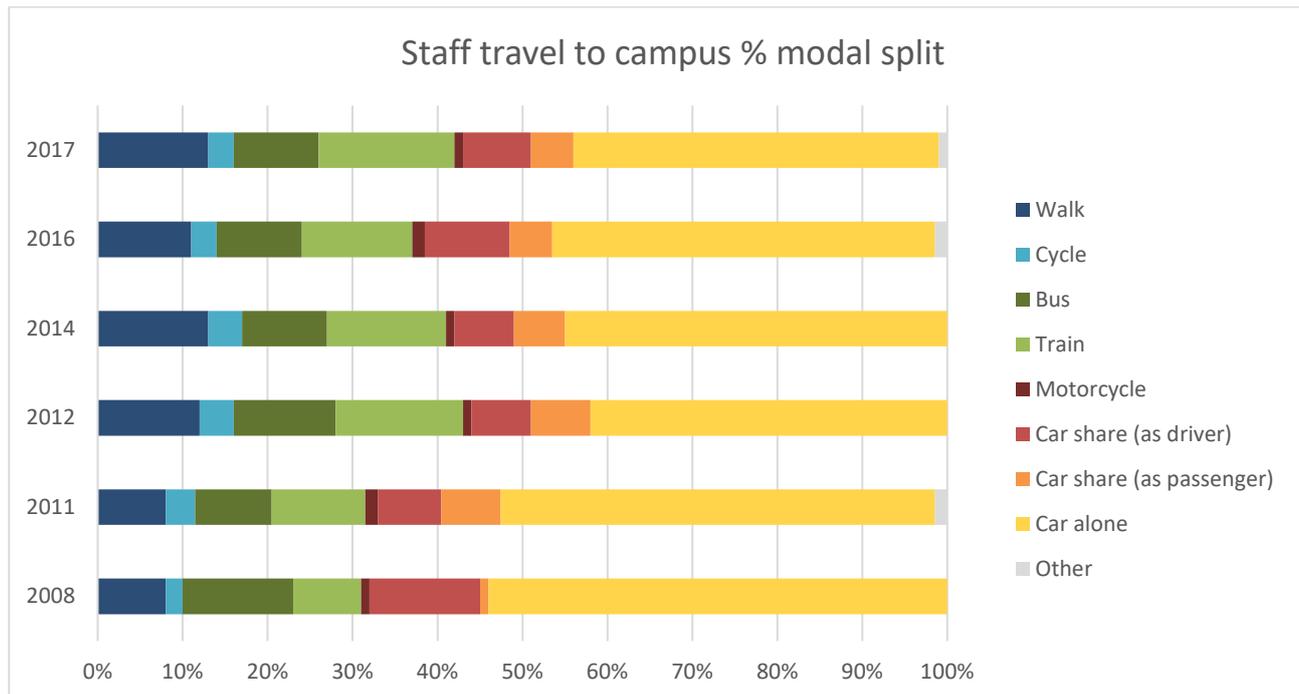


Fig 1: The University of Huddersfield staff travel survey results - main mode of travel to campus

The results show a significant shift away from car use to more sustainable forms of transport, including walking, cycling and public transport during the term of the Travel Plan 2009-17.

There are a number of clear trends in staff travel patterns (displayed in Figure 2), which are:

- The proportion of staff travelling by car alone to the University has fallen by 11 percent since 2008, down from 54% in 2008 to 43% in 2017.
- There is a clear increase in staff participation in active forms of travel. The proportion of staff walking and cycling has increased by 6 percent since 2008, up from 10% in 2008 to 16% in 2017. In terms of actual participants, the number of staff walking has more than doubled and cycling has trebled.
- There is a clear upward trend in staff commuting to campus by public transport. Travel by public transport has increased, now accounting for 26% of staff travel compared with 21% in 2008.

