

# **DE MONTFORT UNIVERSITY**

## **TRAVEL PLAN PROGRESS REPORT**

### **2015**

This is the November 2015 progress report on the De Montfort University Travel Plan, prepared by Ian Murdey, Transport Co-ordinator, De Montfort University. It is a supplement to the Phase 3 Travel Plan published in 2014 as part of the university's development plan.

**Updated 16 November 2015**

# De Montfort University Travel Plan Progress Report 2015

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## Introduction

For full details of the Phase 3 Travel Plan please visit [www.dmu.ac.uk/transport](http://www.dmu.ac.uk/transport) or contact [imurdey@dmu.ac.uk](mailto:imurdey@dmu.ac.uk).

## Current Site Information

The development of the Fletcher Building complex is continuing with some areas now in use.

For the 14/15 academic year there were over 19,000 students registered at the university plus around 2800 staff.

The total number of staff car parking permits issued for the campus currently stands at 1460 with 889 parking spaces available to permit holders.

The campus cycle stands, housing over 630 spaces, remain extremely busy showing a sustained strong demand for these facilities.

## 2015 Developments

From the 2014 Progress Report, our targets for 2015 were as follows:

- Publication and promotion of the Phase 3 Travel Plan to staff and students.

The new Travel Plan is now available to view on the website [here](#); leaflets are also available and have been distributed at staff and student events.

- Promote further uptake of Park & Ride annual tickets.

Funding to repeat the P&R free permit scheme for 15/16 was secured in August. At the time of writing, over 80 permits have been issued with new applications being received each month.

- Increase response rates to the Travel Survey.

By using the students' personal email addresses, rather than DMU issued addresses, it was possible to promote the Travel Survey directly to them. This resulted in 976 student responses compared with 743 in 2014.

- Continue promotion of our membership of Smarter Travel Leicester and the reductions on public transport tickets that it offers DMU staff.

This has continued; we currently have 422 'Likes' on Facebook and 1013 followers on Twitter. . This is a considerable increase on the numbers of just over a year ago (November 2014: 831 Twitter followers and 242 Facebook likes).

## 2015 new and ongoing initiatives by month

### Jan 2015

- C2W window opened.

- 'Walk the Great Wall of China' step challenge started.
- Extra lockers installed within the Hugh Aston showers in response to high demand.
- Phase 3 Travel Plan given approval and launched on the DMU website.
- Talks started to introduce a new regular Dr Bike service on campus.
- Talks started to re-launch Bright Bikes student cycle hire on campus.
- Demand for free student Park & Ride tickets exceeds supply.

#### **Feb 2015**

- 'Walk the Wall' challenge closed with 13,652,552 steps being recorded by 90 participants over four weeks.
- Talks held between DMU, UoL and LCC to create an improved infrastructure of cycle hire options around the city and university campuses.

#### **March 2015**

- Announced a trial of new parking charges to commence for one year from September 1 2015: from a two-tier system of £75/£120 per year to three tiers of £120/£240/£360 per year plus a doubling of the Pay & Display charges.
- Announced an increase in the car parking exclusion zone from a 1 mile to 2 mile radius commencing September 1 2015.

#### **April 2015**

- Created a new covered motorcycle area.
- Started talks regarding an e-car club.

#### **May 2015**

- New twice-monthly Dr Bike service started on campus.

#### **June 2015**

- Took part in the National Cycle Challenge.
- Celebrated teams' successes within Green Impact Challenge including transport targets.
- Started development of an interactive campus map.
- Developed new transport related e-induction module for all new DMU students.

#### **July 2015**

- C2W window opened.

#### **August 2015**

- New car park permits issued.
- New P&D machines installed.

#### **September 2015**

- Higher car park permit charges and increased Exclusion Zone come into force.
- C2W window opened.

- Students given ability to park motorcycles on campus overnight in a lockable storage area.
- Portland car park closed.
- Dr Bike moved to weekly for September – November.
- Attended student Welcome Week and Freshers Fair.

#### **October 2015**

- Free Park & Ride permits issued to staff for 2015/16.

