

# 2016 De Montfort University Travel Survey

698 staff and 1286 students took part in the survey

68% of students surveyed walk, run or skateboard to



13% of DMU staff cycle to work



Reduction in single car driver commuting



11%  
**Students**  
2006-2016

23%  
**Staff**  
2003-2016



**3041 tonne**

reduction in CO<sub>2</sub>e travel emissions between 2013/14 & 2015/16

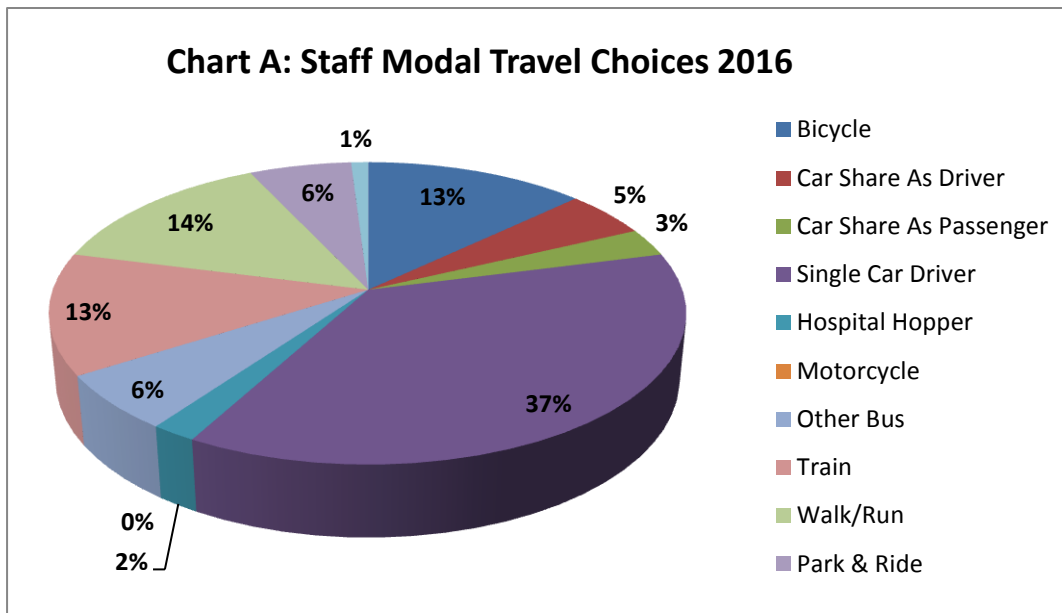
**51%**

of those surveyed had already used at least one DMU transport facility/initiative

