Travel Plan Strategy
2022 - 2025

Prepared For: University of York

Document Record

Project Name	P0664_20230304_2022 Travel Plan Strategy			
Issue	Version 1	Rev A	Rev B	Rev C
Date:	09/09/2022	04/01/2022	03/04/2023	04/07/2023
Prepared by:	GS	GS	GS	GS
Checked by:	RB	RB	RB	RB
Authorised by:	RB	RB	RB	RB

Copyright Statement

Contents

1. INTRODUCTION

Context

1.1 Located just a couple of miles west of York city centre, the University's main Campus at Heslington has been transformed in recent years, through large-scale expansion onto Campus East and the redevelopment of a number of buildings on Campus West.

1.2 The University first developed a formal Travel Plan in 2010 (approved 2012) as a requirement of the planning process, recognising that its impending expansion would result in an increased demand for staff and student movements both to, and around, the University. The principal aim of the 2010 Travel Plan was to:

'Minimise the impact of University-related trips on our environment and the local community, by encouraging and facilitating all trips being undertaken in the most sustainable manner possible. This will be achieved through a combination of infrastructure provision, awareness raising activities and disincentives to single occupancy car use'.

1.3 In 2015, a revised strategy was prepared, this sought to build on the success of the previous plan, which had seen a host of measures to encourage sustainable / active travel to become part and parcel of University culture.

1.4 There was a requirement to update the Travel Plan once more in 2020, however, this was interrupted by the onset of the COVID-19 pandemic, which had a significant impact on staff and student travel patterns over a prolonged period. As such, it was agreed with the Council that a revised version of the Travel Plan could be delayed until 'post-COVID' travel patterns could be confirmed; with a full staff and student travel survey undertaken in March 2022, alongside an extensive quantitative traffic and transport count programme.

1.5 This document therefore sets out the University's approach to travel planning for the period 2022 to 2025; a further iteration will then be prepared to cover the period to 2030 (thereby aligning with the University's broader Sustainability Plan).

1.6 Indeed, whilst the Travel Plan is a stand-alone document, it has clear links with both the University's Sustainability Plan (which explicitly recognises the role staff / student commuting, business travel and fleet use has on overall carbon emissions) and the overarching University Strategy (2020 - 2030). It also has a role to play in the University's capital development programme - as it clearly demonstrates a proactive approach to managing the demand for travel in the context of future development.

1.7   More broadly, it is aligned with the City Council's commitment to achieve Net Zero by 2030 (having declared a Climate Emergency) and with the York Civic Trust's 2022 Transport Strategy, which sets out key challenges, which are equally applicable to the University as to the wider city.

1.8   The Transport Strategy suggests that '*we need both to reduce car use and to change the types of vehicles used. In part reductions can be achieved by encouraging people to travel less or to use more sustainable alternatives. They will also come from changes in the road network. But if further reductions are needed, the principal tools will have to be parking controls and charges and, potentially, directly charging for car use. In parallel, we need to support a switch to electric vehicles, smaller vehicles and more shared use. As part of this we should consider the role of the motorcycle, also.*'

Benefits of Effective Travel Planning

1.9   Notwithstanding the planning-led requirement for travel planning at the University, influencing how staff and students travel can have significant broader benefits and communicating / promoting these will be a key element of the Travel Plan:

- Environmental benefits from a reduction in the use of motorised transport, and less frequent travel, contributing to the University's ambition to achieve carbon neutrality (Scope I and 2 by 2030, and Scope III by 2050);
- Cost savings associated with reduced / cheaper commuting / business travel requirements, by ensuring staff and students are well informed of the options available to them;
- Improved health and well-being of staff and students as a consequence of an increase in active travel, resulting in reduced absenteeism and lower staff and student turnover (and associated costs);
- Reduced parking pressure as a consequence of fewer people driving to the University, meaning those with a genuine 'need' to park can do so, and potentially freeing up space for redevelopment or reducing the costs of providing / maintaining parking spaces;
- Improved campus accessibility by enhancing sustainable travel infrastructure and / or services, ensuring that those without a car are able to access their place of work / study as easily as possible (which is also beneficial in terms of promoting the University to prospective staff and students);
- Positive PR for the University, demonstrating a proactive approach to travel planning can serve to encourage positive relations with neighbours and third

parties, including the Council and the broader business / residential community in the local area.

Report Format

1.10   Following this introductory chapter:

- **Section 2** provides a summary of the current travel patterns and trends amongst University staff and students;
- **Section 3** provides an updated set of aims, objectives and targets for the next phase of the Travel Plan, building on that previously set out in the 2015 Travel Plan Strategy;
- **Section 4** provides an overview of the University's current approach to car parking and its intentions in regards to tendering for a new system;
- **Section 5** includes an action plan, which includes a review of activities / initiatives implemented to date as well as providing a focus for the forthcoming phase of the Travel Plan, in light of the results of the most recent surveys;
- **Section 6** outlines the roles and responsibilities involved in the delivery of the Travel Plan; and
- **Section 7** provides details of the monitoring and reporting mechanisms that will be introduced to chart the progress towards the aims, objectives and targets.

2. TRAVEL PATTERNS & TRENDS

Context

2.1 Both Campus East and West are well served by an excellent range of bus services, offering a convenient link to the city centre and train station. Provision for pedestrians and cyclists is also good; a large proportion of staff and students (that don't live on campus) live within walking / cycling distance and are able to take advantage of the city's excellent network of cycle routes (coupled with on-site infrastructure).

2.2 Notwithstanding this, a proportion of staff and students commute over considerable distances, whilst there are also those who live much nearer and choose to drive to University, for a variety of reasons (feedback suggests journey time, availability of public transport, caring requirements and convenience are key factors). Like many large organisations, therefore, the University faces the challenge of balancing the travel requirements of staff, students and visitors with managing demands for car parking, promoting and encouraging health and wellbeing, minimising its environmental impact and fulfilling its CSR and community-related objectives, as it looks to achieve its strategic ambition to become 'A University for Public Good'.

2.3 The University monitors (and reports upon) its traffic / travel impacts through several mechanisms, including annual multi-modal counts, which are undertaken in March each year and capture all movements to / from the University over the course of a typical day (0700 – 1900). Comparing the data year-on-year allows an understanding of trends in travel patterns over time.

2.4 Alongside this quantitative data, a key component of the Travel Plan strategy is an annual travel survey, which is used to obtain qualitative feedback from staff and students and informs an assessment of Scope III carbon emissions from commuting.

2.5 The section provides a summary of the latest available data, which will serve as the 'baseline' position for the 2022 - 2025 Travel Plan Strategy, reflecting the fact that travel patterns (both frequency and mode of travel) are likely to have been impacted significantly by the COVID-19 pandemic. The headline figures are provided below; this summary information should be read in conjunction with the more detailed report, offering the full survey analysis and resultant recommendations as well as the annual transport surveys report (both TPS Consultants, May '22).

Multi-Modal Counts

2.6   Each March, the University undertakes multi-modal counts of access / egress points to Campus East and West; these are used to understand trends in total movements and the mode split of journeys to the University, over time, and also to monitor traffic levels at key off-site junctions.

2.7   Counts were not undertaken in 2020, having initially been delayed as a result of the COVID-19 pandemic. Similarly, the pandemic was ongoing in March 2021, with a national lockdown in place.