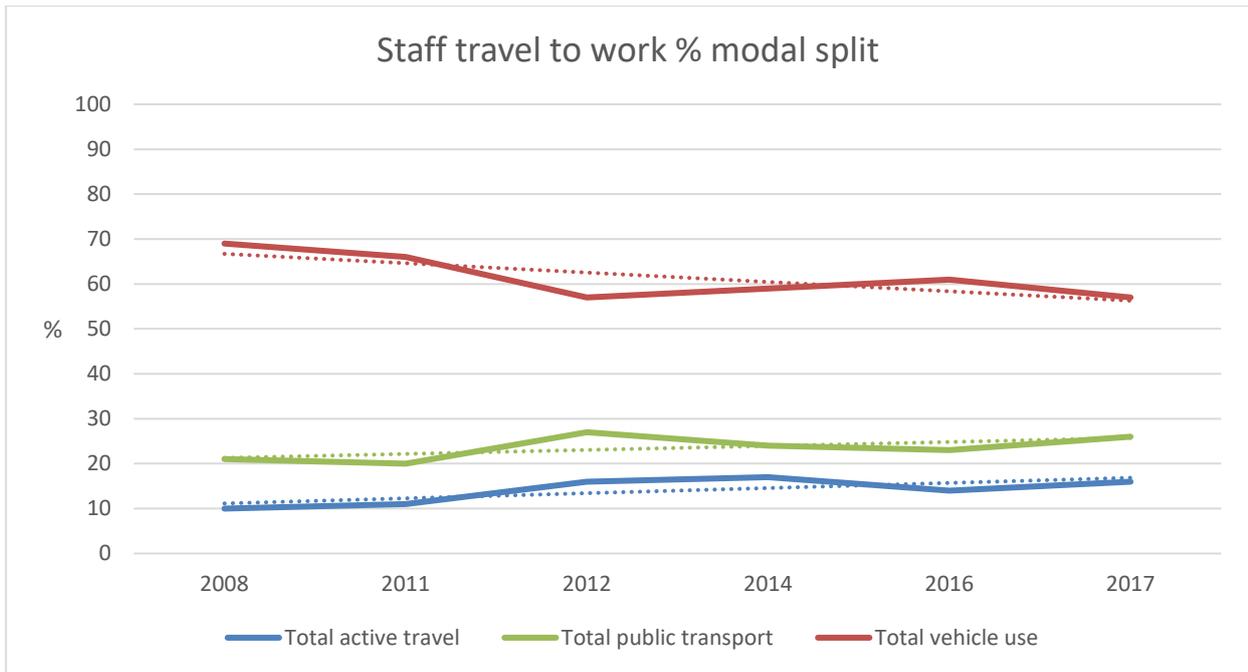


Fig 2: Staff travel to campus by type of transport

## Student Commuting

A number of Student Travel surveys were carried out during the Travel Plan 2009-17. The number of returns resulted in sample sizes too small to produce statistically significant conclusions about travel patterns. The returns do show a general trend that students are more likely to travel to campus by walking, public transport and car alone, rather than cycling or car sharing.

In addition, analysis of student residence data points towards a trend for students living in closer proximity to campus, increasingly concentrated around the University and town centre. This in turn affects student commuting patterns as more students are within easy walking distance of campus and are expected to have a reduced dependency on vehicle transport. During the term of the Travel Plan 2009-17 there has been a considerable increase in the availability of student accommodation near the University campus, with a corresponding upward trend for students living in private-sector halls near campus, in contrast to a downward trend for living further away and in own residences or other privately rented accommodation. The university will make greater use of student postcode mapping to monitor ongoing changes in this area.

## Business travel

Information about staff business travel, where collected, is available through the staff expenses system and designated travel agencies. However since there is no requirement for central booking of business travel the data available is not comprehensive. The University will undertake an institution-wide mapping exercise to better understand the current procedures for booking travel and the location of relevant travel data. Accessing this data will enable monitoring of trends and better support for business travel.