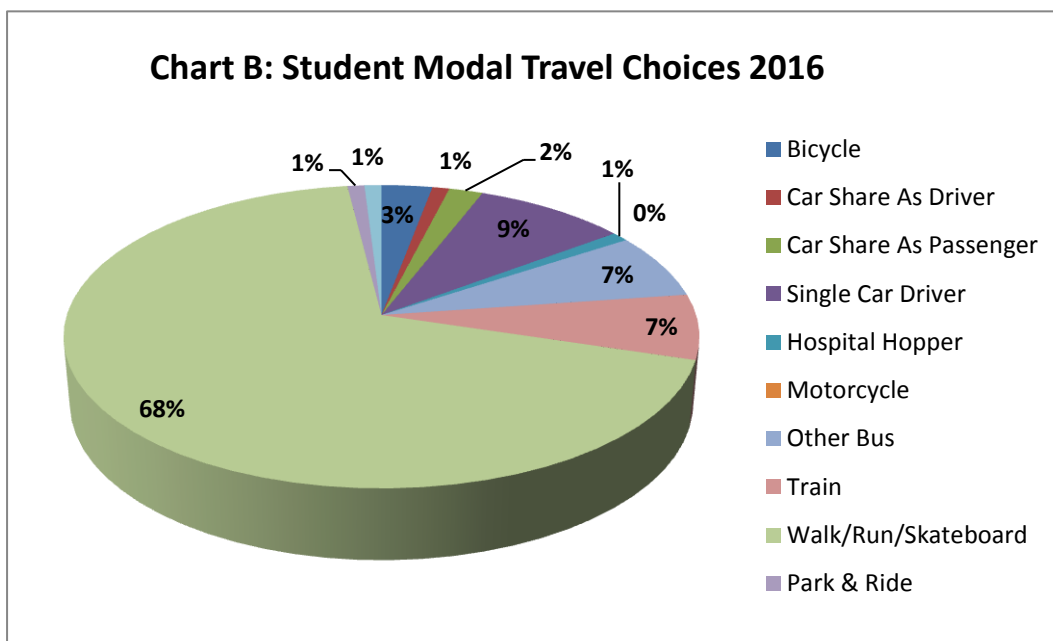
## 2016 Travel Survey Responses

### Executive summary

**Overall 698** staff and **1286** students responded to the survey and provided usable data; this compares with **433** staff and **976** students in 2015. Both the staff and students numbers have shown a significant increase on last year's numbers and in the years preceding 2015, with student numbers being their highest since 2011. This could be due to the fact that students were contacted via their personal email accounts rather than their DMU student email addresses.



The 2016 figures show sustained use of the Park and Ride facility which was introduced in 2015, a response no doubt to the free annual tickets that have been offered as a relatively new initiative. Single car drivers remain the highest travel option for staff members that completed the survey, as does walking/running for students (see Charts A and B).



The student results show that the patterns of change in behaviour continue to indicate an increase in walking, running or skateboarding with a concurrent general decrease in private car use. The data for 2016 also shows continual low levels of public transport use among students.

In response to existing initiatives at DMU 47% of the students and 40% 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, as well as improvements to cycle facilities on campus.

It was common for both staff and students to leave comments regarding the state of, or lack of, car parking facilities 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, particularly the introduction of the free Park and Ride incentive.

### **Actions proposed for 2016/17**

- Maintain student response rate and increase staff response rates to the Travel Survey.
- Maintain our free Park & Ride tickets initiative.
- Continue promotion of our membership of Smarter Travel Leicester and the reductions on public transport tickets that it offers DMU staff.
- Develop new campus cycle facilities, including a potential campus cycle hire scheme.
- Strengthen staff and student communication regarding travel and transport initiatives and offers
- Continue to measure and reduce carbon emissions associated with staff and student commuting

## 2016 Travel Survey Responses

### Main 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 February to March for both staff and students and was sent via an email invite. The student survey was run jointly with the DMU Student Halls Survey.

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 1984 people provided us with usable data- an overall approximate percentage increase of 41%. 698 of these were staff and 1286 of these were students. This is a significant increase of respondents compared to 2015, when 433 staff members and 976 students took part in the survey.

As in previous years the biggest group who answered were undergraduate students (1119, 87%); the highest proportion of staff responses came from Professional Services staff (489, 70%). 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, which is the same as proportion of the 2015 survey result.

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; 54.6% report arriving at this time – a slightly higher percentage than 2015 (53%). Further analysis shows a slight decrease of staff arriving earlier in the mornings: in 2015 29% of staff reported accessing campus before 8:00am, in 2016 this has decreased to 24.8%. This is still a large increase on 2014, where only 16% of staff reported arriving earlier than 8am. This may be a continued 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. 94 staff members (13.4%) stated that their normal arrival time is between 9:01am and midday;

Students are far more likely to be flexible – 35% stated that their arrival time was 'Variable', which was the modal response as in 2015.

69% of the student respondents and 62% of staff were female; very comparable with 2015 (68% and 56% respectively).

11% of staff and 2% of students who responded stated that they had a responsibility as a carer of disabled children or adults. These figures are similar to those in the 2015 survey (12% and 2% respectively) and represent a large increase on the number of staff carers in 2014 survey, in which 6% of respondents counted themselves as carers.

7% (51) of staff respondents have a disability, although just over half of those (55%, 28) stated that it affects how they travel. 10% of students (123) also have a disability (double the 2014 percentage) and for only 18% of those does it affect their travel choices.