2.8   The latest available results (March 2022), shown in **Figure 2.1**, indicate that on a typical day (0700 – 0900) some 8,732 journeys were made by vehicles, 7,850 were made by bus and 4,079 and 18,957 were made by cyclists and pedestrians respectively. Since 2018/19 there has been a notable reduction in overall trips to the University, including a 21% reduction in the number of vehicular trips (as a consequence of the introduction of hybrid working in response to the pandemic). **On average, there are 2,300 fewer vehicle trips to the University each day in 2022, compared with 2019.**

2.9   A key challenge for the University is how to 'lock-in' the positive transport-related outcomes from the pandemic.

Figure 2.1 – Trips to the University by Mode

Vehicles	Change since 2019	Bus	Change since 2019	Cyclists	Change since 2019	Peds	Change since 2019
8,732	-21.0%	7,850	-31.6%	4,079	-17.4%	18,957	+2.4%

2.10   **Figure 2.2** summarises the 2022 mode split and compares this with the trends in mode split since 2012 (i.e. since the University's first formal Travel Plan strategy was adopted). As can be seen, the proportion of all trips to the University by car on a typical day is 21.9% of all trips, which compares favourably with previous years. The increase in pedestrian trips is likely to reflect, in part, additional on-campus residences being opening on Campus East since the previous survey; in 2019/20 there were 5,728 bed spaces on Campus, increasing to 6,819 in 2022/23.

2.11   For the first time, the 2022 counts included e-scooters, in order to reflect the fact that the University now has a number of TIER e-scooter hire stations on Campus.

Figure 2.2 – Trends in Mode Split

	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2021/22
Vehicles	24.6%	24.2%	23.3%	23.4%	22%	24.8%	24.1%	21.9%
Bus Users	22.3%	23.6%	23.4%	24.5%	23%	26.1%	24.9%	19.7%
Cyclists	14.2%	13.6%	14.7%	11.8%	13%	9.3%	10.7%	10.2%
Pedestrians	39.0%	38.6%	38.6%	40.3%	41%	39.8%	40.3%	47.6%
E-scooters	-	-	-	-	-	-	-	0.5%

Staff & Student Travel Survey

2.12   The latest online survey took place in March 2022. **Figure 2.3** summarises the total number of complete responses to the survey and the response rate as a proportion of all staff or students this represents.

Figure 2.3 – Response Rates

Sector	Total Number of Full Completions	Total Staff / Students	Response Rate
Staff	1,918	5,677	33.8%
Student	2,961	22,000	13.5%

Headline Figures – Staff

2.13   The key findings of the staff travel survey are summarised below; further detail is provided in the full Staff and Student Travel Survey report (May 2022).

Overall, 44% of staff commuter trips are made by car alone; this is consistent across both those working at Campus East and West – the usual mode of commuter trips by staff survey respondents is shown in **Figure 2.4**.

Figure 2.4 – 2022 Mode Share (Staff)
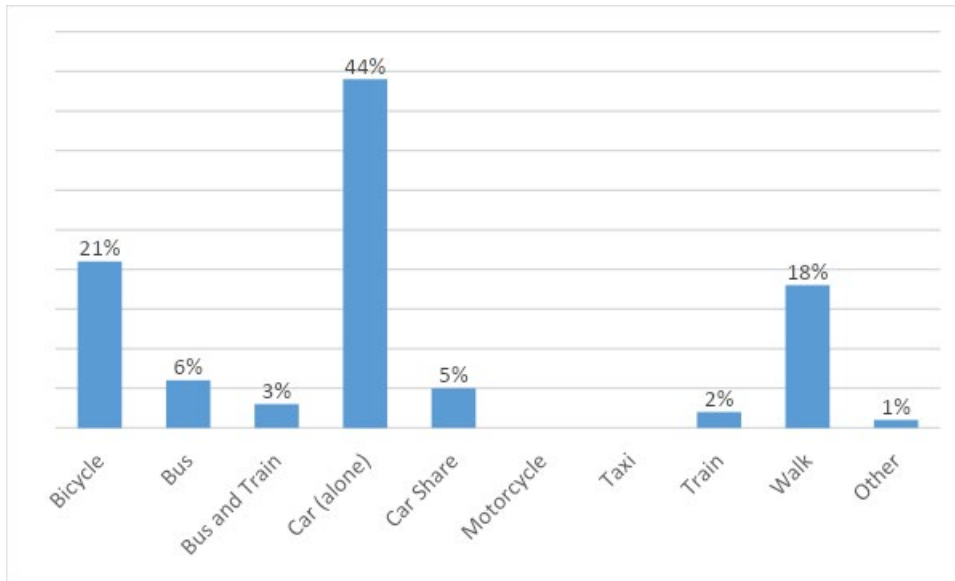
Figure 2.5 – The Impact of the Pandemic on Staff Mode Share
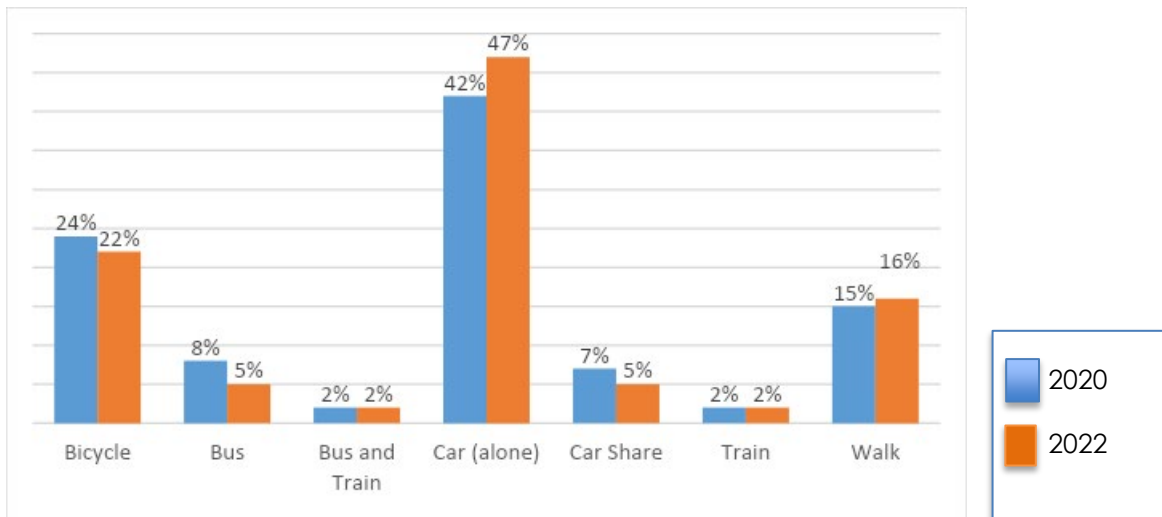
2.14   Whilst the proportion of staff travelling by car alone to Campus is higher than before the pandemic (47% in 2022, compared with 42% in 2020), this is more than offset by a reduction in the number of staff travelling to Campus each day. Indeed, in 2019 70.2% of staff travelled to Campus 5 days a week; in 2022 this is just 20.5%. At the other end of the scale, the proportion of staff that travel to Campus infrequently or never is up from 1.4% to 15%; the University has formalised its hybrid and agile working policy to lock in this benefit moving forwards.

2.15   This has had a positive impact on demand for car parking on Campus; prior to the pandemic, car park was almost fully utilised with 99.8% of capacity taken up on a typical

day. In 2022, demand is just 80% of capacity, leaving nearly 300 spaces available on Campus on a typical day. Encouragingly, only 2% of staff suggest they park on-street in the local area (**Figure 2.6**); this is consistent with the 2022 and 2020 surveys. In 2019. The equivalent value was 1%.