## Visitor travel

There is very little information currently held on visitor, delivery and contractor travel to the University. Delivery records held at the main depot show an estimated 4,000 deliveries received per annum made by parcel couriers to the University, which is a significant number of journeys. The University will make use of best practice guidance to implement mechanisms to increase its measurement and monitoring of this area.

## Progress against targets 2009-17

Progress in achieving sustainable transport targets set within the Travel Plan 2009-17 has been monitored on a regular basis. A comparison of travel survey results against targets is shown below.

Table 1: Evaluation of targets in the Travel Plan 2009-17

Travel mode	2008 (baseline)	2017	2008-17 modal shift	2017 target amount	2017 target	Comments
	%	%	%	%		
Walk	8	13	+5	9.6%	Increase by 20% from baseline	Target significantly exceeded
Cycle	2	3	+1	2.4%	Increase by 20% from baseline	Target met
Public transport (bus + train)	21	26	+5	25.2%	Increase by 20% from baseline	Target met
Motorcycle	1	1	+0	1.1%	Increase by 10% from baseline	Target not met - no longer appropriate
Car share	14	13	-1	18.2%	Increase by 30% from baseline	Target not met – levels maintained
Car alone	54	43	-11	43.2%	Reduce by 20% from baseline	Target met

The results demonstrate the excellent progress made in meeting the University's sustainable travel targets of the Travel Plan 2009-17. It is worth noting that those targets considered most critical have all been achieved, including driving down single occupancy car journeys and improving participation in active travel.

Targets were exceeded for walking, cycling and use of public transport. These have all increased by at least the 20% required. At the same time we have met the target for a 20% decrease in car travel. Achieving these goals has significant consequences in terms of reduced pollution and congestion in the region, carbon emissions reduction, and improved health and wellbeing of staff.

Two targets were not achieved during the term of the plan. Following changes in guidance about motorcycling, the target to increase motorcycle travel was considered no longer appropriate and was withdrawn during the term of the plan. The car share target was also not reached, although the proportion of staff car sharing was maintained throughout the period. When taking into account the significant reduction seen in vehicle use overall and the corresponding increase in active travel, this does not give considerable cause for concern but will be reviewed within the targets set for the current Travel Plan.

## Travel Plan Targets 2017-23

### Staff Travel Targets

In order to meet the aims and objectives of the Travel Plan 2017-23 the University has set itself ambitious and achievable targets.

Over the period of the plan the University aims to:

- Increase staff active travel journeys to the University by 25%
- Increase staff public transport journeys to the University by 15%
- Increase staff car share journeys to the University by 15%
- Reduce single occupancy staff vehicle journeys to the University by 20%

The new targets build on the results achieved by the end of the last Travel Plan in 2017. Therefore the results of the 2017 travel survey are used as a new baseline. The target amounts and long term forecasts for staff travel are show below.

Table 2: Travel Plan targets for 2017-23

Travel mode	Target Increase/Reduction	Target amount	Modal shift (percentage points)
Active Travel (Walking + Cycling)	25%	20	4
Public Transport (Bus + Train)	15%	30	4
Car Share	15%	15	2
Vehicle Alone (Car + Motorcycle)	-20%	35	-9