## Student Modal Split

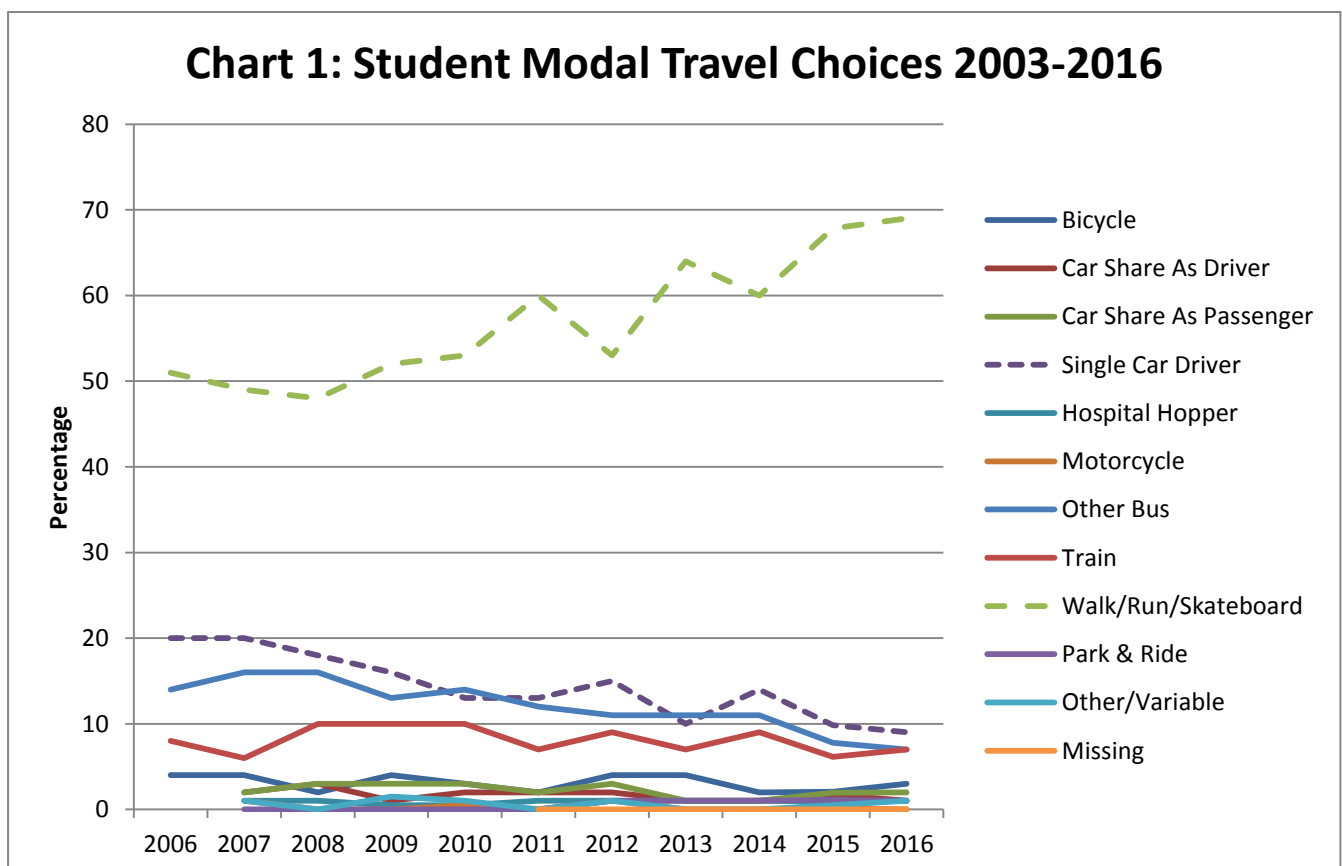
Student travel choices from 2006 – 2016 can be seen in Table 1 below.

**Table 1. Student modal travel choices 2006 – 2016; % (to nearest 1%)<sup>a</sup>.**

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Single car driver		20	18	16	13	13	15	10	14	10	9
Car share as driver	20 <sup>b</sup>	2	3	1	2	2	2	1	1	2	1
Car share as passenger	3	2	3	3	3	2	3	1	1	2	2
Hospital Hopper	n/a	1	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	<1
Other Bus	14	16	16	13	14	12	11	11	11	8	7
Train	8	6	10	10	10	7	9	7	9	6	7
Bicycle	4	4	2	4	3	2	4	4	2	2	3
Walk/Run/Skateboard	51	49	48	52	53	60	53	64	60	68	69
Motorcycle	0	1	0	0	<1	<1	1	0	0	0	0
Other	0	1	0	<1	<1	0	1	0	0 <sup>b</sup>	1 <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 eighth 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 second 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. 2016 represents the first time that the total number of students coming to campus in private cars has been below 10%, indicating a continued decline.

The third trend, albeit weaker than the others, is the fall in users of the public transport services.

## Staff Modal Split

Staff travel choices from 2003 – 2016 can be seen in Table 2 below.