Figure 2.6 – Where Staff Park
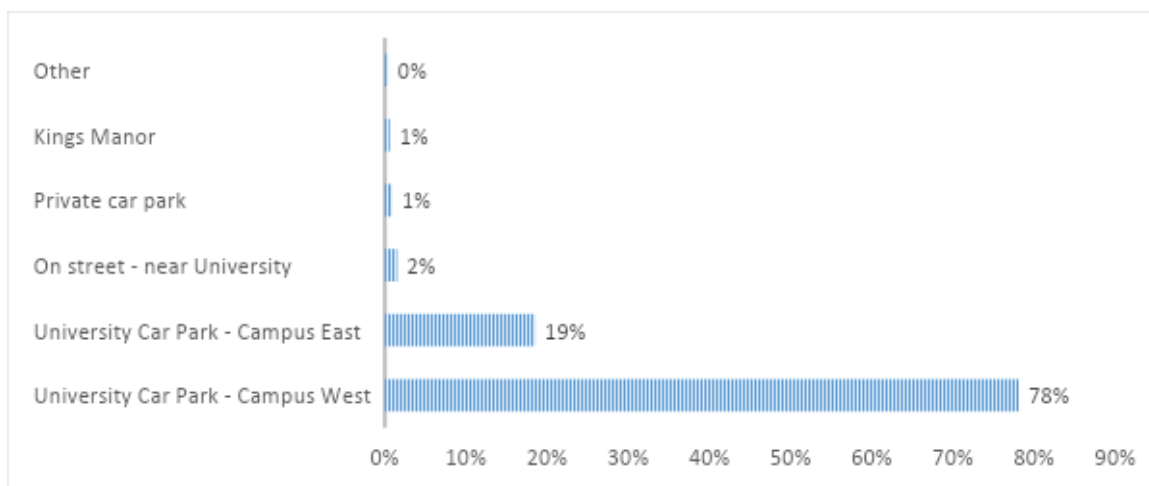
2.16   In terms of encouraging public transport use, key priorities were reported as more direct and frequent services to the University and cheaper fares. For active travel, the focus was on improved shower and changing facilities, providing more secure cycle parking and offering free servicing and discounts on bikes.

2.17   There is also potential to achieve an increase in car sharing amongst those that currently drive alone – 42% of lone car drivers suggested they'd consider car sharing.

Headline Figure - Students

2.18   Overall, 6% of student commuter trips are made by car alone (**Figure 2.7**), with walking accounting for over half of commuting trips. Considering mode share, historically, car alone has fallen from 9% in 2019 and 6.6% in 2020.

Figure 2.7 – 2022 Mode Share (Students)
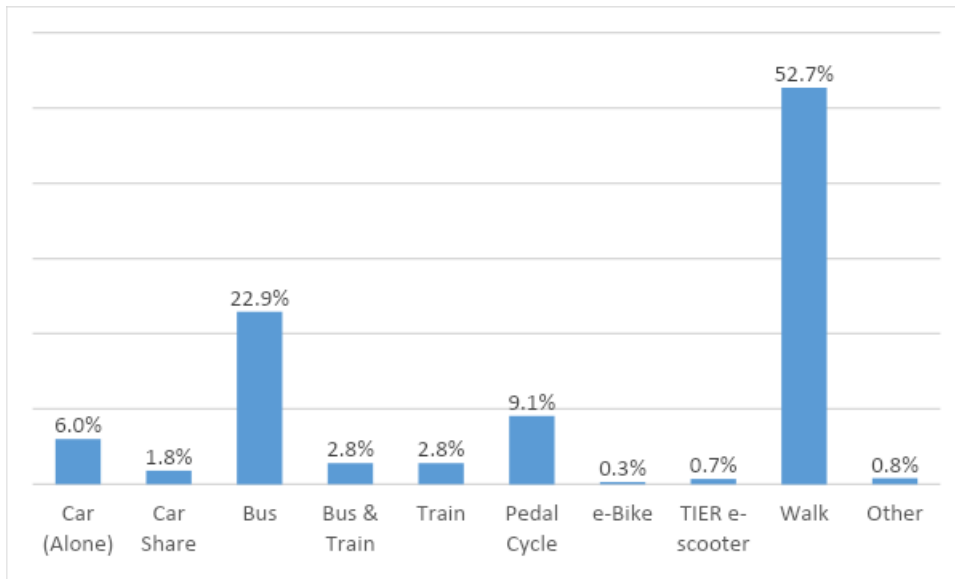
2.19   Those living at home with parents are far more likely to travel to University by car alone than those in University Halls of Residence or other student accommodation. The most popular reason for travelling by car was 'length of journey' followed by 'no practical alternative'.

2.20   **Figure 2.8** illustrates the dominance of air travel amongst overseas students for trips at the start and end of the academic year.

Figure 2.8 – Mode of Travel at Start / End of Term (International Students)
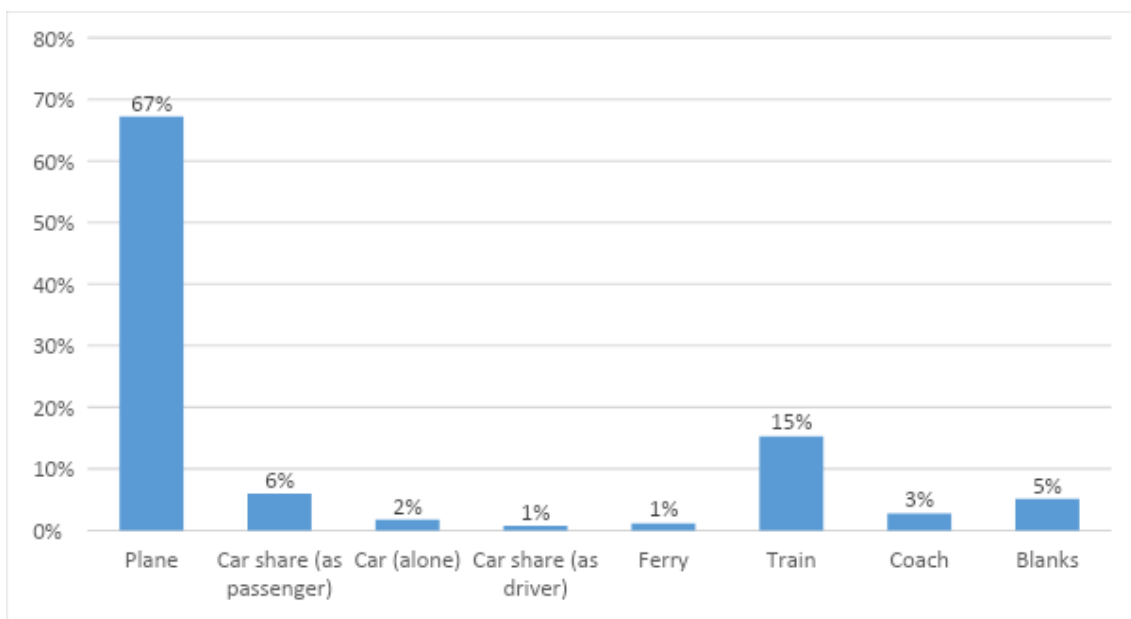
2.21 In environmental terms, carbon emissions generated by these trips far outweigh day-today travel within York, however, are much harder to influence (as by their very nature, they are often very long journeys, with limited travel options available).

2.22 With that in mind, the focus of the Travel Plan is on day-to-day commuting, which the University has a greater ability to influence, albeit recognising the merits of better educating students and staff on the environmental impacts of international travel and minimising / off-setting this impact as far as is reasonable, recognising the commercial factors in play. The University has a Carbon Offsetting Policy for business travel. The policy states the approach for offsetting business travel (only as a last resort) and there is a further supporting guidance document for staff on offsetting.

2.23 These emission sources are included in the University's Sustainability Plan target reporting (and therefore is included in the target to become net-zero (scope 3) by 2050), which may involve offsetting once feasible avenues to minimise actual emissions have been exhausted.

2.24 There is no formal mechanism or policy for actively offsetting carbon emissions from student international travel at this moment in time and the University is currently investigating methods to identify with more accuracy the actual carbon emissions associated with students' international travel.

2.25 Respondents suggested that the University's priorities for supporting walking and cycling for commuting should focus on offering discounts on bikes and free servicing and improving on-campus security. There is also potential to achieve an increase in car sharing amongst those that currently drive alone – 51% of single occupancy car drivers suggested they'd car share if a suitable match could be found.

2.26 The University is committed to reviewing options for a formal car share scheme within the Plan period and promoting / incentivising car sharing through its new Car Park Management Strategy (with the exact form of this to be determined once the CPMS is implemented).

Environmental Impact of Commuting

2.27 In addition to identifying the travel habits of staff and students, the survey data has been used to ascertain the environmental impact of commuting (a separate exercise around international travel is being undertaken as part of the broader Sustainability Strategy). The figures take account of the number of days per week staff and students suggested they usually attend campus, term time home postcode (and therefore mileage travelled) and

mode of travel (for those who travel by car, the fuel type of the vehicle has also been used, including EVs). Data has then been increased pro-rata to reflect total staff and students.