#### **November 2015**

- New cycle stands ordered for the Innovation Centre and Mill Lane Studios.
- Free reflective waistcoats advertised to staff and students to improve cycle safety at night.

#### **Measures under Development for 2016**

- Analyse the effects of the Sept increase in the Exclusion zone and review the new payment levels.
- Maintain student response rate and increase staff response rates to the Travel Survey.
- Strive to maintain our free Park & Ride tickets initiative.

## **Travel Survey Results 2015 (summary)**

433 staff and 976 students responded to the survey and provided usable data; this compares with 467 staff and 743 students in 2014. The staff numbers have fallen slightly in the past three years but the student responses have increased to their highest figure since 2011 reversing a three-year trend for falling numbers.

Many of the staff modal travel patterns remained stable or showed only a small change. However, analysis of the results showed a large increase in staff members using the Park & Ride service; a response, no doubt, to the free annual tickets that have been offered as a new initiative.

The student results showed that the patterns of change in behaviour continue to show an increase in walking, running or skateboarding with a concurrent general decrease in private car use. 2015 also saw the lowest levels of public transport use among students as both rail and bus use showed marked declines.

53% of the students and 47% of staff had used at least one of the sustainable transport schemes that DMU promotes. The most common schemes used were the Student Rail Card and our cycle facilities. The most popular initiatives desired by student drivers to encourage them to leave their cars at home were greater rail and bus subsidies; a view reflected by the staff respondents who also wished to see improvements in public transport facilities beyond just reducing fares.

It was common for both staff and students to leave comments regarding concerns over DMU's parking provision and transport strategy but it was also common for both groups to comment positively about the schemes and initiatives that we have put in place that offer an alternative to driving onto campus.

The full report can be seen in the Appendix.

## **Contact with External Organisations**

Relationships with the City Council staff within Transport Development have continued to operate effectively; in particular with Andy Salkeld, the Cycling Co-ordinator, and Bal Minhas.

We remain a partner member of the car share database Leicestershare.com along with the City Council, Leicester City Football Club, Leicestershire County Council, UHL NHS Trust and others.

The King Power Stadium 'Park & Stride' scheme continues to be hosted by Leicester City Football Club Monday – Friday with parking for 10 permit holders per day.

Our relationship with UHL NHS Trust regarding use of the Hospital Hopper continues.

Our membership of Smarter Travel Leicester has strengthened our relationships with other major city centre employers as we try to improve sustainable transport schemes around the city and county that will benefit our staff.

The relationship between the DMU and University of Leicester environment teams has continued.

## Targets, Monitoring and Review

The university will continue to conduct annual surveys of staff travel patterns and annual reviews of facilities. The survey will normally be conducted in April / May each year, to ensure as much continuity as possible from previous years and to make comparisons meaningful. The facilities review will normally take place in the summer, but in any case in good time for inclusion in the progress reports, which will be prepared in October with a view to being submitted to Leicester City Council in November, and published internally in the New Year.

The SMART targets for the Phase 3 Travel Plan are:

1. Scope 3 emissions from commuting to be a three-year average of <7500 tCO<sub>2</sub>e by 2018/19<sup>1</sup>
2. Number of cycle spaces on campus to be greater than 700 by 2017<sup>2</sup>
3. Three-year average for Staff commuting by Single Occupancy Vehicle: 42% 2015-2017, 41% 2017-2019<sup>3</sup>

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<sup>1</sup> Improvement on the best performing rolling 3-year averages from Travel Survey data 2005 -20014.

<sup>2</sup> 10% increase on 2014 figure.

<sup>3</sup> Based on reducing the figures from period covered by Phase 2.

## **Appendix – 2015 Travel Survey Report**

As a part of the university's commitment to the Phase 3 Travel Plan, a travel survey to assess the patterns of staff and student travel behaviour is carried out every Spring: this year the survey ran on-line from 27 February – 30 March (students) and 16 – 30 March (staff). The student survey was run jointly with the DMU Student Halls Survey.

The survey period was slightly earlier this year compared with 2014 to avoid clashing with Easter and ensure that the student responses could be captured before they left Halls.

Variables measured included modal travel choices, trip distance and frequency and initiatives that could promote transport behaviour change. Selected results from these variables are detailed below.