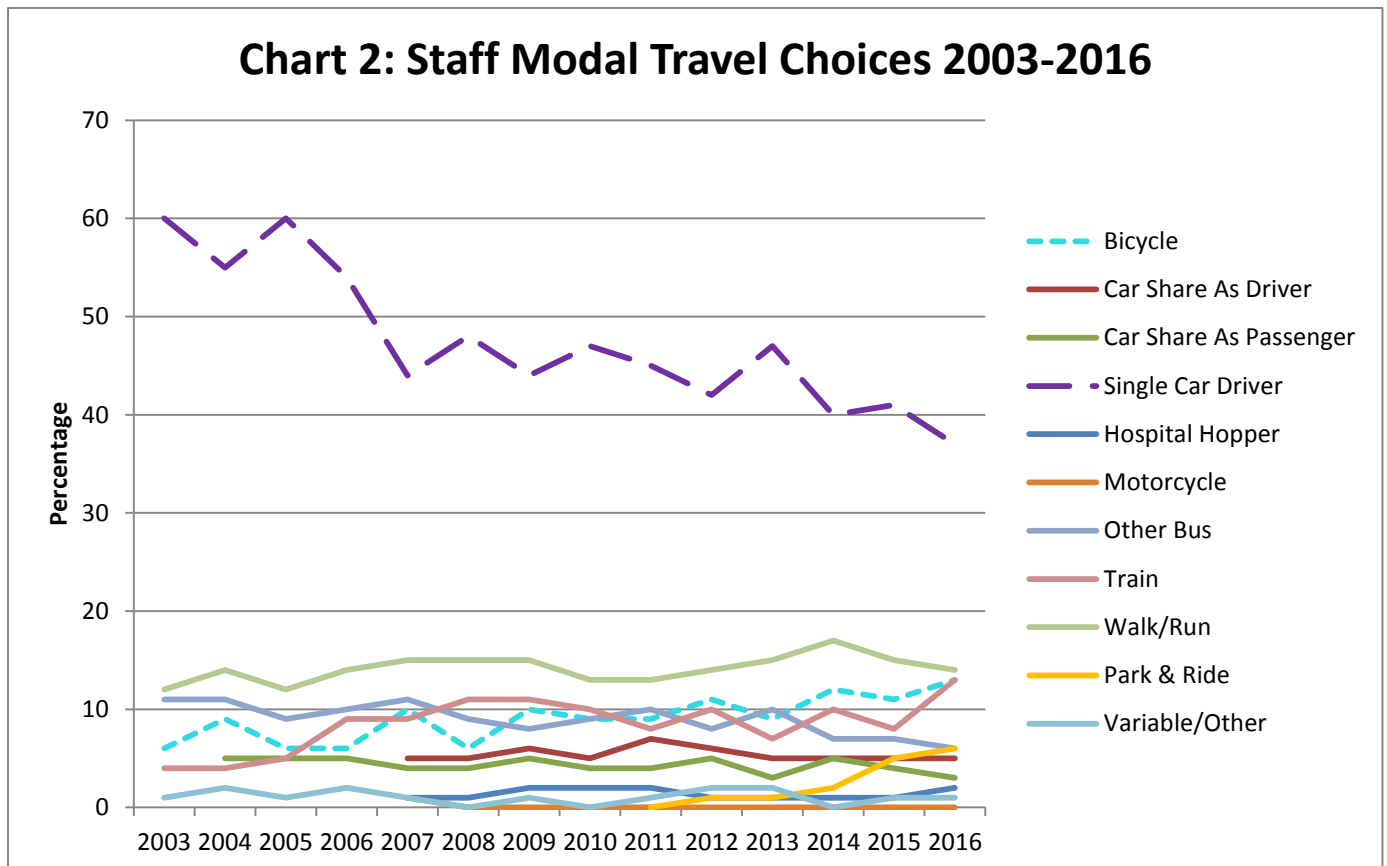
**Table 2. Staff modal travel choices 2003 – 2016; % (to nearest 1%)<sup>a</sup>.**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Single car driver</b>					44	48	44	47	45	42	47	40	41	<b>37</b>
<b>Car share driver</b>	60 <sup>b</sup>	55 <sup>b</sup>	60 <sup>b</sup>	54 <sup>b</sup>	5	5	6	5	7	6	5	5	5	<b>5</b>
<b>Car share passenger</b>	5	5	5	5	4	4	5	4	4	5	3	5	4	<b>3</b>
<b>Hospital Hopper</b>	n/a	n/a	n/a	n/a	1	1	2	2	2	1	1	1	1	<b>2</b>
<b>Park &amp; Ride</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0	1	1	2	5	<b>6</b>
<b>Other Bus</b>	11	11	9	10	11	9	8	9	10	8	10	7	7	<b>6</b>
<b>Train</b>	4	4	5	9	9	11	11	10	8	10	7	10	8	<b>13</b>
<b>Bicycle</b>	6	9	6	6	10	6	10	9	9	11	9	12	11	<b>13</b>
<b>Walk/Run</b>	12	14	12	14	15	15	15	13	13	14	15	17	15	<b>14</b>
<b>Motorcycle</b>	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	<b>0</b>
<b>Other</b>					1	0	0	0	0	2				
<b>Variable</b>	n/a	n/a	n/a	n/a	n/a	n/a	1	<1	1	0	2 <sup>b</sup>	0 <sup>b</sup>	1 <sup>b</sup>	<b>1<sup>b</sup></b>