2.28 Using the latest DEFRA conversion factors, headline figures have been calculated (**Figure 2.9**). As can be seen, whilst students generate more carbon from commuting overall, this is by virtue of how many students there are; on a per head basis staff generate significantly more carbon from commuting than students.

Figure 2.9 – Headline Carbon Emissions from Commuting

Mode	Student CO_2e – Tonnes	Staff CO_2e – Tonnes
Car Alone	1,712	2,092
Car Share	136	90
Bus	1,056	275
Train	166	83
Motorbike	1	10
Total	**3,085**	**2,550**

2.29 A comparison has also been made with the previous carbon assessment, which was undertaken in March 2020 prior to the onset of the COVID-19 pandemic. **Figure 2.10** confirms that (as a direct result of staff travelling less frequently to campus) carbon emissions from commuting have reduced by 26% between 2019/2020 and 2022.

Figure 2.10 – Comparison with Historic Carbon Emissions from Commuting

	2020		Total	2022		Total
	Student CO_2e – Tonnes	Staff CO_2e – Tonnes		Student CO_2e – Tonnes	Staff CO_2e – Tonnes	
Total	2,979	4,639	7,618	3,085	2,550	5,635

2.30 Targets for a further reduction in CO2e from commuting are set out in section 4.

Summary

2.31 The full findings of the staff and student travel surveys and annual multi-modal counts, have been documented in accompanying reports (previously submitted to CYC), which should be read in conjunction with the summary presented herein. Headline figures include:

- The University uses a number of mechanisms to monitor its transport impacts, including an annual programme of staff and student travel surveys and multi-modal counts.

- Data from 2022 indicates that the proportion of staff commuting by car has increased since before the pandemic, but that this is more than offset by the increase in home working. Conversely, the proportion of students driving alone has reduced.

- Indeed, there has been a 21% reduction in the number of vehicular trips to the University on a typical. On average, there are 2,300 fewer vehicle trips to the University each day in 2022, compared with 2019.

- This has impacted positively on demand for car parking, with c.300 spaces being available at the busiest time of day (on a typical day) across Campus East and West.

- A comparison of CO_2e from commuting indicates that there has been a reduction of 26% between 2019/20 and 2022 (taking into account frequency of journey, mileage travelled and mode).

- A key element of the Travel Plan will be to lock in the transport-related benefits brought about by the pandemic, including the significant reduction in the number of commuting trips to campus (and resultant environmental and operational benefits).

3. AIMS, OBJECTIVES & TARGETS

Introduction

3.1 This section of the Travel Plan sets out the aims, objectives and targets of the strategy; it builds on the University's 2015 Travel Plan, and is reflective of the wider aspirations of the University with regards to minimising its environmental impact / encouraging sustainability.

Aim

3.2 The overarching aim of the Travel Plan strategy is to:

> '*Reduce the impact of University-related travel on the environment (to support our target to achieve carbon neutrality) and on the local community, by encouraging staff, students and visitors to the University to travel by sustainable (and, particularly, active) transport modes. This will be facilitated through a combination of infrastructure improvements, 'soft' measures and policy directives.*

Objectives

3.3 To support this overarching aim, a series of objectives has been developed, as follows:

1. Facilitate travel by active modes through provision of appropriate infrastructure on campus, and work with the City Council to improve local routes;

2. Support travel by public transport by offering cost-effective ticketing options and ensuring the University is served by high frequency, high quality bus services (that make use of low emissions / electric fleet);

3. Encourage car sharing through the promotion of freely available journey matching tools and promote the benefits of sharing a journey, along with incentives that reward this;

4. Promote and encourage the use of sustainable travel modes, through targeted marketing / campaigns, centred on relevant, user friendly, information and events that are accessible to all;

5. Facilitate intra-campus movements by a range of sustainable modes, thus minimising the requirement to travel by car;

6. Engage with prospective students (including those in off-campus accommodation) and staff in advance of them starting at the University in order to influence travel habits before they become established;

7. Manage University car parking in a manner which prioritises capacity for those that have no reasonable alternative to travelling by car, whilst ensuring that parking policy does not result in undue levels of overspill parking into the surrounding area;

8. Pursue actions that minimise and offset the environmental impact of international travel, amongst both students and staff, inline with the University's wider Sustainability Plan;

9. Engage the various University departments in the delivery of the Travel Plan, recognising the increased breadth of benefits the strategy can bring when delivered in a holistic manner.

Targets

3.4 The 2015 Travel Plan set a target to reduce the proportion of all University trips that are made by vehicles from 23.3% in AY 2014/15 to 21.3% in 2019/20; interim targets were also set such that progress can be determined annually throughout the period of the Travel Plan. As illustrated in **Figure 3.1** in 2019/20, the actual vehicle mode split was 24.1% and, as such, the Travel Plan target had not been met. However, the data from March 2022 indicates a significant reduction in the vehicle mode share, which now sits at 21.9% (modestly over the target).

Figure 3.1 – Progress Against Previous Targets

	2019/20 Actual	**2019/20 Target**	**2021/22 Actual**
Vehicles	24.1%	21.3%	21.9%

3.5 Whilst there is still likely to be an element of post-pandemic 'settling' of travel patterns, new targets have been set for the next 3 years, with the action plan at section 5 intended to achieve this.

3.6 Whilst previously, targets have focused on reducing the proportion of commuting trips that take place by single occupancy car, from a sustainability perspective a key outcome of the COVID-19 pandemic has been a reduction in the **number** of commuting trips people typically make, with more emphasis on flexible/agile working.

3.7   It is proposed, therefore, that the overarching target for the next 3 years is linked to reductions in carbon emissions primarily, with this reduction being achieved through a combination of encouraging modal shift towards more sustainable travel choices (and reducing vehicular trips/mileage), continued support for agile working and technological advances (such as increases in EV ownership and public transport emission reductions). The University will continue to monitor trip numbers, mode share and trips through key off-site junctions in line with Condition 7 of the Campus East planning approval.

3.8   The University's broader ambition is to reduce Scope III emissions (from all sources) by 30% by 2030 (from a pre-pandemic baseline); these are indirect emissions resulting from the operations of the University that are not within its control. In terms of Scope III emissions from commuting, a consequence of the pandemic is that significant inroads have already been made towards a 30% reduction (against the 2019/2022 baseline). Whilst there has been a step-change in travel behaviour, brought about by the pandemic, it is likely that any further reduction will, predominantly, come from technological advances, with mode shift and reduced frequency of travel playing a lesser (albeit extremely important) role.

3.9   Forthcoming technological milestones, which are likely to contribute to a reduction in carbon from commuting include:

- From 2030, sales of new conventional petrol and diesel cars and vans will be banned in the UK. New hybrids will be available until 2035, on the condition they are capable of covering a "significant distance" in zero-emission mode - a term which the Government has yet to define.

- The UK government confirmed in November 2021, its intention for a zero emissions mandate from 2024 onwards, as part of its Net Zero Strategy. Manufacturers will be expected to sell an increasing number of zero emission vehicles each year to speed up the shift to carbon neutrality. Later this year, a consultation will be launched to determine the design of the ZEV mandate, the exact proportions expected from manufacturers to sell and how it will be enforced.

- As part of the Net Zero Strategy, the government has set aside an additional £620 million to support the rollout of EV charging infrastructure, with a focus on improving targeted plug-in vehicle grants as well as local residential charging. The aim is to ensure that the UK's charging infrastructure network is reliable, accessible and meets all motorists' demands. Later this year, the government will publish an EV infrastructure strategy.

- First Bus have secured significant funding from the DfT's Zero Emissions Bus Regional Area (ZEBRA) fund; and in partnership with funding from CYC, this will see 24 single-decker and 20 double-decker electric buses introduced to the fleet between 2023 and 2025.