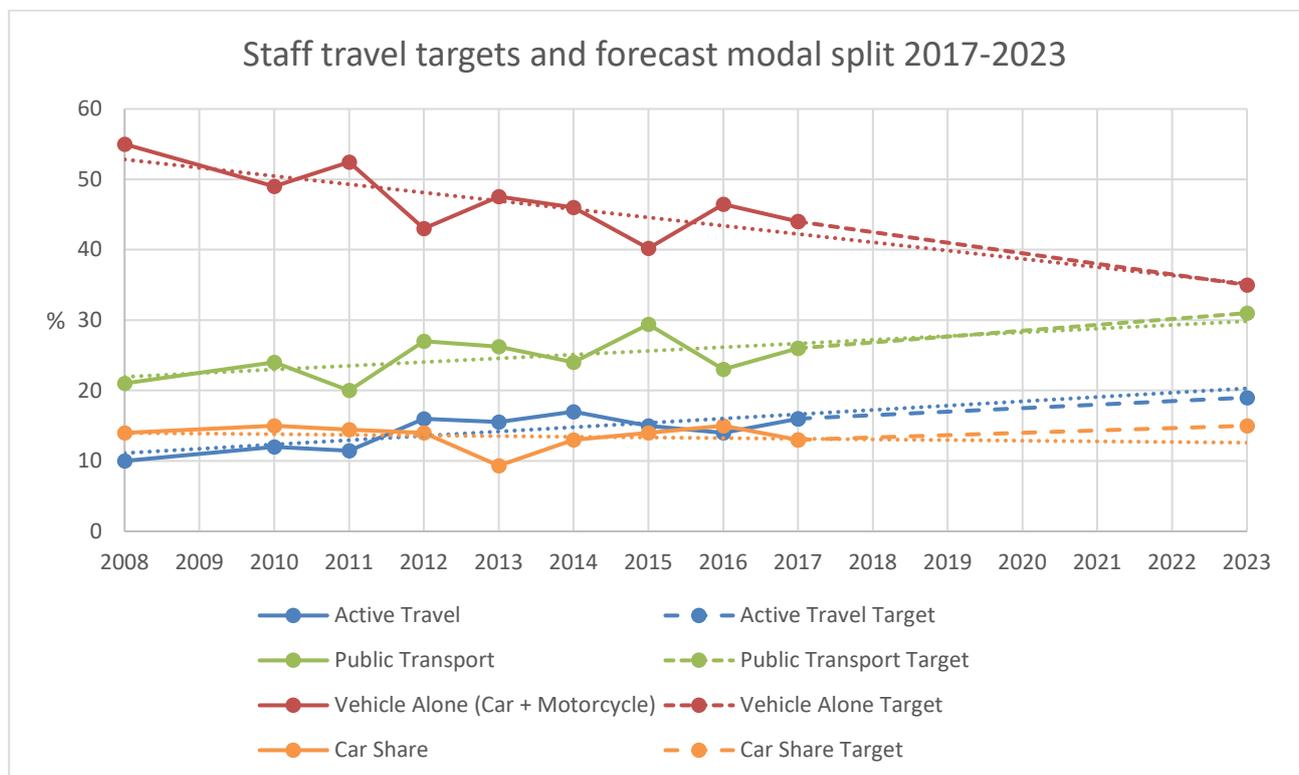


Fig 3: Staff travel targets by type of transport 2017-23

## **Student Travel Targets**

It is the University's intention to undertake further collation of travel data for its student population. Student travel targets will be set once representative data is available.

## **Other Travel Related Targets**

Over the period of the plan the University will aim to:

- Increase membership of relevant staff travel schemes provided through the Employee Benefits system.
- Offer travel information to new staff through the staff induction process and to existing staff at environmental events.

## **Travel Plan Actions**

This section will outline how the University intends to deliver the Travel Plan 2017-23. We will continue with successful measures and initiatives from the last Travel Plan, whilst introducing a range of new initiatives to ensure we meet the new Travel Plan objectives and targets and the transport needs of students, staff and visitors travelling to the University.

### **Pedestrian Strategy**

The University will increase the number of staff and students walking to campus and elevate the importance of the pedestrian within the University Quarter. This will be achieved by:

- Working with the local authority and relevant organisations to make walking to campus safer and more accessible.
- Prioritise a greater proportion of resources towards support and facilities for staff and students walking to campus.

### **Status 2017**

Walking route maps produced in collaboration with Sustrans and the local authority.

Mapping and improved access to existing shower and changing facilities on campus.

Supported/facilitated a number of university walking and running clubs (including Huddersfield Active Travel project, Sports Services, society groups).