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

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

<sup>^</sup>'Skateboard' not included in Staff Travel Survey



Whilst many of the travel choices of staff have remained stable or shown minor fluctuations in comparison with previous years, there has been a sustained 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 2012 to 6% 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 in 2015 to include temporary staff with contracts up to August 2015 or beyond. The offer will continue into the 2016/17 academic year.

This may also explain the decrease in number of single occupancy car drivers, down to 37% in 2016, which is the lowest ever result gleaned from this survey. It is hoped that in future, more DMU Car Park permit holders will switch to a Park & Ride ticket or other forms of public transport. 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 starting to look for alternatives.

It is also positive to see a slight increase in the number of DMU staff choosing to cycle to work, the highest percentage to date at 13%. This could be due to the established schemes and provisions that are now in place for cyclists, including showers, lockers and storage lock-ups.



## 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**

302 (43%) respondents left comments, comprising a wide range of different issues. It is extremely encouraging that many of the comments were from people saying positive things about the transport policy at DMU e.g.

*"The Park and Ride initiative is great - it's made my commute to and from work so much easier! So thank you!"*

*"I think what you offer is first class and am really happy to be a part of such a great place to work."*

However, similarly to the 2015 survey, 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.

*"I agree with the approach but my circumstances (single parent with two children who have no means of travelling to school other than by car/taxi) do not permit me to do other than travel by car."*

There were at least 34 (11% of overall respondents) comments from people regarding the issues of travelling to DMU whilst also having childcare duties. This is an increase on last year's comments pertaining to this issue, in which 25 people expressed concern regarding this.

There were a number of comments surrounding people having problems with getting a car parking space in the mornings due to people arriving earlier and filling up the car park before 9 o'clock e.g.

*"More parking is needed, if you're not in the main car park by 8:30am you will not get a space. If you have a morning appointment e.g. doctors, and arrive late you have no parking and struggle to find on street parking or parking rates are too expensive"*

Some respondents feel that there is need to improve the condition of the car parks already provided e.g.

*"Whilst I am happy to pay for parking I do believe that the upkeep of the car park should be maintained. It is not that well-lit and covered in potholes and therefore a health and safety risk."*

A 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.

*"Has 'Park and cycle' ever been considered? For drivers with long commutes, where rail travel isn't viable (such as myself) the only realistic option I have is to arrive before 8:15AM to obtain a parking space. If I need to arrive later for any reason I simply cannot park. I have the same issue if I need to temporarily leave campus in my car for any reason. I appreciate that more parking on Campus isn't an option. I would be more than happy to have a car park 2-4 miles away and cycle the rest of the journey. This would keep my car out of the city centre and provide those of us with long commutes to gain the benefits associated with cycling to work. (This would also probably be quicker than the sitting in the slow queue of traffic on the outskirts of the city)"*

Other suggestions included public transport subsidies that cover all the local bus companies rather than different deals for each one including better promotion of these deals, a monthly salary sacrifice scheme for rail tickets [rather than annual], and provision for charging electric vehicles.

## **Students**

Overall 405 students left comments, 31% of the total number of respondents; this was slightly higher than 2015 (29%).