3.10   The timescales for much of the above are towards the end of / beyond the timeframe of this Travel Plan and are likely to have a more pronounced impact on carbon from commuting between 2025 and 2030, with a more modest impact to 2025.

3.11   Acknowledging this, considering the measures set out in section 5 and taking into account progress to date, it is considered that a target 10% reduction against the 2022 CO2e figure is achievable by 2025. This would be an overall reduction of 33% against the 2019/20 baseline (**Figure 3.2**).

3.12   Progress towards the target will be monitored and reported on annually; should progress be slow, the University will consider additional measures that might be required to rectify this.

Figure 3.2 – 2025 CO2e Target from Commuting

Year	Tonnes CO2e from Commuting	Percentage Reduction Against Baseline
Baseline - 2019/20	7,618	-
2022	5,635	26%
2025	5,071	33%

3.13   In addition to the above, the University will continue to report upon mode split and the resultant no. of trips by mode, as a means to understand the impact of travel planning measures and recognising that a reduction in the number / proportion of trips made by car will have an important role in meeting the carbon reduction targets.

3.14   Targets have been set based on the 2022 (post-COVID) baseline, taken from the March 2022 multi-modal counts. **Figure 3.3** illustrates the 2022 baseline and the targets for 2025. In reporting on the targets, the actual number of trips recorded will also be noted, in the context of staff and student numbers at that time. In achieving this target, coupled with technological advancement, it is considered that the University will meet the overall targeted reduction in CO2e from commuting within the timeframe of the Travel Plan.

Figure 3.3 – Mode Share Targets

	2021/22 Actual	2024/25 Target
Vehicles (%)	21.9%	20.0%
Vehicles (No.)	8,732	TBC*

*Dependent on overall trips counted

3.15   Section 5 sets out the measures that are being / will be introduced in pursuit of the targets and section 7 describes the monitoring and reporting mechanisms that will be used to track progress.

4. CAR PARKING

Introduction

4.1   A critical element of successful travel planning is the supply and effective management of car parking. Offering plentiful, cheap car parking is juxtaposed with ambitions to encourage increased uptake of sustainable transport modes. However, there is also a need to recognise that for some, driving to the University is the only feasible option, and thus ensuring that the needs of this group are catered for is essential, to ensure ease of access to the University for all and to minimise the impact of University-related car parking on the local community.

4.2   Indeed, the University has the added challenge of the planning obligations placed upon it as part of the outline approval for expansion onto Campus East, in that it is required to monitor (and mitigate) the impact of overspill parking into the local community, as such there is an extremely fine balance between restricting the supply of / access to car parking in order to encourage sustainable travel behaviours, but not to a degree that results in more staff / students choosing to park in the local area, rather than on Campus.

Current Car Parking Policy & Charging

4.3   Staff permits are charged at 0.6% of annual salary (capped at £400) per annum; it is recognised that parking at the University is, therefore, comparably cheap when considered in the context of public transport costs and parking elsewhere in the city. Again, charging needs to be carefully managed to strike the right balance between dissuading car use in favour of more sustainable alternatives, but not resulting in overspill parking through payment avoidance. The University (in partnership with First) offers significant discounts on staff and student bus travel.

4.4   Part-week permits were introduced several years ago; these enable greater flexibility in how staff travel, overcoming staff habitually travelling by car every day as a consequence of having a full-week permit. These are charged at 0.6% of annual salary pro-rata, to reflect the number of days covered by the permit.

4.5   More recently, the University has introduced a series of more flexible permits, designed to align with hybrid working, which is much more prevalent following the COVID-19 pandemic (70.2% of staff that responded to the most recent travel survey indicated that they had attended Campus 5 days a week prior to March 2020; in March 2022 this had fallen to 20.5%).

4.6   Students living within the York Outer Ring Road (unless disabled or registered on specific courses) are precluded from applying for a permit. The cost to those students that are eligible for a permit is £35 per transport year.

4.7   A range of other permits are available including those for disabled users, contractors and University vehicles. A breakdown of the number of permits, by type (including main categories only) is provided in **Figure 4.1,** along with a comparison with permits issued in 2020. This is limited to staff, given the restrictions on student permit applications.

Figure 4.1 – Permit Numbers by Type

Staff Permit Type	2020	2022
Staff Standard (salary deduction)	1873	1102
Staff Accessible	63	53
Early Starters	10	16
Flexible Use	637	1161
Staff Part Week	138	521
Periphery	119	71
Temp Accessible	4	4
Total	**2,844**	**2,928**

4.8   In addition to permit parking, the University operates pay and display car parking. Pay & Display is £1.30 for an hour, £2.50 for two hours, £3.80 for 3 hours, £5 for 4 hours and £8 for 10 hours; this is consistent across all car parks and is significantly cheaper than city centre parking, which is charged at around £2.80 per hour.

Distance Based Assessment

4.9   An initial assessment has been undertaken to determine the number of staff permit holders (of any type) within particular journey distance bands of the University; this is intended to provide an indication of those permit holders who could potentially use an alternative mode of transport to travel to Campus (albeit acknowledging that there are a whole range of factors beyond accessibility that impact on an individual's decision to drive). The results of this assessment are presented in **Table 4.2**, below.

Figure 4.2 – Staff Permit Holders & Journey Distance / Time

Band	Walk / Cycle (distance)	Public Transport (journey time)
Up to 2km	1,025	-
2 to 8km	1,126	-

Up to 30 min	-	710
30 to 45 min	-	520

4.10   The average person could walk circa 2km or cycle circa 8km in 30 minutes. The cycle network within the vicinity of the University (and indeed, throughout York) is comprehensive and the topography is well suited to cycling. Over 2,000 permit holders could walk or cycle to the University if distance was the only factor in deciding how to travel; the Action Plan at section 5 illustrates measures to encourage active travel.

4.11   There is no guidance on what might be a reasonable commuting journey time by public transport, however, for consistency across all modes (and to limit the need to interchange as part of a public transport journey), it might be reasonable to consider a 30 – 45 minute door to door journey time (including the walk to / from the bus stop or train station).

4.12   It is recognised, however, that there are a range of factors that will influence whether an employee sees public transport as a viable alternative to their commute by car, namely: distance to a bus route, the frequency and hours of operation of that bus route and the need to visit other destinations en route (e.g. for childcare). Notwithstanding this, there are some 710 permit holders that could commute to the University by public transport within 30 minutes, and a further 520 that could commute in between 30 and 45 minutes.

4.13   This information has been considered in arriving at the package of measures detailed in section 5, and will feed into the University's approach to car park management moving forwards. However, any change in eligibility to park must be carefully considered, given the University's broader planning obligations around on-campus parking provision and overspill parking.

Car Park Utilisation Surveys

4.14   Historically, the University's on Campus car parks have consistently operated at / close to capacity much of the time. Annual car park utilisation surveys are undertaken on the Thursday of the first full week in March each year. These capture the total number of spaces in each car park, along with the maximum occupancy at the busiest time of the day. **Figure 4.3** summarises the recorded occupancy of car parks across Campus East and West, including data captured from March 2022, and in the previous survey year (surveys were not undertaken in March 2020 or 2021).

4.15   The impact of the University's approach to hybrid / agile working is clear in that, historically, car parking on Campus was typically at capacity; in 2022, however, there were 320 spaces available across Campus East and West, equivalent to 18.7% of capacity not being used.

Figure 4.3 – Car Park Capacity & Occupancy

	2019		2022	
	Standard Spaces	**Available Capacity (%)**	**Standard Spaces**	**Available Capacity (%)**
West	1,188	0.02%	1,330	19%
East	383	0.0%	377	18%
Total	1,571	0.02%	1,707	18.7%

Dissuading On-Street Car Parking

4.16   The University is obligated to undertake surveys of on-street parking in zones surrounding the Campus, in order to ensure that the availability on-Campus car parking (or lack thereof) and the permit system / charges currently in place, does not lead to undue overspill car parking.