### **Demographics**

In total 1409 people provided usable data; 433 of these were staff and 976 were students. This is an increase on the 2014 number of respondents as although the number of staff responses fell (467 in 2014), the student response increased compared with last year (743).

As in previous years, the biggest group who answered were undergraduate students (841, 60%); the highest proportion of staff responses came from Professional Services Staff (281, 20%). This is the usual response pattern excepting 2014 for which Academic Staff outnumbered those from Professional Services. Approximately 23% of the staff respondents were part-time.

Not everybody answered each question but as much data as possible has been used when analysing the results.

The peak arrival time of staff to DMU in the mornings is 8:01 to 9:00; 53% report arriving at this time – a lower percentage than 2014 (67%) but still the mode. Further analysis shows a shift to staff arriving earlier in the mornings: in 2014 only 16% of staff reported accessing campus before 8:00am, but in 2015 this has risen to 29%. This may be a response to the decrease in car parking spaces on campus - with some staff choosing to arrive earlier to increase their chances of getting a space.

Fifty-four staff members (12%) stated that their normal arrival time is between 9:01am and midday; 29 of these were female – 7% of the overall number of staff respondents to the survey.

Students are far more likely to be flexible – 37% stated that their arrival time was 'Variable', which was the modal response as in 2014.

68% of the student respondents and 56% of staff were female; very comparable with 2014 (63% and 59% respectively).

12% of staff and 2% of students who responded stated that they had a responsibility as a carer of disabled children or adults. This represents a doubling of the staff figure from 2014.

7% (29) of staff respondents have a disability although less than half of those (41%, 12) stated that it affects how they travel. 11% of students also have a disability (over double the 2014 percentage) and for only 13% of those does it affect their travel choices.

### **Student modal split**



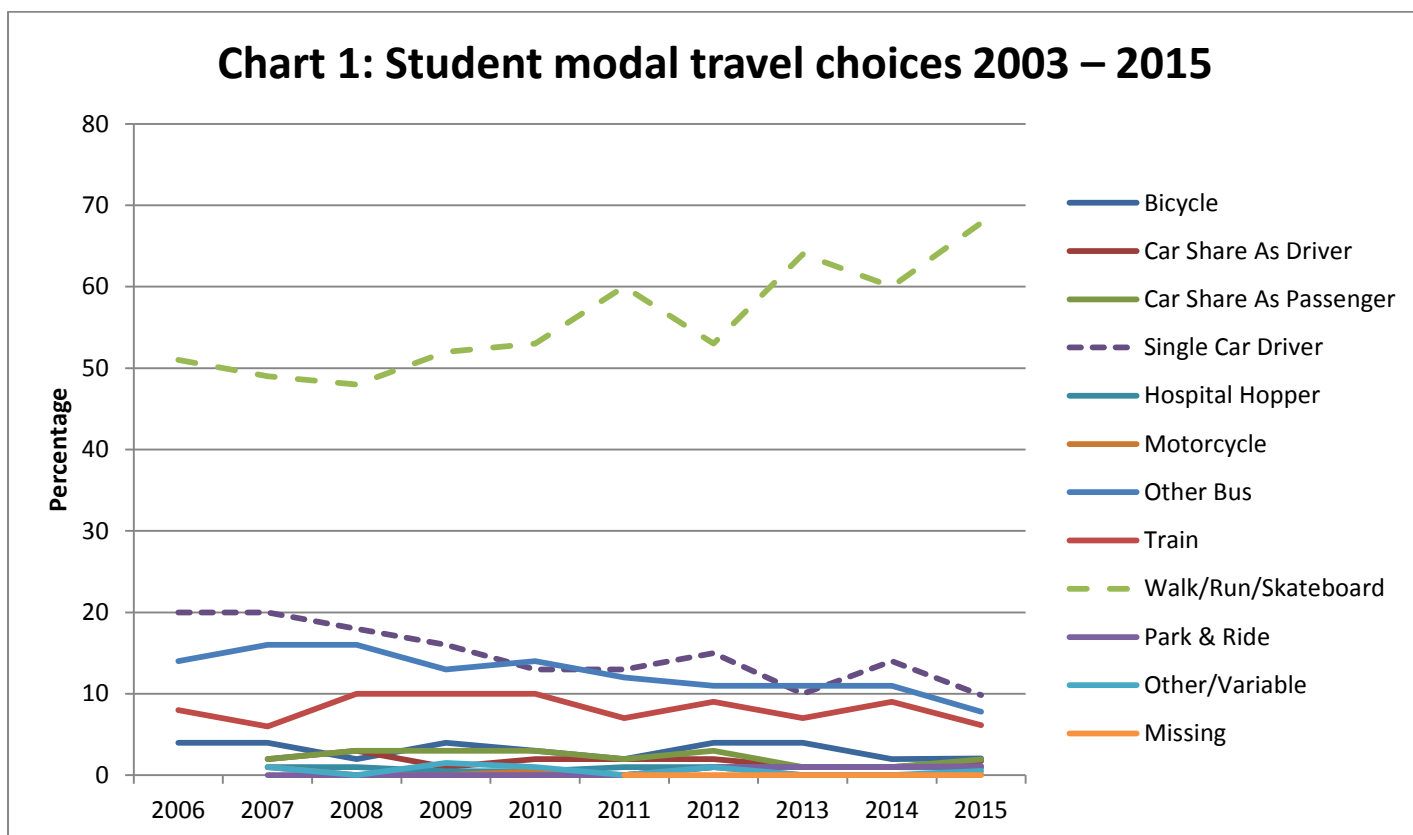
Student travel choices from 2006 – 2015 can be seen in Table 1 below.

