

University of Northampton Travel & Parking Management Plan 2018

Table of Contents

Introduction	3
1.1 Travel Plan Purpose.....	4
1.2 Travel Plan Structure	5
1.3 Travel Plan Management	5
Campus location & accessibility.....	7
2.1 Site Locations	7
2.2 Pedestrian / Cyclist access	8
2.3 Public Transport – Bus access	10
2.4 Public Transport – Rail services.....	11
3. Waterside Development proposals	12
3.1 Introduction	12
3.2 Vehicle access	12
3.3 Pedestrian and cycle access.....	12
3.4 Park and Ride.....	13
3.5 Bus services	13
3.6 Car parking.....	15
4. Travel Plan Development	18
4.1 Market Research	18
4.2 Consultation	18
4.3 Equality and Diversity.....	20
4.4 Conclusion	20
5. Travel Plan Implementation Plan	21
5.1 Travel Plan Implementation schedule.....	27
6. Travel Plan targets and monitoring	30
6.1 Targets and Objectives.....	30
6.2 Current Travel Survey Data	31
6.3 Monitoring and Reporting	32
APPENDIX	33

1. Introduction

The University of Northampton (the University) produced a Framework Travel Plan (FTP) as part of the planning requirements for the relocation of Park Campus to the Northampton Waterside site (off Bedford Road, Northampton). The location of the current and future sites is shown in Figure 1.1.

The new Waterside Campus will come into operation in summer 2018. This 2018 University – wide Travel & Parking Management Plan is being submitted to meet the Planning Conditions for the new campus, and will set-out how the University intends to implement and promote specific measures to help staff, students and visitors commute to the University's various sites without having an adverse effect on the local community.

This Travel & Parking Management Plan (TPMP) covers all of the University of Northampton sites. The Avenue and Waterside locations are referred to as campuses and the remaining locations: Boughton Green Road Halls, The Innovation Centre, St John's Halls & House, Podiatry, The Resource Centre and Platform student's union are referred to as sites.

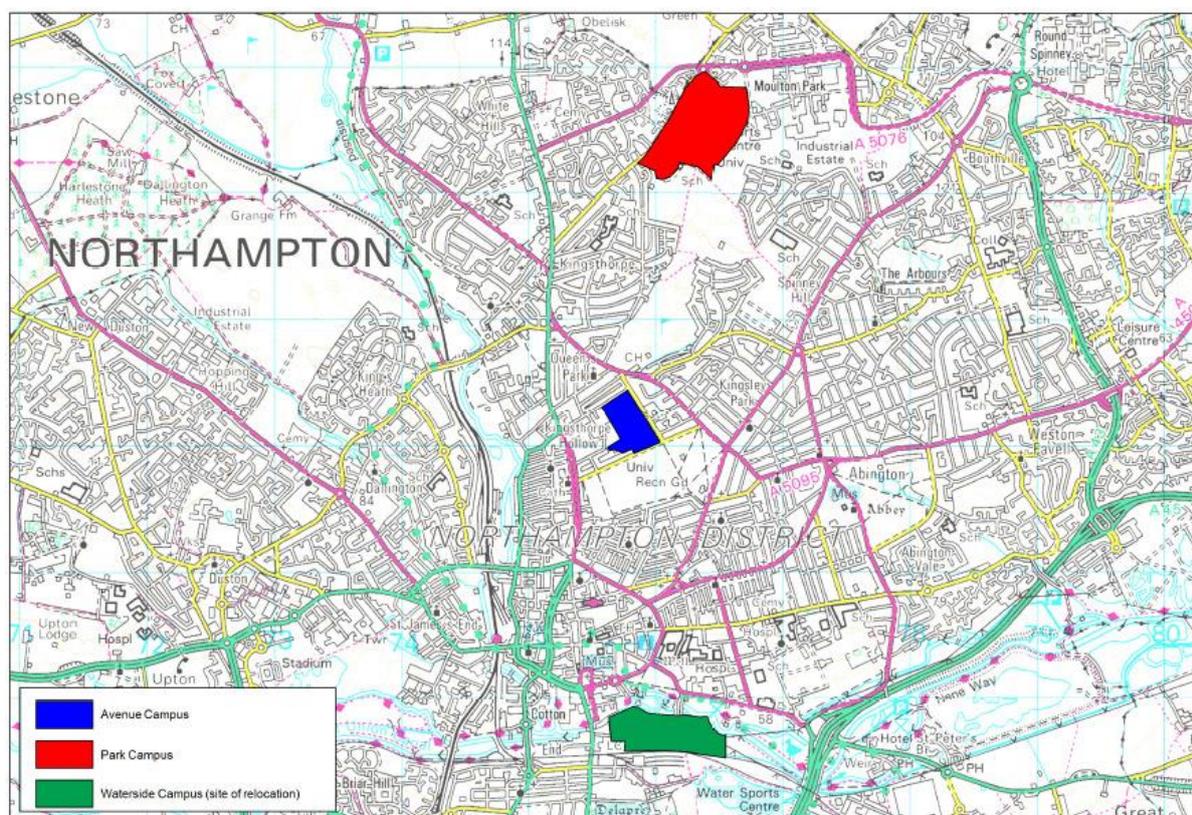


Figure 1.1: The University of Northampton Existing and Future campuses.

1.1 Travel Plan Purpose

The University prepared a Travel Plan covering both campuses in 2008 and a FTP covering Waterside as part of an outline planning application in 2013, this TPMP provides an update to those documents.

This TPMP has been prepared as part of a planning condition for the relocation of much of Park and Avenue campus to Waterside.

The University is required to discharge *Planning Condition 16* as part of the development of the Waterside Campus. Planning Condition 16 states that:

Condition 16

In addition, this TPMP sets to meet condition 27 which states that the Travel Plan will outline an implementation plan prior to occupation and a monitoring plan at regular intervals after occupation.