4.17   Historically, the University has funded the introduction of various parking restrictions in the local area, including double yellow lines and residents' parking zones (most recently it committed c.£42,000 towards implementation and monitoring of residents' parking schemes in the areas to the south of Hull Road, north of Campus West).

4.18   In response to comments from the local community (particularly to the immediate north of areas with a residents' parking zone in place), the University has sought to proactively discourage non-resident students from parking inconsiderately in the local area. This has included / will include:

- Repeated communications around considerate parking in the local area, via staff news (weekly email sent to all staff).
- Communication on the impact of hybrid working and the impact this has had on the availability of parking on Campus (in order to overcome perceptions of car parks always being full, as was historically the case).
- Re-running the 'Be a Better Neighbour' campaign with students at the start of the new academic year (22/23).

Future Approach to Car Park Management on Campus

4.19   The University is currently in the early stages of re-tendering for a new car park management system; whilst the exact nature of this is currently unknown, it is likely that key features / benefits could include:

- Automatic Number Plate Recognition on larger car parks, combined with manual monitoring of smaller pockets of parking, to increase compliance and allow improved access control / management of spaces.
- PAYG charging to reflect the flexible nature of hybrid working arrangements – such that users only pay to park for the time spent on Campus (with an ability to charge different rates for different groups).
- Real-time communication on the availability of parking spaces on campus and the location of these to allow for better demand management.
- A more efficient and better integrated back-end system, such that the University will have greater insight into how its car parks are used and will have the ability to more easily introduce / adapt permit types and eligibility criteria, in order to prioritise parking for those with greatest need, those with less polluting vehicles etc.

4.20   In tandem with introducing the new car park management system, the University will consider its approach to charging, including whether the cap on charges is appropriate, and whether charges for specific groups should be lower (e.g. car sharers, low emission vehicles).

EV Charging

4.21   The University's approach to EV charging provision to date has been to provide chargers required by specific planning applications. There are currently 5 double socket charging points at the Church Lane building, available for staff permit holder use (including York Science Park permit holders). There is also a single charger at the Sports Village. The chargers are available to permit holders and University vehicles (the latter are typically charged over night as the vehicles are in use during the day; indeed, the number of University vehicles that are electric / hybrid is currently minimal).

4.22   The University's back-office system enables real-time reporting of use of the sockets as well as an ability to track demand over time. This information, along with data captured from the travel surveys on staff / student intentions around EV purchase, will help inform any increase in charging provision.

4.23   Indeed, moving forwards, it is the University's intention to take a more holistic approach to EV charging infrastructure, to ensure this best meets the needs of Campus users. The University will prepare an EV charging strategy to this effect; this will cover:

- Rationale for level of infrastructure provision and type of chargers, based on forecast usage;
- Proposed location(s) of chargers;
- User groups and access restrictions;
- Charging regime.

4.24   This will be cognisant of the City Council's approach to EV charging infrastructure / charging, as well as anticipated trends in demand at both a national and local level.

5. TRAVEL PLAN MEASURES

Introduction

5.1 As indicated previously, the University has an established Travel Plan programme; this comprises a range of initiatives (infrastructure / service based and 'softer' incentive-type), as well as an events, marketing and communications element. In the last five years, the University has made considerable efforts in terms of providing for and encouraging walking, cycling, public transport and sustainable car use.

5.2 Many of the measures set out in the previous iteration of the Travel Plan remain relevant and will continue to be delivered moving forwards; these will be supplemented by additional initiatives that will enhance current travel planning activities. The following confirms the range of Travel Plan measures that the University is committed to, progress to date and the timescales for delivery.

Promotional Activities

Action	Progress / Recommendation	Timescale	Target Audience
Develop a Travel Plan 'brand', in order to improve recognition of initiatives amongst staff and students	Elements of a brand developed for specific initiatives, further work required to draw this together / improve visibility / recognition.	Prior to start of 23/24 Academic Year	Staff & Students
Prepare a series of electronic travel guides specific to each student residence - these will include information on getting to the residence for the first time, emphasising lack of car parking and infrastructure to support cycling at the residences and on	New Initiative	Prior to start of AY 23/24, to be sent out with accommodation information and updated annually thereafter	Students

campus, public transport ticketing offers etc, and will also include information on getting around York.			
Provide a travel information guide to students in private purpose-built student accommodation.	New initiative.	Prior to start of AY 23/24, to be sent out with accommodation information and updated annually thereafter.	
Prepare an inter-campus travel guide that illustrates how easily trips between Campus East and West can be undertaken by sustainable modes.	Prepared during the COVID-19 pandemic to highlight alternatives to bus travel. [Available here.](#) Update to reflect current options.	Updated to reflect current options in Autumn 2022.	Staff & Students
Undertake a full review of travel information presented on the website (in terms of content and layout) with a view to providing this in a more user friendly manner.	Full review undertaken in July 2018 and updated regularly since then. Continue to review regularly moving forwards.	Update as and when required.	Staff & Students
Prepare an interactive campus map, which shows the locations of key infrastructure (including bus stops and cycle parking).	Available at: https://www.york.ac.uk/map/ Update to include cycle routes, cycle / TIER scooter parking and shower locations.	By Spring 2023	Staff & Students
Add links to iTravel York information on public transport and active travel to the University's travel and transport pages;	New initiative	By Summer 2023	Staff & Students

include in new section about travel around York.			
Offer all staff and students that travel by car a personalised journey plan.	New initiative	Include offer of a PJP in annual travel survey (March)	Staff & Students
Make use of internal digital display screens within the University and social media channels to convey sustainable travel messages / promote specific initiatives or events and public transport information (tie in with broader sustainability themes).	New Initiative, in partnership with Comms, YUSU and GSA.	From start of AY 23/24	Staff & Students
Ensure the measures herein are promoted through wider student and staff engagement events, where appropriate (for example Freshers' Week, sustainability events etc).	Specific measures already promoted through the likes of Fresher's Week, e.g. Discounted First Bus Tickets, TIER e-scooters / bikes	Ongoing	Primarily Students
Support campaigns being run by CYC / others, including the likes of Cycle September, Winter Wheelers, York Walking Festival and existing University initiatives.	Engage with iTravel York to prepare a calendar of external campaigns and promote participation amongst staff and students	Ongoing	Staff & Students

Active Travel

5.3   Increasing levels of active travel has significant benefits to the University, particularly in relation to reducing car trips, particularly given the recent fall in the proportion of overall trips to the University by bike. The following outlines progress made to date, but also considers what might be done to further encourage walking and cycling moving forwards.

Action	Progress / Recommendation	Timescale	Target Audience
Increase the frequency of Dr Bike sessions during the spring and autumn terms	Dr. Bike sessions are run monthly.	Ongoing	Staff & Students
Continue to offer Cycle to Work Extra salary sacrifice scheme for staff (offering tax-free cycle and equipment purchase). The value of the scheme was increased in June 2020, to allow staff to purchase e-bikes.	Scheme ongoing. 104 successful applications in the past 12 months.	Ongoing	Staff
Review of cycle storage provision, security and usage with a view to determining where additional facilities / enhancements might be appropriate; this will include accessible parking provision / parking for cargo bikes and e-bikes.	List of cycle storage available on website. Undertake a review of available capacity and state of repair (including security) and look to increase number of accessible and cargo bike parking bays. Consider feasibility of e-bike charging facilities.	Annual review to be undertaken in Spring each year.	Staff & Students
Introduce cycle 'fix it' tool stations at key locations - enabling cyclists to make minor repairs (e.g. punctures) free of charge	Achieved. Map of locations of communal pumps provided on the website.	Spring 2020.	Staff & Students
Continue to offer staff and students cycle training.	Promote more heavily through a specific marketing campaign	Spring 2023 and annually thereafter	Staff & Students

Deliver an annual 'Be Bright, Be Seen' campaign, focused on pedestrian and cycle safety.	Undertaken annually in November with the local PCSO.	November 2022 and annually thereafter	Primarily Students
Implement a cycle hire scheme for staff and students	Partnered with TIER to launch e-bike hire as part of broader e-scooter scheme. Currently 5 parking locations on Campus, look to increase year on year. Discounted staff and student use offered by TIER.	New parking locations on Campus to be confirmed in Spring 2023.	Staff & Students
Hold regular recycled bike sales, to offer affordable second hand bikes to staff and students	Incorporated into Dr. Bike sessions	Ongoing	Staff & Students
Hold cycle maintenance classes for staff and students	Held twice yearly	Ongoing	Staff & Students
Offer discounts on cycle products (lights, locks, bells and helmets)	Available to purchase from the mail room – promoted via travel and transport web pages	Ongoing	Staff & Students
Promote participation in CYC's Better Points active travel reward scheme.	New Initiative. Low level promotion to date; increase participation through more high profile marketing campaign.	Spring 2023	Staff & Students

Public Transport

5.4   Over the past few years, the University has invested heavily in improving public transport to Campus East and West, bus services now run every few minutes to / from the city centre and railway station and staff and students have access to a range of discounted tickets. Services to the University are due to re-tendered in Summer 2023, offering the opportunity to work with providers to 'green the fleet' and identify additional incentives for use of bus services.