**Table 1.** Student modal travel choices 2006 – 2015; % (to nearest 1%)<sup>a</sup>.

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Single car driver		20	18	16	13	13	15	10	14	10
Car share as driver	20 <sup>b</sup>	2	3	1	2	2	2	1	1	2
Car share as passenger	3	2	3	3	3	2	3	1	1	2
Hospital Hopper	n/a	1	1	<1	<1	1	1	1	1	1
Park & Ride	n/a	n/a	n/a	n/a	n/a	<1	1	1	1	1
Other Bus	14	16	16	13	14	12	11	11	11	8
Train	8	6	10	10	10	7	9	7	9	6
Bicycle	4	4	2	4	3	2	4	4	2	2
Walk/Run	51	49	48	52	53	60	53	64	60	68
Motorcycle	0	1	0	0	<1	<1	1	0	0	0
Other	0	1	0	<1	<1	0	1	0	0 <sup>b</sup>	1 <sup>b</sup>
Variable	n/a	n/a	n/a	1	<1	0	0	0		

<sup>a</sup> May not add up to 100 due to rounding effect

<sup>b</sup> Figures combined in the survey



From the chart above there are three main patterns continuing year-on-year that should be highlighted:

Firstly, there is an enduring upward trend in the percentage of students who choose to walk/run/skateboard to DMU – this is the seventh year in a row that this mode has accounted for more than the rest of the travel types put together.

In fact, this is the first time since collecting this data that walk/run/skateboard has made up over two-thirds of all student daily journeys to DMU.

This is a great result for DMU from both transport and carbon footprint points-of-view. It's also good for the health and fitness of the students. It would be a great result to break 70% by the end of the Phase 3 Travel Plan in 2018.

Although not quite so pronounced, the downward shift in the percentage of single occupancy vehicle drivers over the period shown by the chart is also a good result. 2015 represents only the second time that the total number of students coming to campus in private cars has been below 15%.

The third trend, albeit weaker than the others, is the fall in users of the public transport services, including the lowest number of rail users since 2007.