"The recommendations set out in the submitted Travel Plan in connection with the proposed University Campus hereby approved shall be implemented in accordance with a timetable to be submitted to and agreed in writing by the Local Planning Authority. The approved details shall be implemented in full and shall thereafter be maintained. Furthermore, Periodic Monitoring Reports (PMRs) shall be submitted to and approved in writing by Local Planning Authority after 6, 12, 24, 45 and 60 months of the date when the University and the commercial office developments hereby permitted are each first brought into use."

This document outlines all of the sustainable transport measures which the University is implementing to encourage modal shift from single occupancy car to sustainable travel, across all sites, with a timetable implementation plan and monitoring strategy. In addition, it sets out a modal shift target for the University.

Other reasons for implementing a University-wide travel plan are:

- The University recognises that its activities impact upon the local and global environment, and it acknowledges a responsibility for, and a commitment to, lessening their impact. Its Environmental Policy states that 'by working with strategic partners the University is committed to facilitating modes of travel for staff, students and visitors which help to reduce the impact of car travel on the environment.'
- Congestion and pollution caused by vehicular travel are not only felt by the vehicle user, but also by those who live or work locally.
- Social changes are causing an increase in single occupancy car journeys, as well as a willingness to commute longer distances, which are significantly increasing congestion and vehicle emissions. Car travel accounts for over 10% of total UK carbon dioxide emissions.
- Health, safety and welfare issues are a significant driver for improved transport planning; these range from improvements to personal security while travelling, to the health benefits of alternative travel such as walking and cycling.
- Accessibility and the widening of participation are important issues within education generally, and more specifically for the University of Northampton which draws a significant and increasing proportion of its students from non-traditional groups, i.e. part-time students with work and family commitments, mature students in part-time study, students with limited resources. Therefore, viable and cost effective travel is a key requirement for attracting and retaining new students.
- The opening of the new Waterside Campus in 2018 will lead to major changes of location for staff and students of the University, leading to changes of travel pattern for many people. In order to facilitate positive travel changes, a coordinated series of initiatives and measures will be required to be put into operation in the years and months running up to the opening of the Waterside Campus.

1.2 Travel Plan Structure

Following this chapter, the remainder of the report is structured as follows:

- **Chapter 2** describes the location of the various sites and their existing accessibility by all transport modes;
- **Chapter 3** sets out the Waterside development proposals including access and parking information;
- **Chapter 4** outlines the development of the document through market research, consultation and equal opportunities legislation;
- **Chapter 5** considers the initiatives that will be provided to encourage modal shift, how the Travel Plan will be implemented and timescales;
- **Chapter 6** sets out information on the baseline data, monitoring, and reporting that the Travel Plan will provide, and references targets to be achieved.

1.3 Travel Plan Management

The success of a Travel Plan can be determined by a clear implementation strategy, identifying responsibilities and ensuring momentum is maintained. This chapter sets out information on how the TP will be managed and co-ordinated by the University of Northampton.

Travel Plan Coordinator (TPC)

Site-Wide Travel Plan Co-ordinator (SWTPC): Amy Moore, Travel Plan Implementation Officer for the University, will be responsible for the coordination of the TP and its successful implementation. The SWTPC will also be responsible for the management and co-ordination of any Individual Travel Plans prepared for individual users as they come forward, such as any commercial building that may occupy the University land at a later stage.

Responsibilities include:

- To lead the implementation and development of the Travel Plan;
- To have responsibility for raising awareness and uptake of sustainable transport;
- To implement the measures within the Travel Plan, aimed at reducing the proportion of private car trips to the University;
- To organise and promote Travel Plan related publicity and awareness events as appropriate;
- To act as the point of contact for anyone requiring transport advice or information;
- To conduct travel surveys to establish why people travel the way they do and what the University could do to get them to change to sustainable transport;
- To monitor the progress of the Travel Plan towards its targets and to take action where appropriate to ensure the targets are met;
- To liaise with senior management to secure support and funding for the plan;
- To set up and coordinate relevant steering groups, e.g. an external Transport Working Group and internal Bike User Group;
- To be the University's point of contact with the local authority and bus & rail operators;
- To work in partnership with any business on the Waterside site to resolve local sustainable transport issues;
- To be responsible for keeping the Travel Plan document up to date, including the action plan and monitoring reports; and
- To work to improve on site facilities for those who choose to come by sustainable transport, for example increasing the cycle storage.
- To liaise with the local authority to improve local infrastructure for sustainable travel.

Supporting Team and Stakeholders:

UN Estate Services – Terry Cox, Matthew Waite, Michelle Chodyniecki, Becky Bradshaw, Simon Pole.

UN other departments – HR, Marketing, Accommodation Services, Commercial Services, Student Services/ASSIST, Students' Union, UNO Buses.

Consultants – Paul R Taylor (EcoConsultant), Amy Harper (Savills).

External stakeholders – Northamptonshire County Council (NCC)/Northamptonshire Highways (Nicky Hyde-Pulley, Jim Whiting), Northampton Borough Council (NBC) (Gavin Smith), Northampton General Hospital (NGH) (Clare Topping), Avon Cosmetics (Carol Stronach), Northamptonshire Healthcare Foundation Trust (Paula Lloyd-Chamberlain), Barclaycard (Kelly Barton), Environment Agency, Northampton Resilience Forum, Friends of Becketts Park (Nick Stephens), local neighbourhood residents' committees.

The new 'SOCIAL' social enterprise, formed by the University and Northamptonshire County Council, will pioneer collaborative travel measures.

2. Campus locations and accessibility

This chapter outlines the existing sustainable transport network available within the vicinity of the various University sites.

2.1 Site locations

The **Waterside** development site is located on the south eastern edge of Northampton town centre (approximately 1.3 miles from Northampton rail station). The largest of the two campuses, Waterside will be home to 1000 students and will provide the majority of academic and staff space.

Bedford Road is located to the north of the site (with the River Nene being positioned between this road and site) and Nunn Mills Road enters the site from Bedford Road. To the west of the site is a housing estate with Malthouse Close and New South Bridge Road (currently cul-de-sacs) passing adjacent to the site. The main access into the site is from the north, via a new private access road from Bedford Road over the River Nene, with secondary access via New South Bridge Road to the west. Staff can access car parking via either entrance, car parking is located on the main access routes to prevent vehicles driving through the campus. There is no through route for the site, except for buses and delivery vehicles, to ensure it is not used as a cut through for members of the public and that the campus is predominantly free from vehicles.