As is becoming the norm for this annual report, the lack of parking for students was by far the most popular topic of comment, with many respondents (around 58% of those who left a comment, similar to 2015 – 59%) stating that they felt areas for student parking should be made available on campus. This represents approximately 18% of the total number of students who completed the survey (slightly higher than 2015 – 17%) even though only 12% 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.

*“Parking is limited that's why I didn't bring my car”*

*“Considered bringing car which would make it easier for me but parking around university and accommodation is very expensive and not a lot of it.”*

*“If there was more parking I would probably drive however it's too expensive therefore the hopper is the easiest option.”*

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.

A number of students left comments regarding ideas for improving our Travel Plan. The most popular suggestion was for some kind of University bus pass or dedicated DMU bus service. Other suggestions included more covered cycle facilities and parking around campus. Our cycle provision is being improved upon year-on-year but, in particular, the Vijay Patel 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 results show that 21% of staff drivers said that they would consider changing their behaviour (150 people), whilst 27% said they wouldn't. The most common requirement to be able to make that change was, as in previous years, 'Greater bus subsidies' (31%) followed by 'Greater rail subsidies' (27%). However, 36% of people asked also selected the option 'Other [requirement]'; of those, improvements (fares, routes, timings etc) to public transport provision were the most frequently mentioned (30 times).

As members of Smarter Go Leicester, we currently offer a range of discounts on a variety of public transport tickets for staff including both bus and rail companies. The number of offers available to staff have recently been expanded, including offers from Halfords, 50Cycles electric bikes and National Railcards.

We will endeavour to continue increasing the number of tickets and companies that the discounts are valid for, via our membership of Smart Go 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.

In the 2015 survey, 12 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 occurred at DMU September 2015. In the 2016 survey, 26 drivers selected these options. This increase could suggest that the rise in parking fees and expansion of the campus exclusion zone has encouraged people to reconsider their method of commuting, and will continue to do so. The number of single car drivers has also decreased by 4%, a clear indicator that the measures put in place have reduced the number of people driving to the University.

For student car drivers, 42 stated that they would be willing to change their travel habits. This represents 36% of all the student car drivers who answered the survey. Public transport subsidies were again very popular, with 22 people (55% of those willing to change) wanting greater rail subsidies and 12 (30%) 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 and better information on alternatives were joint third as the most popular initiatives most likely to change behaviour. These three are the same top three schemes (excluding better information on alternatives) most likely to promote a behaviour change as in 2013, 2014 and 2015.

### **Facilities used already**

A further question asked about existing DMU transport initiatives and facilities and whether respondents had used them. 282 (40%) staff respondents had taken advantage of the options offered and 396 had not. This is a decrease on the percentage of staff members who had used facilities in 2015 (47%).

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 (12%) and lockable cycle parking (10%) and free loan of a lock or lights (9%). These choices were also very popular in earlier surveys and the percentages are very comparable with the 2013, 2014 and 2015 results. This is positive 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 (2%) or First buses (less than 1%) and rail (1%) despite both initiatives being high on the **Encouragement to change behaviour** list.

It is good to see that over 9% of staff had used the free Hospital Hopper service and 7% the Park & Ride service (a slight increase on last year's 6%), demonstrating 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.

The data shows that 47% of students had used at least one of the initiatives (53% in 2014). As is usually the case, the most popular by far was the National Student Rail Card with 40% of respondents having used one. The next most popular (and the most popular provided by DMU) was free Hospital Hopper travel with 7% of total student responses.

Around 3 – 5% of students have used one or more of our cycle facilities including stands, sheds and shower & changing facilities; as only 3% 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 have been analysed separately using the 2016 conversion factors for Greenhouse Gas reporting provided by the Department of Energy and Climate Change. This was done in order to

calculate the CO<sub>2</sub> emissions of the University, as part of our commitment to a more environmentally friendly campus.