Walking promoted through participation in campaigns such as Walk to Work week and through the engagement programme delivered on campus by the Huddersfield Active Travel project 2012-16.

### **Future Actions**

Pedestrianise more areas of the campus and increase public realm

Review the provision of showering/changing facilities and coordinate implementation of agreed actions

Develop further the walking route maps including distance and time indicators

Investigate feasibility/set up a walking buddy scheme

Review/improve way-finding and signage though campus

Develop a programme of themed walking trails around campus

Work with West Yorkshire Police to raise the profile to students and staff of the benefits of using the safe walking routes.

Continue to support University walking, hiking and running clubs, establishing greater links with health, wellbeing and sports departments where relevant.

## **Cycling Strategy**

The University will increase the number of staff and students cycling to campus. This will be achieved by:

- Ensuring the provision of cycle facilities, incentives, information and training for cyclists remains appropriate.
- Working with the local authority to develop accessible cycle routes through the town to the University.

### **Status 2017**

A salary sacrifice cycle purchase scheme has been implemented for staff.

Installed several new cycle parking areas, including secure and covered parking, which has increased cycle parking spaces from 45 to 154. Most of these are covered and conveniently located adjacent to academic buildings.

Shower and locker facilities are available at various points on campus and at the sports centre.

Surveyed/mapped and improved access to existing shower and changing facilities on campus

A campus map for cyclists has been produced in collaboration with the Huddersfield Active Travel Project

Completion of the Huddersfield Active Travel project on campus, working with project partners to promote active travel to campus from 2012-2016

Review cycle facilities as part of the master plan for campus development

### **Future Actions**

Review the provision of cycle parking/showering/changing facilities and coordinate implementation of agreed actions

Develop cycle route maps including distance and time indicators

Work towards accreditation in the West Yorkshire Bike Friendly Business scheme

Continue the salary sacrifice cycle purchase scheme for staff

Re-establish/maintain the cyclist focus group and consult group about relevant issues

Conduct feasibility study for a student cycle purchase scheme in collaboration with other education providers

Establish a cycle route to the Storthes Hall Park residential campus

Ensure facilities to support cycling are integral to planning decisions about new buildings and construction projects across campus.

Implement further cycling facilities including showers and lockers in Western Campus developments

Development of cycle routes across campus

Explore the cycle support available from local partners, such as Doctor Bike, maintenance sessions and led rides, to maintain the engagement achieved by the recently completed Huddersfield Active Travel project.

## **Public Transport Strategy (Bus, Train, Taxi)**

The University will increase the number of staff and students travelling to the University by public transport. This will be achieved by:

- Providing a range of options for reduced price public transport for staff and students.
- Working with relevant organisations to further develop routes, services and public transport links to campus

### **Status 2017**

Ongoing participation in travel schemes - Metrocard, First Bus, Northern Rail and travel season ticket loans.

Membership of the Metrocard scheme has increased year on year, with 73 staff now participating in the scheme. The scheme has been developed with the introduction of an online application system and collection of feedback from Metrocard holders.

Link to real time bus and train timetables and route planners provided from staff and student portals.

Visitors to the University provided details of public transport serving the campus

Participated in public transport campaigns offering free trials of public transport (e.g. Metro campaigns Leave the Cars Behind and Don't Drive December)

### **Future Actions**

Continued provision of discounted public transport tickets (including Metrocard scheme)

Follow up public transport issues identified from Metrocard user satisfaction surveys and other relevant feedback wherever possible

Investigate further public transport discount schemes to meet wider staff and student needs (e.g. cross-regional, part-time, flexible, and student discount options)

Continue to work with regional authorities to develop and promote rail links, bus services and bus stop locations adjacent to the University campus

Ensure the University shuttle bus service is maintained between off-campus student accommodation and Queensgate campus

Offer free public transport taster tickets where possible e.g. for new employees who have relocated

## **Car Sharing Strategy**

The University will encourage car sharing for both commuting and business travel. This will be achieved by:

- Continuing to provide a suitable car-share scheme for local, regional and national travel.
- Encourage greater use of shared transport to reduce lone journeys by car

### **Status 2017**

The online Liftshare scheme for staff was established and maintained throughout the period of the previous Travel Plan.