The campus is in easy walking distance from: the town centre, bus station, rail station, Platform (student's union), St John's Halls, Podiatry and two large supermarkets. There are also a number of public bus services which service the nearby London Road and Bedford Road.

Avenue Campus is located opposite The Racecourse park in a residential area, approximately 1-mile north of Northampton town centre. It will be the smaller of the University's two main campuses (Waterside and Avenue). Approximately 250 students will live in halls of residence on site and a further 300 will study art based courses, with an additional 300 staff based here. All vehicular and pedestrian access is via St. George's Avenue; a one-way system is operated for vehicles in the main to help the traffic flow.

Park Campus is located on the northern outskirts of Northampton, approximately 3 miles from the town centre, between a residential area and Moulton Park industrial estate. This campus will become redundant, however the current 'East Halls' located here will remain, with the new name of **Boughton Green Road Halls**. Approximately 900 students will live in halls of residence on site. All vehicular access will be via a new private road from Boughton Green Road, with various pedestrian access points around the site onto surrounding byways. There is a significant incline for most of the journey when travelling from Avenue Campus to Park Campus.

The Innovation Centre is located on the south west edge of the town centre, less than a quarter of a mile from the rail station, and just a two-minute walk. There are a small number of staff based here (approx. 40), and there is no parking. The site is only used by a handful of students on training. Staff have been using the University's new park-and-ride service to get to the site for the last 6 months.

St John's Halls houses over 450 students and is located on the south of the town, just opposite Becketts Park. In under 5 minutes students can walk to: the town centre, Waterside Campus, Students Union (Platform) and a large supermarket. In addition, the rail station and bus station are just a 10-15-minute walk.

The Podiatry Clinic houses less than 50 (at peak clinic times) staff and students and is located ½ mile east of the town centre within the grounds of Northampton General Hospital. Vehicular access is via Cliftonville Road. Staff and students will be able to walk in less than 5 minutes from here to the new Waterside campus.

The Resource Centre will only be used by facilities staff accepting and sending resources to the various sites across the town. It is located just south of Waterside and is walkable from here in 7 minutes. There are also a number of buses which service the nearby London Road.

The Platform café and nightclub is situated in the town centre, surrounded by other social venues. It has excellent walking, cycling and bus links.

2.2 Pedestrian / cyclist accessibility

National Route 6 is a traffic free cycle route which passes along Bedford Road, to the north of the Waterside site and this connects Northampton with areas such as Brackmills and Great Houghton to the South and Market Harborough to the north, traffic free.

National Route 536 runs along the River Nene (from where it crosses London Road) providing a traffic free route from Becketts Park to Upton.

There are cycle routes segregated from traffic surrounding all University sites, however linking the sites up requires some travel on road. Cyclists could travel from Waterside to Park Campus in 30 minutes using the quieter roads, and from Waterside to Avenue in 15 minutes.

Northampton town centre is approximately 800m from the Waterside site and pedestrian accessibility between the two areas is high. The route into the town centre incorporates a surfaced footpath through Beckett's Park, allowing for a much more direct journey. The footways in the vicinity are of a reasonable size, allowing for pedestrians to walk at least two abreast, and are well lit. The main route to the town centre through Beckett's Park also includes a signalised crossing point across Victoria Promenade.

Northampton town centre, rail station and bus station is walkable from: Waterside Campus, the Innovation Centre, St John's Halls and the Students Union (Platform). There is a simple cycle route from Waterside to Northampton railway station through Becketts Park and the town centre, via quiet roads and on road cycle paths.

Figure 2.1 below outlines a good level of pedestrian and cyclist infrastructure provision to the east, west and south of the Waterside development, with local cycle routes linking the development site with local residential areas and amenities and areas of Northampton town centre.