## Staff modal split

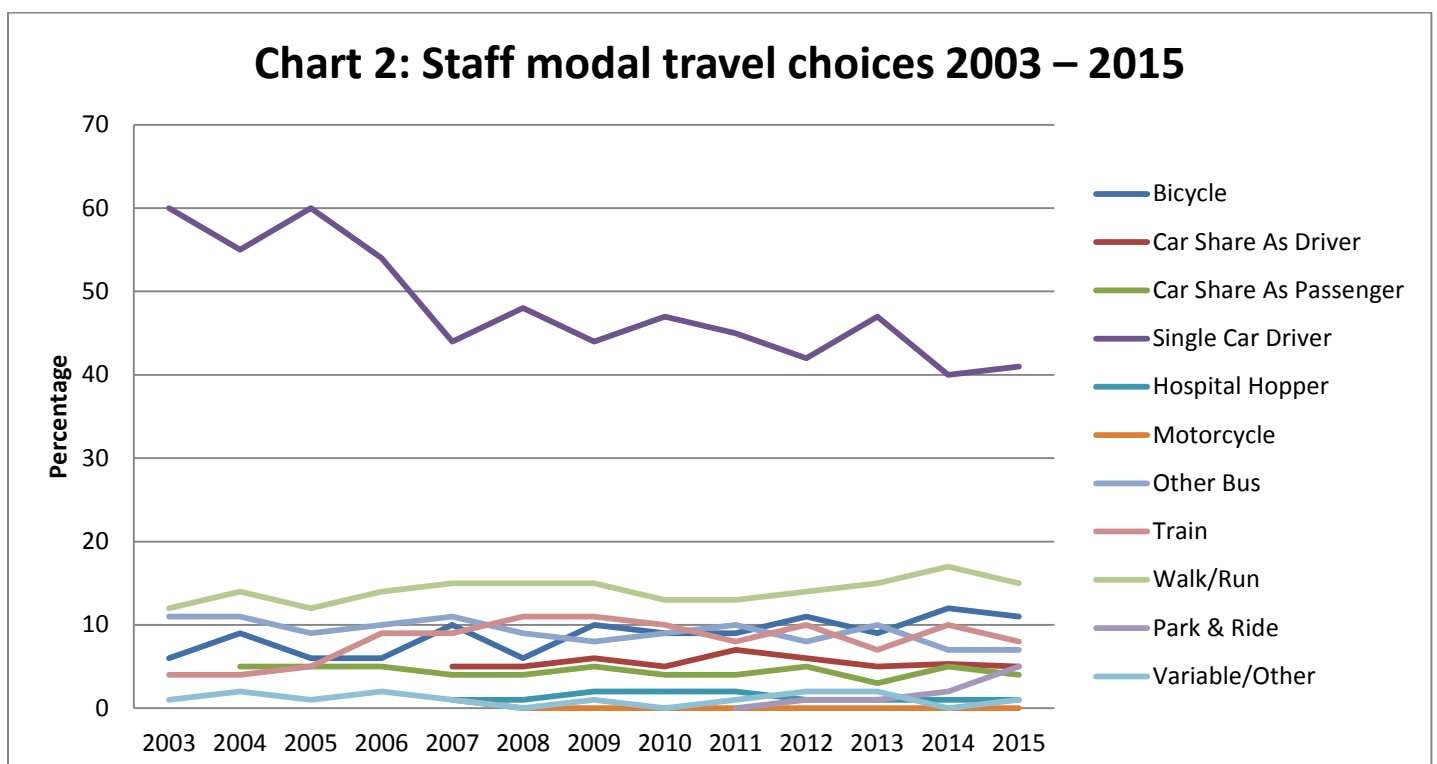
Staff travel choices from 2003 – 2015 can be seen in Table 2 below.

**Table 2.** Staff modal travel choices 2003 – 2014; % (to nearest 1%)<sup>a</sup>.

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Single car driver	60 <sup>b</sup>	55 <sup>b</sup>	60 <sup>b</sup>	54 <sup>b</sup>	44	48	44	47	45	42	47	40	41
Car share driver					5	5	6	5	7	6	5	5	5
Car share passenger	5	5	5	5	4	4	5	4	4	5	3	5	4
Hospital Hopper	n/a	n/a	n/a	n/a	1	1	2	2	2	1	1	1	1
Park & Ride	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	1	1	2	5
Other Bus	11	11	9	10	11	9	8	9	10	8	10	7	7
Train	4	4	5	9	9	11	11	10	8	10	7	10	8
Bicycle	6	9	6	6	10	6	10	9	9	11	9	12	11
Walk/Run	12	14	12	14	15	15	15	13	13	14	15	17	15
Motorcycle	1 <sup>b</sup>	2 <sup>b</sup>	1 <sup>b</sup>	2 <sup>b</sup>	1	0	<1	<1	0	0	0	0	0
Other					1	0	0	0	0	2		0	1
Variable	n/a	n/a	n/a	n/a	n/a	n/a	1	<1	1	0	2	0	1