The Liftshare scheme has been promoted through events and communications.

### **Future Actions**

Review the University Liftshare scheme and if retained to ensure it is promoted as part of the Employee Benefits package

Investigate the possibilities for an informal web-based method of facilitating car sharing.

Revisit the feasibility of introducing a car club to the University.

Review options for a student Liftshare scheme.

## **Vehicle Use and Parking Strategy**

The University will encourage alternatives to vehicle use and will provide a sustainable level of vehicle parking on or adjacent to campus. This will be achieved by:

- Regulating the availability of car and motorcycle parking spaces
- Regularly reviewing the criteria for allocating parking spaces

### **Status 2017**

Implementation of a car parking permit and charging system in 2011 following staff consultation.

Revised management procedure for booking visitor car parking spaces implemented.

Installation of two electric vehicle charging points on campus

The total number of car parking spaces is currently 690, significantly less than the 730 held in 2009.

### **Future Actions**

Continue to regulate car parking spaces to a level not exceeding the HESA EMR 2015-16 number of 690 spaces

Maintain car parking permit and charging scheme

Investigate the introduction of incentives such as discounted parking or dedicated bays for fully electric or hydrogen powered vehicles or car sharers.

Install further electric vehicle charging points on campus

Raise awareness of 'greener' vehicles and share relevant driving advice

Provide targeted information for vehicle users about alternative methods of travel e.g. car share signage and banners in car parks

Increase public realm on campus and relocate parking facilities on campus and offsite

## **Travel Reduction Strategy**

The University will support alternative methods of working and studying to reduce the need for travel. This will be achieved by:

- Engaging, where practicable, staff on flexible working hours.
- Offering flexible modes of academic delivery.
- Facilitating travel reduction through improved information and communication technologies.

## **Status 2017**

The majority of University staff continue to have access to flexible working patterns.

A range of technology is now available, including desktop Skype/Lync facilities for staff, Skype pods in the Library for student use and dedicated video conferencing rooms.

Lecture capture implemented across campus.

## **Future Actions**

Continue to enhance virtual collaboration solutions for staff and students e.g. Lync software, video-conference facilities

Mapping of virtual collaboration facilities on campus

Improve training, guidance and promotion of virtual collaboration technologies (e.g. online help guides)

Continued availability of IT Support helpline available 24 hours a day for remote IT users

Periodic review of flexible working / work from home policy

Offering flexible modes of academic delivery

## **Business Travel Strategy**

The University will encourage the use of, wherever feasible, alternatives to air and car transport for business travel. This will be achieved by:

- Ensuring any increases in mileage rates paid to car users remain below the rate of inflation and the HMRC standard rate.
- Promoting and prioritising the use of public and shared transport where feasible.
- Enabling the use of fuel efficient/low emissions hire vehicles where necessary.

### **Status 2017**

The University's financial rules encourage staff to use designated hire cars or public transport for travel to meetings. The University's mileage rate paid to car users has remained below that of the HMRC and this amount is not expected to be increased.

The University promotes the use of public transport through green days and other sustainability based marketing events.

Business Metrocard scheme has been trialled in individual departments.

### **Future Actions**

Implement a University-wide Business Metrocard scheme for local business travel.

Consider the use of hybrid and electric hire vehicles for business use.

Develop information and advice to support business travel decisions, including a business travel hierarchy to reduce emissions.

Develop mechanisms to enable capture of business travel data for the University, including staff, students, and incoming visitors to the campus.

Research and make recommendations for a University Business Travel Policy.

Assess feasibility of providing mileage rates for bicycle users.