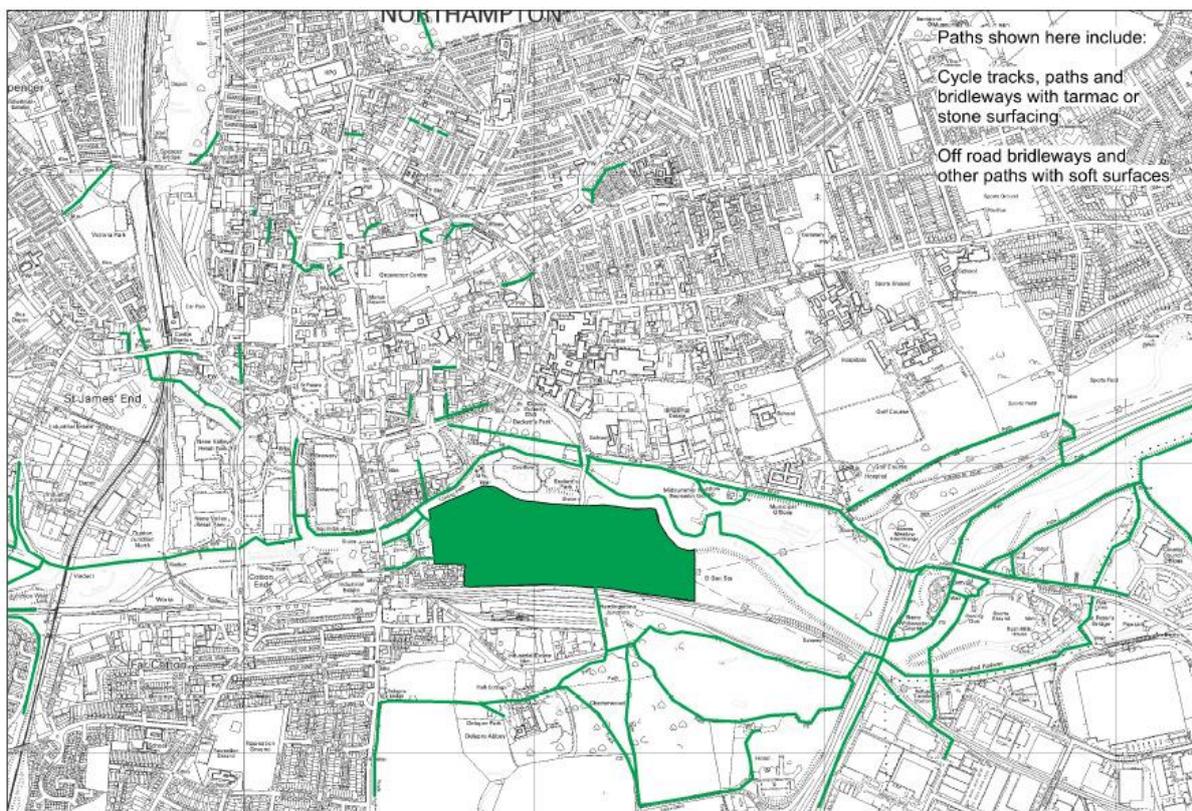


Figure 2.1- Existing cycling provision close to the development site

There are a number of other amenities useful to the students and staff of the university within walking/cycling distance of Waterside Campus, the Innovation Centre, St John's Halls and the Platform, such as Becket's Park, Northampton General Hospital, a gym, a variety of shops and two large supermarkets.

Avenue and Park Campus are also in walking distance to local community facilities, Avenue residents can utilise the Kingsley High Street and Park residents are half a mile from Kingsthorpe, which includes a plethora of supermarkets and shops.

2.3 Public Transport- Bus

The University runs its own bus service, UNO Buses, which will be adapted to suit the needs of staff and students across all sites. Currently, the Uno Bus services cover: Park and Avenue Campus, the Innovation Centre (rail station stop), town centre and bus station (short walk to St John's Halls). Staff and students can travel between Park and Avenue free of charge and to the town centre for £1 per journey, the University pay a large subsidy to ensure staff and students can afford to utilise the bus service, which will continue.

In addition, staff based at the Innovation Centre are trialing a new park-and-ride service in partnership with NCC staff as there is no parking on site. Staff can park for free at the Sixfields service and travel on the bus to work currently for free. This service will be rolled out to all staff once moved to Waterside outlined in section 3.

Other bus operators

In addition to the Uno Service, Stagecoach and others operate a number of buses in the locality which visitors to the University campuses can utilise. The below table shows all the current bus services and for which future campus they can be used.

Bus Service	Frequency			University site (Aug 2018 onwards)
	Mon – Fri	Sat	Sun	
1 - Grange Park* - General Hospital - Town Centre - Blackthorn/Rectory Farm	10 minutes	30 minutes	20 minutes	Waterside St John's Halls UNIC Platform Podiatry
5 St. Giles Park - Town Centre - Southfields	30 minutes	No service	No service	Waterside St John's Halls UNIC Platform
9/9A/9B General Hospital - Town Centre - Duston	30 minutes in the evenings to the hospital. 10 minutes during peak time (no hospital).	30 minutes	30 minutes (Hourly evenings)	Waterside St John's Halls UNIC Platform
16 - Obelisk Rise - Town Centre - Ecton Brook	12 mins	30 mins	20 mins	Boughton Green Rd Halls Avenue Campus
23 town Centre - Brackmills (Country Lion)	3 journeys to/from work Monday to Friday	No service	No service	Waterside
41- Northampton - Bedford	Hourly	No service	No service	Waterside St John's Halls
W8 - Northampton - Cogenhoe - Wollaston - Wellingborough (Centrebus)	6 journeys each way	No Service	No Service	Waterside St John's Halls
15/15A - Moulton Park* - Acre Lane - Town Centre	- 20 mins	20 mins	30 mins	Boughton Green Rd Halls Avenue Campus
60 - Northampton - Guilsborough (Welford)	6/7 journeys each way	No Service	No Service	Boughton Green Rd Halls Avenue Campus
33/33A - Northampton - Roade - Hartwell - Milton Keynes	Hourly	No Service	No Service	Waterside
86 - Northampton - Roade - Towcester	5 journeys each way	No Service	No Service	Waterside St John's Halls
X4 - Milton Keynes - Northampton - Wellingborough -	hourly	hourly	every two hours	Waterside St John's Halls
X7 - Milton Keynes - Northampton - Brixworth - Market Harborough - Kibworth - Leicester	every 30 minutes	1 to 4 journeys each way	Hourly	Boughton Green Rd Halls Avenue Campus

Table 2.1: Details of bus services in the vicinity of the site.

2.4 Public Transport - Rail

Northampton railway station is located in the town centre and is walkable from: Waterside Campus, the Innovation Centre, St John's Halls and Platform. There are good pedestrian and cyclist routes through the town. The Uno Bus services the station from all main sites.

The station has 813 car parking spaces and 85 sheltered cycle storage.

The station has recently changed management to London Northwestern Railway and is served as part of the Birmingham New Street to London Euston service. Services to both of these major destinations operate every 20 minutes on average, and take approximately one hour in both directions. Also directly accessible from Northampton station are Milton Keynes and Coventry, taking 15 and 30 minutes respectively.

2.5 Car Parking

Currently, staff are able to pay a small one off admin fee to obtain a barrier pass for entry in to selected car parks at Park and Avenue Campus, commuting students are able to do the same. Students in halls are able to apply for a termly permit (£50) to park their vehicle overnight by their accommodation. This system is in place for students on placement (often nightshifts at the Hospital or out of county public services), Blue Badge holders or those registered with our Additional Student Support & Inclusion Services Team (ASSIST).

In line with current legislation around air quality, EAUC guidance, market research and in support of the residents in the county, the University will implement proactive car parking changes across the board upon the opening of Waterside, including no parking for students and a charge for parking for staff and visitors. Instead the University will promote sustainable travel to campus and agile working. These changes are outlined in the Waterside development proposals in section 3 below.

3. Waterside Development Proposals

3.1 Introduction

This chapter sets out the Waterside development proposals, identifies access arrangements and parking provision and outlines the upcoming transport changes to incorporate the new campus, many of which will be rolled out across all sites.