**Staff**

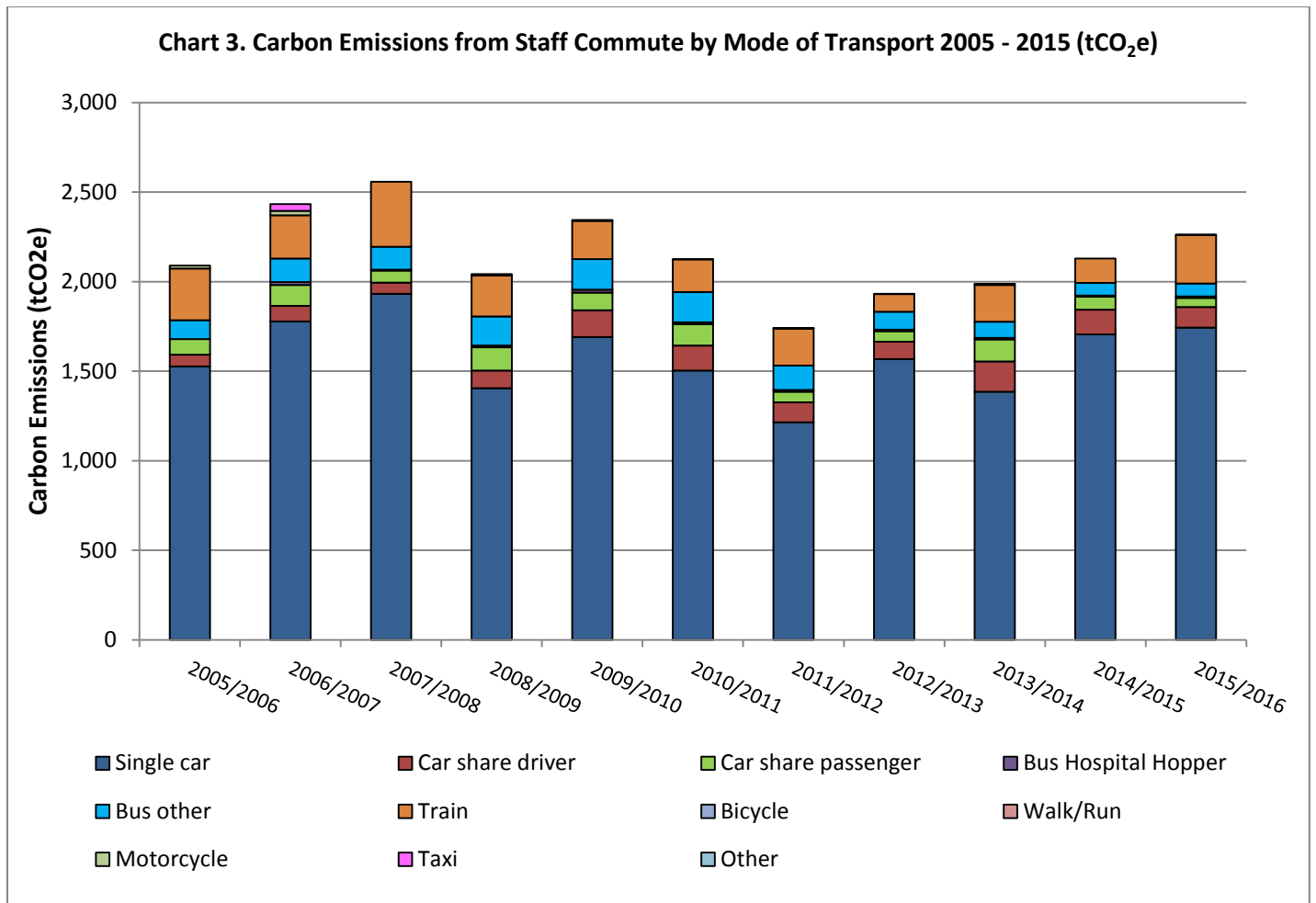
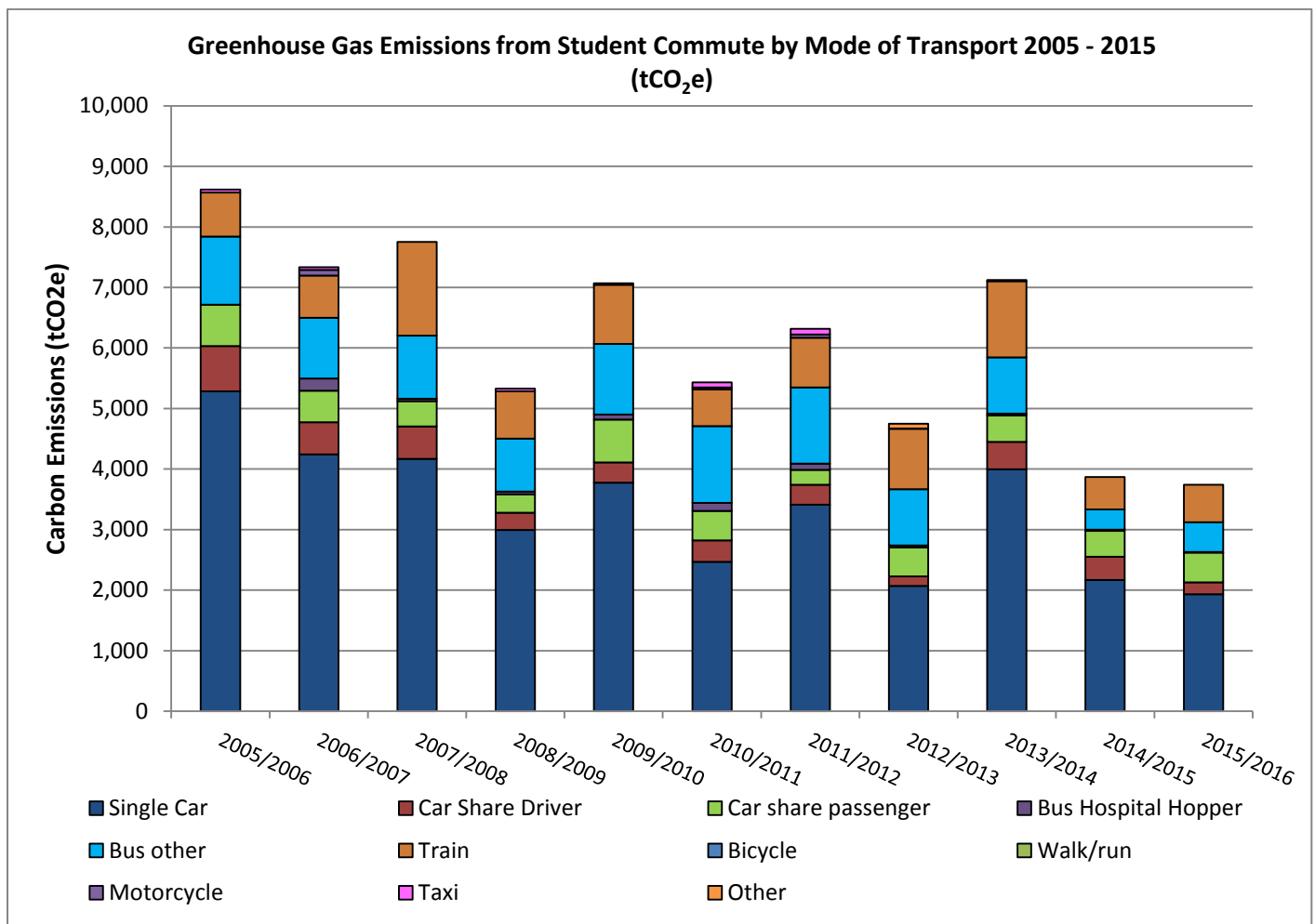