Review the University standard specification for short-term hire cars (e.g. engine size and emissions) and monitor implementation

Ensure sustainability criteria are incorporated into tenders for University travel agencies

## **Vehicle Fleet Strategy**

The University will reduce the carbon footprint and environmental impact generated by University fleet vehicles. This will be achieved by:

- Fleet management – greater understanding of University requirements and provision of suitable vehicles
- Provision of driver training and guidance

### **Status 2017**

Driver/journey log sheets are mandatory which provides relevant fuel and mileage information

As of March 2017 there are currently 13 University owned/leased fleet vehicles, including small and medium sized transit vans, a pickup truck, an electric buggy and 3 cars. For specialist requirements, vehicles such as Luton vans may be hired in for a short term

### **Future Actions**

Undertake a review of fleet vehicles and recommend alternative options (e.g. hybrid, electric)

Determine annual car hire requirements and attempt to reduce this/improve access to environmentally friendly cars

Provide fuel-efficient driver training for University drivers

Provide fuel-efficient driving guidance and information online and place reminders within vehicles

## **Information, Promotion and Engagement**

Providing information, raising awareness and promotion of the Travel Plan and its measures is imperative to its success. Promotion of the benefits of more sustainable and active travel will be an important element of the Travel Plan. Increased awareness of the impact of travel and transport on the environment, health and communities, locally and globally, will also be a key element.

The University will communicate the Travel Plan and engage students and staff with its aims and objectives using all suitable forums. This will include:

- Staff and Student Inductions
- Environmental Days
- Estates and Facilities Events
- Travel Awareness Days

### **Status 2017**

Travel plan communicated via intranet, newsletters, noticeboards and leaflets

Promotion of all travel schemes via employee benefits web page

Metrocards promoted 3 times annually via intranet news bulletin, email reminders, and direct mail for staff without computers.

Participated in campaigns such as Metro 'Leave the Cards Behind' promotion and 'Don't Drive December'

Travel has been promoted at various green travel stands and exhibitions

### **Future Actions**

Improve information available to help staff and students make travel decisions and direct them towards relevant discount schemes

Personal travel planning sessions for greater engagement. For example relocation support for new employees and free public transport taster tickets

Update travel web pages and provide area to host partner newsletters

Marketing campaign to communicate the new travel plan, to ensure access for staff who do not use computers

Ensure travel information is included in all induction packs for new employees

Monitor impact of marketing activity and uptake of travel schemes

## **Partnership Working**

The University's travel patterns impact on the whole community and reducing this impact, sharing best practice and developing ideas in partnership with other organisations will form an important part of the Travel Plan as it develops and matures.

The University has already established partnerships with Kirklees Council, the West Yorkshire Combined Authority and the West Yorkshire Travel Plan Network, and this will continue.

## **Status 2017**

Previously partnered with Sustrans from 2012-16 to deliver the 'Huddersfield Active Travel' LSTF Access to Education project on campus, promoting cycling, walking and active travel and providing guidance, events and information.

Participated in the HEFCE Scope 3 Consultation concerning development of measurement tools for travel-related carbon emissions.

## **Future Actions**

Increased working with the Travel Plan Network and its members to seek advice, network and share best practice.

Greater involvement in regional travel consultations.

Participation in relevant education or business sector networking group.

Continued meetings of partners established in Huddersfield Active Travel project.

## **Management of the Travel Plan**

The development and implementation of the Travel Plan requires management support and assigned resources if it is to be successful in achieving its long term aims, objectives and targets.

The University has placed responsibility for the development and implementation of its Travel Plan with the Director of Estates and Facilities.

The Estates Management Team, will as part of its annual planning process, set SMART targets associated with the Travel Plan. It will set an annual budget to support the implementation of the Travel Plan.

The Sustainability Team will be responsible for coordinating activity, achieving delivery of actions and monitoring performance throughout the life of the plan. The implementation of the Travel Plan may require that responsibilities for specific measures are placed within different departments. Relevant members of the University community or external partners may also be asked to take part in working groups to address specific actions. Where approval is required, project proposals will be approved by the Estates Management Team.