The campus will consist of 55,000sqm GEA of university uses and a 1,500 bed student accommodation. The Waterside site will also consist of commercial developments: a convenience store, a bank, bars and restaurant, a sports pitch and a hotel.

The site will be well connected by walking, cycling and public transport, with a new bridge and riverside walk being provided.

3.2 Vehicle access

There are two vehicular access routes into the Waterside site. In order to access the north of the site, a new road bridge over the River Nene from Bedford Road has been built. To access the south of the site, a new road link is provided from New South Bridge Road, which is located in the housing estate on the edge of the site.

The two vehicular access points will lead to separate car parking areas, allowing staff and visitors to choose which entrance they arrive from. Vehicles will not be allowed to drive through the campus, this will be reserved for the bus, fleet and waste vehicles, in order to limit the vehicle movement on campus and create safe outdoor social spaces and a walking and cycling ethos.

In addition, a third potential access linking the site with Ransome Road to the south is assessed within the Transport Assessment as a 'Phase 2' of development. The link will not be provided as part of the development proposals, but is catered for within the design. The existing Nunn Mills Road bridge over the River Nene will remain as the main access point to Avon cosmetics. A gate prevents Avon staff and visitors from travelling in to the campus site, except in an emergency. In the event that Nunn Mills Road is impassable Avon staff are able to legally access their property via this gate; as agreed in the conditions of sale.

3.3 Pedestrian and cycle access and facilities

A new pedestrian foot bridge at the north west of the site, connects the campus to Becket's Park and an existing route to the west connects the campus with Cotton End, allowing for easy access to the site from the housing area on the other side of the A508.

The new bridge over the River Nene provides pedestrian and cycle access as well as vehicular to the site from Bedford Road. Plus, the existing bridge crossing can also be used by pedestrians and cyclists, to provide an alternative route into the site from Bedford Road.

New traffic free footways and cycleways are provided within the development, which will be linked to the existing network of footways surrounding the site wherever possible. The footways are designed in accordance with the principles of Manual for Streets (MfS 1 & 2) and provide areas of shared space, therefore giving priority to pedestrians and cyclists. Any new linkages will be convenient, well lit, follow desire lines and have dropped kerbs where required.

Cycle parking racks are distributed throughout the site, with some provision outside each major building and the main 'hub' being located in a central area, close to the University reception. There are 'Sheffield' stands for over 500 bicycles at Waterside including: 80 covered spaces for the student halls and 80 covered spaces for staff and commuting students. The University currently has over 350 cycle spaces across its other sites, including some secure racking, the majority of this will remain, except at Park campus where only the parking outside of Boughton Green Road halls will stay.

3.4 Park and Ride

The University has embarked on the first park-and-ride facility for the town, providing free, secure parking on the outskirts of town in order to reduce the number of single occupancy car journeys through the town centre and in turn, ease congestion, enhance connectivity and improve the local air quality.

Commencing in August 2018 this will be the University's primary parking area for students, and also open to staff, instead of providing on-site parking. The University has purchased a car park housing approximately 800 vehicles, from the Borough Council to provide the service. Once a rarely used parking facility on the edge of town the University will transform it in to a modern park-and-ride facility with a subsidised, frequent and direct Uno bus service, cycle CoNnect hubs and promotion of the 'Riverside' off road walking route to campus.

In addition, the University has agreed a long term lease with local rugby club The Saints for a further 700 spaces on the other side of the road.

The park-and-ride service will be open to University staff and students and Northamptonshire County Council staff initially, with a review to open it out wider to external organisations in the future if possible.

Parking will be free, to allow pedestrians and cyclists to travel onwards free of charge, and will be monitored by a 24-hour security team and CCTV footage. The park-and-ride bus will be a dedicated shuttle service to Waterside and will cost £1 per day. The buses will run approximately every 10 minutes at peak time and stop at the rail station for commuters, and to allow a drop off for the staff of the Innovation Centre, and in the town centre for NCC staff.

The route will make use of the town centre bus only lanes to provide a quick service and there will be real-time information at bus shelters in order to allow users to see when their next bus is due to arrive.

The park and ride is in walking and cycling distance to many sites including; Waterside (2.3 miles), UNIC (1 mile) or Avenue (2.5 miles); thereby giving zero cost options for those who want it.

3.5 Bus services

The University is continuing to subsidise the UNO bus network including the 19 and two new routes to Waterside. UNO will continue to run the 21 commercially, with a discount for University staff and students based on an inner and outer fare model to cover all sites. Uno buses are low emission and provide free Wi-Fi; USB charging and modern comfort to enable users to catch-up on emails/browse the web at the start of the day.

Inner fare zone:

The inner zone encompasses the town centre including: park-and-ride, the rail station, bus station, Avenue Campus, St John's, and Waterside Campus. Staff and students pay just 50p for a single journey on UNO buses within the inner zone Monday - Friday.

Outer fare zone:

Covering the rest of the UNO network within Northampton. Staff and students pay £1 for any single journey on UNO buses in the outer zone Monday - Friday.

Intercampus-travel

UNO service 19 continues to link Park Campus (Boughton Green Road Halls) and Avenue Campus with Northampton town centre and St John's Halls, but has been amended to serve the Waterside Campus from the town centre instead of the rail station and park-and-ride. This will provide a link for users living in the town and suburbs as a means to get to work/study. This is the main north/south bus route linking the campuses.

In addition, a new route provides a dedicated shuttle between Waterside and Avenue free of charge (Monday to Friday) for staff and students, providing direct links between the main University campuses (including the Innovation Centre) for at work/study travel. This will ensure staff are using public transport for at work travel and also feel confident commuting to work sustainably as they have alternative transport options once at work.

Additionally, to encourage use of public transport, students living in Boughton Green Road halls will be given free UNO bus travel (Monday – Friday) to Avenue and Waterside as part of their accommodation package. This is to help ensure that they can easily travel to the locations where academic studies will take place, and discourage those that keep a car at the accommodation from using it for study.