Chart 3 above shows the CO<sub>2</sub> equivalent emissions from staff commuting since the 2005/06 academic year. CO<sub>2</sub> equivalent is a measurement which takes into account other naturally occurring greenhouse gases such as methane, nitrous oxide and ozone, to give a fuller picture of our impact as an organisation.

Whilst emissions have largely fluctuated over the years, total emissions overall have fallen slightly since 2007/08. For each year since the survey began, single car use has accounted for the largest amount of emissions, along with train users and car share drivers. In past years, bus users have accounted for a significant proportion of emissions, however emissions for this transport mode have been falling year on year since 2009/10.

## Students



For student travel, Chart 4 shows that single car drivers again have made up the largest amount of emissions per year, with the exception of 2010/11 and 2012/13, though to a lesser proportion than staff travel. Train and bus users, as well as car share passengers, have historically accounted for the other largest proportions of emissions from student travel. Whilst fluctuations have occurred, particularly in 2008/09 and 2013/14, overall emissions have been falling since the 2005/06 survey, most notably for single car drivers.

### Actions proposed for 2016/17

- Maintain student response rate and increase staff response rates to the Travel Survey.
- Maintain our free Park & Ride tickets initiative.
- Continue promotion of our membership of Smarter Travel Leicester and the reductions on public transport tickets that it offers DMU staff.
- Develop new campus cycle facilities, including a potential campus cycle hire scheme.
- Strengthen staff and student communication regarding travel and transport initiatives and offers
- Continue to measure and reduce carbon emissions associated with staff and student commuting