An annual report will be submitted by the Director of Estates and the Estates Management Team identifying progress against the Travel Plan and targets set.

## **Monitoring Travel Plan Progress**

The University will continue its annual collection of travel data. It will develop existing monitoring surveys and establish new mechanisms where required. We will continue to put significant effort into ensuring good participation in our travel surveys to ensure good understanding of student and staff travel needs and to maintain a robust data set. We have achieved healthy engagement with staff in our feedback and monitoring process and will make new attempts to better engage students.

## Appendix A – Staff Travel Survey Data 2008-2017

### Number of staff travelling to campus by each mode

Mode	2008*	2009	2010	2011	2012	2013	2014	2015	2016	2017
	n	n	n	n	n	n	n	n	n	n
Walk	50	10	12	51	50	23	93	21	70	119
Cycle	9	2	6	21	17	12	28	6	17	27
Bus	79	32	23	58	48	39	74	20	62	92
Train	51	17	12	69	62	20	101	30	86	144
Motorcycle	7	1	0	8	5	1	8	2	8	13
Car share (as driver)	76	14	18	46	27	21	55	24	66	77
Car share (as passenger)	6	0	4	43	28	0	46	0	35	48
Car alone	331	67	71	316	173	106	338	67	293	392
Other	0	0	0	6	2	3	1	2	7	8
<b>Total survey responses</b>	609	143	146	618	412	225	744	172	644	920
<b>Employees**</b>	1830	1874	1887	1847	1747	1756	1822	1902	1984	2036
<b>Response rate %</b>	33	8	8	33	24	13	41	9	32	45

### Percent staff travelling to campus by each mode

Mode	2008*	2009	2010	2011	2012	2013	2014	2015	2016	2017
	%	%	%	%	%	%	%	%	%	%
Walk	8	7	8	8	12	10	13	12	11	13
Cycle	2	1	4	3	4	5	4	3	3	3
Bus	13	22	16	9	12	17	10	12	10	10
Train	8	12	8	11	15	9	14	17	13	16
Motorcycle	1	1	0	1	1	0	1	1	1	1
Car share (as driver)	13	10	12	7	7	9	7	14	10	8
Car share (as passenger)	1	0	3	7	7	0	6	0	5	5
Car alone	54	47	49	51	42	47	45	39	45	43
Other	0	0	0	1	0	1	0	1	1	1
<b>Total</b>	100	100	100	100	100	100	100	100	100	100

\* Travel plan baseline year is 2008

\*\*Employees - headcount of permanent/fixed term staff employed on 1st January, excluding casual staff

Data sources - all UoH/WYTPN online snapshot surveys, except 2013 & 2015 Sustrans in-depth online survey

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<b>POLICY SIGN-OFF AND OWNERSHIP DETAILS</b>	
<b>Document name:</b>	Travel Plan
<b>Version Number:</b>	V1.0
<b>Equality Impact Assessment:</b>	
<b>Approved by:</b>	Senior Management Team
<b>Date Approved:</b>	24 May 2018
<b>Next Review due by:</b>	31 May 2023
<b>Author:</b>	Environmental Coordinator
<b>Owner (if different from above):</b>	Carbon and Energy Reduction Officer
<b>Document Location:</b>	<a href="https://www.hud.ac.uk/media/policydocuments/Travel-Plan.pdf">https://www.hud.ac.uk/media/policydocuments/Travel-Plan.pdf</a>
<b>Compliance Checks:</b>	Annual Staff and Student Travel surveys
<b>Related Policies/Procedures:</b>	Environmental and Sustainability Policy

<b>REVISION HISTORY</b>			
<b>Version</b>	<b>Date</b>	<b>Revision description/Summary of changes</b>	<b>Author</b>
V1.0	May 2018	First major redraft under the new Policy Framework	Environmental Coordinator