UNO service 21 will continue to link Blackthorn – Weston Favell – Northampton College with Northampton town centre. From here users can walk to: Platform, UNIC, St John’s Halls and Waterside, providing a link for users living in the town and suburbs as a means to get to work/study.

The University is committed to installing high quality bus stops at its new locations in order to maximise the opportunity for safe and convenient bus travel. New stops will be sheltered and display timetable and real time information.

The table below outlines the new UNO bus network.

Bus Number	Route	Frequency	Days	Fare (University staff and students)
18 - Park-and-ride To be confirmed (subject to Traffic Commissioner)	Park and Ride – Rail station - Waterside	Every 10 minutes' peak time / 15 minutes' off peak. Every 15 minutes Every 30 minutes	Monday to Friday Saturday Sunday	£0.50 (single). Full fare. Full fare.
20 - Intercampus shuttle To be confirmed (subject to Traffic Commissioner)	Waterside – Horse Market - Avenue	Every 30 minutes	Monday to Friday	Free.
19	Boughton Green Rd Halls – Barrack Rd – Waterside	Every 15 minutes at peak time Every 30 minutes at peak time	Monday to Friday Saturday and Sunday	£1 (single) from BG Rd. £0.50 (single) from Barrack Rd. Full fare.
21	Blackthorn - Weston Favell – town centre	Every 15 minutes at peak time Every 20 minutes	Monday to Friday Saturday	£1 single. Full fare.

Table 3.1 outlining the new UNO bus network.

External bus services

There are two main roads that run along the boundary of the site; the Bedford Road to the north and Cotton End/London Road to the west. Both of these roads have numerous buses which pass by and collect passengers to go to the town centre or back out to the residential suburbs.

3.6 Car parking

The University is promoting a car-free campus for students and discouraging staff parking by introducing parking charges across the board upon the opening of Waterside. In line with current legislation around air quality, EAUC guidance, market research and in support of the residents in the county.

Staff

Limited parking is provided for staff to reflect the new location for the University, much closer to the town centre and served by better public transport links. The pricing of staff car parking has been set to reflect the new location and to encourage greater car sharing and sustainable travel opportunities.

Car park management

Parking is managed by a comprehensive ANPR system and an appointed car parking enforcement contractor.

Staff and visitors must register their vehicles on ANPR white lists to access car parks and have to make payment for their stay. Following consultation with the British Parking association, Trade Unions and with staff (see section 4) two methods of payment are offered for staff: pay-as-you-go at £3 per day (midnight – midnight) or payroll deductions at 0.75%.

Deductions from payroll is considerably cheaper than pay-as-you-go in order to provide staff that have to drive to work every day with an affordable option and ensure they do not feel alienated. The monthly fee taken straight from salary allows them to park as often as they choose. However, the draw back to the system is that it does not allow for any refunds if staff take annual leave, are off short term sick or are not able to get a parking space. Staff must opt in for 3 months at a time in order to cut down on admin and prevent abuse of the system. For staff that have flexible working hours, shift work, agile working or various daily transport modes, 'pay-as-you go' should be a more appealing offer.

Motorcycles - including mopeds and scooters - are exempt from car park charges to reflect the lesser space they take up on road, with regards to congestion, and in the car park itself. There are dedicated motorbike parking areas across three car parks with secure steel poles for anchoring.

Of the 650 car parking spaces at Waterside, 52 are allocated for Blue Badge holders. These spaces are not necessarily nearer to buildings but are wider and fully accessible. The University will operate a temporary 'University Blue Badge' scheme where staff can obtain a pass for these spaces free of charge for a maximum of 6 weeks at a time, accounting for varying levels of disability and visual impairment.

Students

Only students with disabilities or restricted mobility can park on campus. Blue Badge holders must register with the University's Additional Student Support and Inclusion Services Team (ASSIST) to have their badge verified and then register their vehicles on the ANPR white lists to access all car parks across all University sites. In addition, students registered with ASSIST can apply for a 'University Blue Badge' in order to park in staff areas, not Disabled bays. Students are required to obtain medical evidence via a doctor's form that outlines why their condition means they cannot use public transport. These University Blue Badges have an appropriate expiry date.

Limited parking is available at Boughton Green Road Halls and Bassett Lowke Halls (Avenue Campus) at £60 a term for students residing here who need to bring a car for health reasons, family reasons or due to having an official academic placement. These halls are promoted as the only accommodation with parking for students that meet the criteria. There is not enough parking available for all the students residing here and therefore they must apply termly by a publicised deadline and outlined which criteria they meet.

Students residing at St John's Halls or Waterside Student Village are not be able to bring vehicles with them.

Currently, students studying at Avenue Campus are able to pay to park on campus for £20 per month (equivalent to the £1 per day park and ride fee for Waterside students) due to the fact there is no direct bus from the park-and-ride. It is likely this option will be removed when a park-and-ride facility becomes available on the east side of town as well as the west as this will result in a better bus network which includes a route directly to Avenue from the park-and-ride.

Postgraduate Researchers are able to park on-site in staff parking areas.

Visitors

Visitors are able to utilise the car parks at the University campuses but are also required to pay and pre-register their vehicle in order to be recognised by the Automatic Number Plate Recognition system installed at Waterside and Newton. Staff can register their visitor's vehicles on the white list prior to their arrival. Visitors are given an online receipt option upon payment should they be able to claim parking costs back from their employer/company.

Off-site parking

It is accepted that despite a car-free campus, some students may still drive and attempt to park off-site, either utilising the town centre car parks or on-street within walking distance of the Waterside campus. A Northampton Central Area Parking Strategy (Sep 2012) has been developed by NCC which details the capacity of parking in the town centre, taking upcoming developments into consideration. It is indicated that there is spare capacity in the town, although it is acknowledged that some additional spaces may be required to accommodate total demand in 2026. If students choose to park on-street this will work against the TP aims as well as likely upset our neighbours. It is proposed that a detailed parking strategy will be developed in conjunction with NCC and Northampton Borough Council (NBC) at the implementation stage and will be monitored post occupation. This is included in the monitoring plan in Section 5.