5.5   The following summarises progress made against the initiatives outlined in the previous iteration of the Travel Plan, but also offers recommended actions moving forwards.

Action	Progress / Recommendation	Timescale	Target Audience
Continued financial support to University bus services, including free inter-campus shuttle.	Services to be re-tendered in Summer 2023	Ongoing	N/A
Look to improve the environmental credentials of University bus services, by building such commitments into future contracts.	Include as part of service re-tendering in 2023	From Spring 2023.	N/A
Consider improved links with Grimston Bar Park & Ride as part of bus service re-tendering exercise	Include as part of service re-tendering in 2023	From Spring 2023	N/A
Promote First Bus / other operator apps as a means of conveying real time information and purchasing tickets	Promoted heavily during COVID	Ongoing	Staff & Students
Season ticket loan agreements for rail tickets (staff). Consider if this can include Plus Bus.	Existing initiative - consider ways to increase uptake through a targeted promotion	Ongoing.	Staff

	with car users. Consider offer of a free trial ticket.		
Promote discounted student bus tickets available here.	Promoted at Fresher's Fair. Ensure information is included in pre-arrival info moving forwards.	At start of AY 22/23 and annually thereafter	Students
A guide to staff and student ticketing options will be prepared – to communicate the array of tickets (discounted and otherwise) now available.	New Initiative.	Guide to be prepared prior to start of AY 23/24	Staff & Students
Make use of internal display screens to promote public transport (services / tickets).	New Initiative	From Spring 2023	Staff & Students

Car Use

5.6   As indicated previously, car trips to the University, as a proportion of all trips, are slightly in excess of the target set within the previous iteration of the Travel Plan, however, overall numbers of vehicular trips have reduced considerably since before the pandemic.

5.7   Whilst encouraging other modes, through promotional campaigns and improved infrastructure (as set out above) will contribute to meeting the targets for the next 3 years, there is also a need to consider how to encourage car sharing – as a way to reduce overall car journeys – and to review the role car park management practices / emerging technology can play in deterring car use. The following considers this further in terms of recommendations and timescales (in the context of progress to date).

Action	Progress / Recommendation	Timescale	Target Audience
Promote car sharing, encouraging staff and students to search for a journey match and including incentives for	University has rescinded its Liftshare license as not felt to offer value for money. It will undertake a feasibility assessment	Summer 2023.	Primarily staff

sharing (which might include priority parking, discounted parking charges) as part of the new car park management system.	of offerings from Liftshare and other providers in order to determine whether a formal scheme offers value for money over the public Liftshare scheme.		
Supplement existing EV charging points on Campus, in line with broader EV charging strategy.	Planning-led requirements to date fulfilled. A more holistic approach to be taken moving forwards.	Develop EV strategy during AY 22/23	Primarily staff
Procure a new car park management system that offers improved efficiencies for the University and greater compliance / reporting functionality to aid the University's understanding of how its car parks are used.	Pre-tender process has commenced.	Tender to be issued before the end of 2022. Implementation timescales dictated by chosen solution.	N/A
Offer real time information on availability of parking spaces on campus (e.g. through VMS / app)	Hope to build functionality into new CPMS (subject to cost / feasibility).	Subject to CPMS implementation timeframes.	Staff & Students
Consider building eligibility criteria into permit system, to potentially include factors such as access to campus, caring responsibilities and vehicle emissions and car	New Initiative	Review once car park management system has been agreed and build into procurement process.	Primarily focused on staff as students already restricted.

sharing into a charging matrix for car parking.			
Review parking charges to ensure that these are not so low as to encourage staff to drive to work, rather than use public transport or active modes (but needs to consider the implications for overspill parking into local areas).	New Initiative	Review once car park management system has been agreed / procured.	N/A

Business Travel

5.8   The following actions are to be delivered in pursuit of encouraging more sustainable business travel, both within the UK and further afield. Again, the pandemic resulted in a significant reduction in travel for business and there is benefit (environmental, cost savings) of continuing to encourage reduced travel for business, however, this needs to be weighed up with the commercial / learning benefits of face to face encounters.

Action	Progress / Recommendation	Timescale	Target Audience
Develop a business travel policy that includes a hierarchy of modes (with air travel at the bottom of the list)	New business travel policy launched in 2021; includes principles of minimising carbon from business travel and sustainable travel. Staff strongly encouraged to use the University's travel providers to book business travel (allows carbon impact to be calculated)	Ongoing	Staff
Continue to make use of online meeting facilities,	Use increased significantly in response to COVID – continue to	Ongoing	Staff

Action	Progress / Recommendation	Timescale	Target Audience
locking in benefits of the pandemic in this regard.	promote for meetings that can be done online.		
Encourage use of on-campus Car Club vehicle for local business trips; liaise with Enterprise over use of current vehicle and plan for additional vehicles if demand dictates	Incorporated into business travel policy.	Ongoing	Staff
Raise awareness of the environmental impacts of business travel and encourage staff to consider how to travel / whether a journey is necessary, particularly in respect of international / air travel.	New initiative. SEI currently trialling a research travel tool, that gives manager sight of business travel arrangements for this purpose. Potential to extend to other departments. Carbon offsetting policy introduced for international business travel.	AY 22/23	Staff

Student Travel to / from Out of Term Location

5.9 The following confirms initiatives that are in place / will be progressed with a view to encouraging / managing student trips to / from their out of term location, including when they arrive at the University for the first time.

Action	Progress / Recommendation	Timescale	Target Audience
Manage student arrivals to University accommodation so as to minimise traffic impact and parking demand.	The University lets students arriving at each halls know their arrival date (with these staggered) and	Ongoing	Students and parents / guardians

Action	Progress / Recommendation	Timescale	Target Audience
	students then book a one-hour arrival slot on that day. Students are provided with public transport information and told where they can park to unload. An example can be found here. After unloading, vehicles can be parked in an of the University's P&D car parks.		
Discourage students from bringing cars to York.	New students are provided with a list if things to bring / not bring to University. This explicitly tells them not to bring a car. Details can be found here.	Ongoing	Students
Encourage students to minimise the number of trips home they make and when they do make trips, to do so as sustainably as possible (in line with the sustainable travel hierarchy).	New Initiative. Promote via YUSU/GSA and specific marketing campaign, supported with details of initiatives such as student rail card and Liftshare.	From start of AY 23/24	Students

Reducing the Need to Travel

5.10   The following confirms initiatives that will be progressed with a view to reducing the need to travel and reducing vehicle mileage.