<sup>a</sup> May not add up to 100 due to rounding effect

<sup>b</sup> Figures combined in the survey



Whilst many of the travel choices of the staff have remained stable or shown minor fluctuations in comparison with previous years, there has been a large increase in the percentage of people choosing to use the Park & Ride as their main method of commuting to campus.

This positive change, up from just 1% in 2013 to 5% this year, is likely to be in part due to the initiative launched in October 2014 to provide every permanent member of staff with the option to choose a free annual P&R ticket in place of a car parking permit. The scheme was extended early in 2015 to include temporary staff with contracts up to August 2015 or beyond.

However, as there was no overall reduction in the percentage of staff coming to DMU in a car (single occupancy or car share), it also appears that many of the P&R users may have switched from other forms of transport such as train. It was expected when the scheme was first announced that many of the first applicants would be those who were already prepared to use non-car transport to get here but it is hoped that in future, if the scheme continues, it will attract more DMU Car Park permit holders to switch. In particular, with the announcement in March 2015 of an increase in the costs of parking at DMU from September, we hope to see new people start to look for alternatives.

## Comments

The questionnaires included the question: **Any other comments?** This was an opportunity for respondents to describe any personal circumstances related to their travel or comment on DMU's approach to reducing car use to the campus.

### Staff

227 (52%) respondents left comments, comprising a wide range of different issues. It is extremely encouraging that the most frequent type of comments were from people saying positive things about the transport policy at DMU e.g.

*"The university is doing a great job in its approach to greener travel"*

However, issues regarding the lack of car parking spaces and issues for people with childcare responsibilities did outnumber the positive comments when taken together e.g.

*"Please increase car parking space because there are huge issues in the mornings."*

*"I am unable to use alternative forms of transport as I need to collect my children after work. I have researched alternative methods and I am unable to complete my hours and make collection times. I am no longer able to drop off the children and make it to work and get a parking space."*

There were 25 (6% of overall respondents) comments from people regarding the issues of travelling to DMU whilst also having childcare duties. Two of these mentioned that they thought that the parking policy was discriminatory towards working parents and six mentioned that they had to pay extra for off-campus parking.

A high number of people left comments regarding improvements that could be made to the university's Travel Plan and these will be analysed to see if there are any particular initiatives or ideas that we can implement e.g.

*"we MUST make sure that there is a sustainable growth in the amount of accessible bike stores (particularly the covered variety) if we are going to encourage more people to bike into work - particularly if we are losing parking spaces around the University."*

Other suggestions included public transport subsidies that cover all the local bus companies rather than different deals for each one, incentives for staff walking or running into work, subsidised monthly [rather than annual] rail tickets, loans towards the cost of annual rail tickets, and provision for charging electric vehicles.

One comment was left regarding the disabled parking facilities and the difficulties faced when unable to park close to the building.

### Students

282 students left comments, 29% of the total number of respondents; this was lower than 2014 (34%). As is becoming the norm for this annual report, the lack of parking for students was by far the most popular area with many respondents (around 59% of those who left a comment, similar to 2014 – 58%) stating that they felt areas for student parking should be made available on campus. This represents approximately 17% of the total number of students who completed the survey (lower than 2014 – 20%) even though only 14% reported themselves as coming in by car.

This suggests that a greater number of students would travel by car if parking spaces were available, a view that is supported in particular by comments from a few students that they would choose to drive if spaces were available e.g.

*"I do have a car but I feel it's easier to use the bus from where I live. Driving would be easier if there were more parking available."*

Such examples strengthens the argument that, by providing alternatives to driving and restricting parking provision, the Travel Plan has helped to reduce commuting to DMU by car whilst still enabling people to get here.