For short term or one off parking University users and visitors are advised to use one of the many public car parks operated by NBC within Northampton town centre. Charges for these car parks start from £0.60 for one hour, £3.20 for up to 4 hours, and £7 all day (Mon-Fri).

Analysis of the Amount of Car Parking at the University of Northampton:

From a staff perspective, the amount of car parking available has increased by up to 80 spaces compared to 2016, due to all staff parking at Avenue Campus being retained and very limited student parking (currently some of our spaces at Park and Avenue are shared with students).

Although it is the aim of the TPMP and University to move away from single occupancy car use, we do not want to alienate staff that have to travel by car and the current supply of parking spaces does not meet the demand. Staff that work later shifts and arrive to campus after 9:30am often feel disadvantaged as they cannot get a space. Staff have reported arriving to work up to an hour early to get parked. We aim to improve staff wellbeing by providing enough spaces for the demand through on-site parking as well as the large park-and-ride car park with free parking and a host of supporting sustainable travel initiatives.

Car parking for non-residential students has decreased from 1,000 spaces currently to 108 spaces in 2018. Car parking for residential students will stay at about the same level as we are retaining the Boughton Green Road and Bassett Lowke halls parking plus the Waterside Student Village has a number of Disabled parking spaces (19). However, the number of halls accommodation places the University will provide will increase by approximately 600 beds.

A proposed breakdown of University car parking spaces is shown in the table below.

Location	Disabled Spaces	Staff Spaces	Res Student Spaces	Non-Res Student Spaces	Visitor Spaces	Total No. Spaces
East Halls, Park Campus	8	3	73	-	-	84
Bassett Lowke Halls, Avenue Campus	4	-	16	-	-	20
Avenue staff car parks (1,3,4,5, & 6)	15	183	-	-	18	216
Avenue student car park (2)	2	0	0	106	0	108
St John's Hall	4	-	-	-	-	4
St John's House	-	4	-	-	-	4
Podiatry Clinic	2	16	-	-	3	21
UoN Innovation Centre	3	-	-	-	-	3
iCon, Daventry	8	24	-	-	-	32
Waterside - East Car Park	6	128	-	-	-	134
Waterside - Central Car Park	7	81	-	-	52	140
Waterside - South-West Car Park	4	68	-	-	-	72
Waterside - West Car Park	12	348	-	-	-	360
Waterside - Senate	4	10	-	-	2	16
Waterside - Student Village/Creative Hub	19	-	-	-	-	19
2018 Total No. Spaces	98	865	89	106	75	1233

Table 3.2 outlining the new parking spaces across the University sites.

4. Travel Plan Development

4.1 Market Research

Car parking charges

In light of the University introducing car parking charges for the first time, extensive market research and consultation with staff and Trade Unions was conducted to ensure the new system was in line with current guidance and considered fair and equal by staff. The process included:

Desk-top Exercise Investigating Competitor Institutions: Analysis of staff parking at competitor HEIs shows that there is a range of different charging regimes in operation across institutions; how the charges are calculated, and how they are collected, vary across the HEIs. Some institutions have multiple charging regimes available to staff, based on both flat-rate fixed payment and salary-linked payment.

- In terms of charges based on salary, the percentage deduction ranges from 0.2% to 1.0% of gross salary; which equates to a cost of up to £260 per annum (incl. VAT) for an average gross salary of £26k. The most common charge is 0.75% of salary.

- In terms of flat-rate charges, they range from £1.40 to £10 per day.

British Parking Association's 2013 HE Parking Survey: The British Parking Association (BPA) launched its first Higher Education Parking Survey in 2013. 52 universities, representing around 34% of all HEIs in the UK, took part in the research, which was conducted by asking a series of questions via an online survey. A more recent survey has been conducted by the BPA since then but this 2013 survey was the most current at the time of developing the University's new charging structure. The findings included:

- Almost one-third of respondents have no on-site parking for students.
- There were 45 responses to the question 'Does the institution charge for staff parking?'; of which 82% replied 'yes' and 18% 'no'.
- Of those institutions that do charge staff to park on-site, the main methods of calculating charges are: based on salary (26%), flat-rate annual charge (16%), pay & display (12%), scratchcards (11%), and based on vehicle emissions (10%).
- There were 7 responses that provided data on the percentage of salary deduction:
 - 1 charged 0.3%
 - 2 charged 0.5%
 - 2 charged 0.6%
 - 2 charged 1.0%

4.2 Consultation

Staff Travel Survey

Conducted in November 2016, in conjunction with Marketing & Surveys Team, using the University's own survey software, all staff received an email invitation to participate. Questions covered current travel patterns and future options.

The data from the survey was analysed during December 2016 and January 2017.

Focus Groups based on specific travel modes were undertaken for interested staff in February 2017. Mapping software was used to map staff home postcodes and student term-time postcodes.

The 2016 staff travel survey and 2014 student travel survey (included in National Student Barometer questionnaire) indicate the following breakdown of commuting travel modes to/from the University:

Main Mode of Travel	Student (2014)	Staff (2016)
Car (on own)	31%	75%
Walk	27%	6%
Bus	24%	5%
Car (with/as passenger) or Taxi	13%	8%
Bicycle	1%	3%
Other	4%	3%

Points of note from travel surveys:

- 75% of staff travel to/from the University in single occupancy vehicles;
- 31% of students travel to/from the University in single occupancy vehicles;
- Student travel is much more evenly spread over various modes of travel, compared to staff travel.

Staff Travel Focus Groups

Following the analysis of the staff travel survey conducted in November 2016, 56 members of staff took part in on-line focus groups, facilitated by an external organisation (Dubit); with questions based on the results from the staff travel survey. A Staff Travel Focus Groups Report was prepared by Dubit. The executive summary is re-created below:

Payment options

- Overall staff favoured the 'opt-in' pay monthly through payroll option because in the long-run it would be the cheaper option, however they understood the flexibility of the 'default' option of pay-as-you-go and believe that offering both options to staff is imperative.
- There was huge concern over the amount of car parking spaces. Currently staff say it's a struggle to find a free space after the morning rush. They stressed the importance that if they purchase a space through the opt-in option then they expect a parking space, because they've paid up front, otherwise they would not select this payment method.
- There was a mutual agreement that if they understood why they were paying for the car park and were guaranteed a space, they would be less resistant to make a payment.