Action	Progress / Recommendation	Timescale	Target Audience
Promote the University's relocation expenses scheme for new starters	Existing initiative, to be promoted as appropriate.	Ongoing	Staff

(where applicable) in order to encourage a reduced length of commute (and thus greater opportunities for sustainable travel).			
Continue to encourage home working as a means to reduce trip to Campus, locking in the benefits of the pandemic.	The University has adopted a formal agile / hybrid working policy in the wake of the pandemic as a means to allow / encourage those that can work from home to do so more regularly.	Ongoing	Staff
Promote the University's distance / online learning options for students, as a means to reduce travel to campus.	Increase promotion around these, focusing on the environmental / cost-saving benefits	AY 23/24	Students
Research and, if appropriate, implement carbon offsetting proposals in line with the University's Sustainability Plan.	New initiative.	AY 24/25	Staff & Students

5.11   Progress towards the above actions will be reported as part of the annual monitoring exercise, in March each year.

6.   ROLES, RESPONSIBILITIES

Introduction

6.1   The key to the success of any Travel Plan strategy is in the commitment to delivering it on the ground, ensuring that it becomes a 'living document' rather than something that is written simply to secure planning permission and then confined to a shelf.

6.2   This section of the strategy outlines the roles and responsibilities in regard to the implementation of the measures set out in the preceding section.

Roles & Responsibilities

Travel Plan Coordinator

6.3   Responsibility for day-to-day implementation falls to the Travel Plan Coordinator (TPC), supported by a steering group made up of representatives of various University departments, as well as the YUSU and GSA (representing undergraduate / post-graduate students).

6.4   The key tasks to be undertaken by the Travel Plan Coordinator are as follows:

- Organising and contributing to the Travel Plan steering group (see below), and influencing the agenda for these meetings;

- Identifying the priorities for the University with regards to Travel Plan implementation in the context of the action plan, provided in the preceding section; it is likely that priorities (and indeed budgets) will alter during the 5-year period of the strategy in response to feedback from staff and students, as well as the activities of 3rd parties such as bus operators and the Council. The Travel Plan needs to be adaptable in this regard;

- Managing the Travel Plan budget to best effect, in pursuit of the objectives and targets, with the budget implicitly covering all tasks / initiatives within the approved Travel Plan. Car parking revenue is used to safeguard the Travel Plan budget to ensure it does not become under-funded. The University also draws on external expertise to ensure the Plan is delivered on an ongoing basis.

- Preparation and distribution of travel information and marketing materials, liaising with Marketing and Communications to ensure these are 'on brand' and the various communication channels are being used to best effect;

- Organising events / campaigns related to the Travel Plan, in partnership with relevant University departments and 3rd parties, as required;

- Providing input to the University's car park management strategy and approach to EV charging; and

- Coordinating the monitoring and review process, including survey set up, analysis and reporting, relating this back to the Travel Plan objectives and targets.

6.5   The contact details for the person responsible for delivering the Travel Plan Coordinator role over the last few years are as follows:

Jill Taylor, Head of Facilities & Sustainable Transport

T. 01904 328422

E. Jill.thackrah@york.ac.uk

Senior Management Support

6.6   At the highest level, sustainable transport at the University is promoted by the Vice Chancellor, who declared sustainability as a key thread of York's future vision, in 2021.

6.7   There will often be a need for the Travel Plan Coordinator to engage with other University departments in the development and delivery of the Travel Plan, including the likes of:

- Estates & Facilities Management colleagues;

- Finance;

- Human Resources;

- Health & Wellbeing;

- IT;

- Marketing & Communications;

- Accommodation; and

- YUSU / GSA / Student Ambassadors.

6.8   The University also benefits from call-off consultancy support from TPS Transport Consultants, who assist with the delivery / monitoring of the Travel Plan, as required.

6.9   The University's Travel Plan Steering Group is also instrumental in delivering the Travel Plan; the inaugural meeting of the group (which includes representatives of the above groups)

was held in February 2020, prior to the onset of the COVID-19 pandemic, with quarterly meetings having been held thereafter.

6.10   The initial remit of the group was to provide input to / feedback on the 2020 – 2025 Travel Plan; however, with the onset of the pandemic, the scope altered to include agreeing / supporting the University's approach to staff / student travel in the short-term, focusing on the safety of those for whom travel to Campus was unavoidable. Moving forward, the group is responsible for approving the Travel Plan and supporting the delivery of the measures and monitoring mechanisms it includes.

6.11   Moving forwards, CYC will be invited to attend the Steering Group meetings to improve collaboration between the Council and University in pursuit of collective common goals.

7. MONITORING & REPORTING

Introduction

7.1 It is imperative that the robust monitoring mechanisms that are currently in place to track progress against the Travel Plan targets and ensure compliance with planning requirements continue to be delivered.

7.2 This helps inform the review process, to ensure that the Travel Plan continually evolves to meet the changing travel demands of staff and students, reflects technological advances and wider initiatives being delivered by 3rd parties. It also ensures that funding is targeted where it is likely to be of biggest benefit, in the context of the objectives and targets of the strategy.

Monitoring Mechanisms

Multi-Modal Counts

7.3 The annual programme of traffic counts, typically organised by AECOM, will continue to take place. The counts capture the following data and are undertaken on the Thursday of the first full week in March (as required by planning condition):

- All movements to the University, disaggregated by mode of travel (vehicle, walk, cycle, bus) between the hours of 0700 and 1900;

- An assessment of trips through the three key junctions of A64 Grimston Bar Interchange, Melrose Gate / Hull Road and Fulford Road / Heslington Lane (comprising two-way counts on the approach to the junction that leads to the University, coupled with driver questionnaires at key University car parks in order to understand driver routing); and

- On-street parking surveys in zones surrounding the University (with follow up surveys TBA in zones where a significant uplift in on-street parking has been recorded in the preceding March).

Travel Surveys

7.4 As identified, the most recent travel survey of staff and students has been used to inform this strategy, together with multi-modal counts and on-street / University car parking surveys.

7.5 The surveys and counts take place annually in March, with the results reported to CYC, in accordance with the requirements of the Campus East planning consent.

7.6   The survey will continue to be delivered annually; questions will replicate those in the previous years (save any changes to reflect changing circumstances / initiatives). Additional questions will be added as deemed appropriate.

7.7   The surveys will again be delivered online and will be promoted internally by the Travel Plan Coordinator in partnership with various other University departments and the YUSU / GSA.

Other Monitoring Mechanisms

7.8   To complement the findings of the travel survey, the University will keep a record of uptake of specific initiatives, where it has the ability to do so itself or can obtain information from 3rd parties with relative ease. This will include but not be limited to things such as enrolments in the Cycle to Work Scheme; uptake of season ticket loans amongst staff; participation in events and campaigns and awareness levels of particular initiatives.

Reporting

7.9   From a planning perspective, there is a need for the outcome of the monitoring procedures to be reported to CYC, not only to chart progress against targets and objectives but to illustrate the ongoing commitment of the University in this regard.

7.10   To this end, within 3 months of each monitoring exercise, the Travel Plan Coordinator will submit a monitoring report to the Council; this will outline:

- The findings of the annual multi-modal counts, including a comparison with data captured in previous survey years;

- An overview of the methodology and findings of the travel survey, including response rates, promotional activities, and headline figures;

- The measures introduced in the previous year and the impact of these, whether anecdotal or evidence based;

- Progress towards the carbon emissions targets, and associated reductions in car trips / mode share targets; and

- An updated version of the action plan, reflecting any changes to measures / timeframes that are anticipated.

An Evolving Strategy

7.11   Whilst the University will make all reasonable endeavours to achieve the targets and objectives outlined in this strategy, the annual turnover of students (and to a lesser extent,

staff turnover) impacts on the travel options available to individuals, as well as their propensity to use more sustainable modes and the specific measures that might realise behavioural change.

7.12   As indicated previously, the Travel Plan is not to be treated as a static document, rather the measures herein will be updated / adapted throughout the period of the Travel Plan, to reflect the findings of the regular monitoring / review process, as well as more general feedback from staff, students and third parties (as appropriate).

7.13   Following each monitoring / reporting exercise, should progress towards the targets be deemed to be slow, in consultation with the Sustainable Transport Group (and the Council, if required), the University will consider whether it is appropriate to identify additional measures to be implemented, over and above those identified within the strategy. Should additional measures be required, it will be the responsibility of the University to fund these.