Twenty-nine students left comments regarding ideas for improving our Travel Plan. Popular amongst these were requests for more cycle facilities and parking around campus. Our cycle provision is being improved upon year-on-year but, in particular, the Fletcher Building development is expected to make a contribution in this area once completed.

### **Encouragement to change behaviour**

A question was included in the survey that asked the respondents previously identified as Single Car Driver or Car Share Driver: **Would you ever consider using a different form of transport?**

The 226 staff drivers were asked this question: 103 (46%) said that they would consider changing behaviour. The most common requirement to be able to make that change was, as in previous years, 'Greater bus subsidies' (27) followed by 'Greater rail subsidies' (27). However, 45 people also selected the option 'Other [requirement]'; of those, improvements (fares, routes, timings etc) to public transport provision were the most frequently mentioned (27 times).

As members of Smarter Travel Leicester, we currently offer a range of discounts on a variety of public transport tickets for staff including both bus and rail companies. This year we have expanded the number of schemes available to include a 10% discount on Cross Country Trains advance tickets and free Park and Ride permits (valid until October 2015) for all DMU permanent staff and temporary staff with contracts valid until at least August 2015.

We will endeavour to continue increasing the number of tickets and companies that the discounts are valid for, via our membership of SmartGo Leicester, and aim to promote the offers more successfully via the internal DMU media channels and Sustainable DMU social media options. We will also continue to liaise with local public transport providers to encourage them to make improvements to their costs and services.

Twelve drivers (5% of the total number of drivers) selected the options that an increase in parking costs or an increase in the campus exclusion zone would encourage them to seek alternative transport. Both these changes will occur at DMU from September 2015 so it will be interesting to see if they do have any effect on the number of staff driving to campus in the 2016 survey.

Fifty student car drivers stated that they would be willing to change their travel habits. This represents 44% of all the student car drivers who answered the survey. Public transport subsidies were again very popular with 17 (34% of those willing to change) wanting greater rail subsidies and 20 (18%) wishing for greater bus subsidies. This reflects the findings from previous years despite the offers that local public transport providers currently make for students. Either these offers are not substantial enough or we need to promote them more successfully.

Fuel price increases were the third most popular initiative most likely to change behaviour. These three are the same top three schemes most likely to promote a behaviour change as in 2013 and 2014.

### **Facilities used already**

A further question asked about existing DMU transport initiatives and facilities and whether respondents had used them. 202 (47%) staff respondents had taken advantage of the options offered and 231 (53%) had not. This is an increase on the percentage of staff members who had used facilities in 2014 (41%).

Cycle initiatives remain very popular among the staff members who have used an alternative to driving: the top most commonly used initiatives were covered cycle parking (13%) and lockable cycle parking (11%) and free loan of a lock or lights (11%). These choices were also very popular in earlier surveys and the percentages are very comparable with the 2013 and 2014 results. This is good because it shows that the schemes we have introduced to increase cycling numbers to DMU have produced ingrained behaviour change.

Very few staff had used the subsidies for Arriva or First buses (2%) and rail (1%) despite both initiatives being high on the **Encouragement to change behaviour** list. It is good to see that over 10% of staff had used the free Hospital Hopper service and 6% the Park & Ride service; it shows what can be achieved when public transport is made free. It may be, therefore, that the deals that are currently on offer from First, Arriva and East Midlands Trains are not considered suitable or large enough to encourage staff to take them up.

53% of students had used at least one of the initiatives (54% in 2014). As is usually the case, the most popular by far was the National Student Rail Card with 35% of respondents having used one. The next most popular (and the most popular provided by DMU) was free Hospital Hopper travel with 8% of total student responses. Around 3 – 5% of students have used our cycle facilities including stands, sheds and shower & changing facilities; as only 2% report cycling to DMU regularly it is clear that some students are prepared to be flexible with how they travel. This is a good result as it implies that further gains can be made.

### **Journey information**

The survey included a series of questions regarding the journey to DMU including travel times, distances, frequencies and vehicle types. These questions will be analysed separately in order to calculate the CO<sub>2</sub> emissions of the university as a part of our commitment to a more environmentally friendly campus.