The effects of smart working

- Staff understood that the more staff who are smart working, there may be less demand for the car park.
- However, a main issue was that those who can smart work tend to be the higher-paid staff. Therefore, some felt the car-parking charges would have the largest impact on lower paid employees.

The park-and-ride scheme

- If the park-and-ride scheme could tick the following boxes staff would be willing to use it to get to work (rather than their car): frequent and direct buses, either cheap or free, clean, accessible on both sides of town and safety for staff and their cars.

Alternative modes of transport

- Staff are positive about cycling, however they believe the University need to do more to encourage this; more promotion of the cycle-to-work scheme, better facilities (e.g. showers), improved cycle paths and lighting.

The effect of no on-site parking for students

- For students who live on campus or nearby in student houses, lack of parking would not be an issue.
- However, many of the students who attend the University of Northampton are mature students (with children), health students (e.g. training to be a nurse) who need to get to placement and students who travel a distance. Staff felt that the University would have to help students to make use of alternative modes of transport (park-and-ride) for example, offering a discount.

On-site car parking for visitors

- Overall, an internet-booking system was favoured by staff.
- Staff leaned towards charging visitors to use the car park, as many of the visitors would not be directly affected as they would most likely claim it back through expenses.

Consultation with Staff Unions (via TU Liaison Group)

Staff Unions were consulted regarding intended charges for on-site parking and park & ride, and about how charges will be collected. The proposed car park fee and charging mechanism was agreed by both Trade Unions and was felt to be flexible enough to give employees affordable options that would still promote consideration of travel by other methods.

4.3 Equality and Diversity

An Equality Impact Guidance (EIG) screening for staff car parking charges, as well as a EIG full analysis, has been conducted. The EIG screening document is attached as Appendix A, and the EIG full analysis is attached as Appendix B. The conclusions from these documents have been factored into the proposals contained within this paper. Namely, staff car park charging to be based on salary scale for those on payroll; with a separate daily/hourly payment scheme for non-payroll staff and others based on site.

4.4 Conclusion

Based on the market research and consultation process the university will implement the following:

- Two parking payment options:
 - Pay-as-you-go- at a competitive rate, cheaper than the council town centre parking of £3 per day (midnight – midnight). (Full costs are outlined below in section 5).
 - Deductions from payroll – set at a competitive rate of 0.75% with the option for staff to opt in and out in 3-monthly chunks.
- More car parking to meet the demand based on current numbers and modelling but operated on a first-come-first-served basis, with an incentive for car sharing.
- Frequent and direct park-and-ride service.
- Work with partners (NCC and Northampton Borough Council) to look at the potential of opening a second park-and-ride site (on the east side of town) with modern buses and secure parking.
- Showers and lockers at Waterside and any further phase 2 expansion developments, cycle paths segregated from traffic at Waterside and any future sites, more promotion of the cycle-to-work scheme, cycle training, Dr Bike and cycle expenses policy to staff and improve the lighting and access for streets surrounding Waterside working with the local authority.
- Subsidised UNO bus services for staff and students.
- Simple payment process for staff and visitor pay-as-you-go parking via a web based tool with receipt option.

5. Travel Plan Implementation Plan

This section sets out: the travel plan initiatives which will be implemented, the timescales and the communication strategy.

Timeframe

This document sets out a programme of activity for the period from first occupation August 2018 (including activities leading up to first occupation) for five years to August 2023. In the fourth year the Travel Plan will be reviewed and an updated 5 year TP will be submitted to Northamptonshire County Council.

The relocation schedule for the University sites are outlined below:

Description	Open/Occupation Date
Avenue Staff	June 2018
Waterside Staff	August 2018
All sites students	September 2018

Implementation Plan

The University is providing a number of infrastructure improvements to facilitate journeys to and from the sites by sustainable transport modes. In addition, the University is introducing a charge for its car parks and car parking for students will be kept to a minimum in order to discourage single occupancy car use. A number of soft initiatives are being introduced alongside this to further incentivise sustainable travel. When these initiatives are introduced as a package of measures, at key times, along with infrastructure schemes already identified, they are effective in delivering a mode shift away from single car occupancy journeys.

On site facilities: The new Waterside campus has been designed to minimise the need for students to own a car. First year accommodation is provided on the site itself, negating the need for students to travel for lectures. Amenities are also provided on the site in order to reduce the need for travel, including: Library, student services, Student Union, GP, ATM, a bar and several restaurants and cafes, a convenience store and sports hall and pitch.

Within the local vicinity, less than 5 minutes' walk, is a Trilogy Gym, whom the University has partnered with for a discounted membership, two large supermarkets and the hospital. The town centre itself is less than a 10-minute walk providing all the usual amenities including the student union Platform nightclub.

Commuting students, staff and visitors need to travel to the various University sites, the below initiatives outline how the University is enabling people to do this via sustainable transport modes.

5.1 Implementation Plan

Transport Costs

A principle of travel planning is the concept of having a hierarchy of costs for the specific measures implemented; i.e. the options that have the highest negative impact on communities, and are often the most convenient, should be more expensive than options which are less convenient but have a lesser impact on the environment. Thus, parking on site should cost more than a park-and-ride service; bus services should cost a similar amount to park-and-ride; and cycling and walking should be the cheapest options.

In this model, the hierarchy of costs charged by the University (from cheapest to most expensive) would be as follows:

- Walking;
- Cycling;
- Park-and-Stride (park at park-and-ride site, but walk to campus from there);
- Park-and-Cycle (park at park-and-ride site, but cycle to campus from there);
- Motorcycle/scooter/moped parking on site;
- Park-and-Ride;
- Bus;
- Car- share to campus and park.
- E-vehicle to campus and park.
- Parking on campus.

The implementation plan, below, sets-out how the University intends to implement and promote these specific measures to enable staff, students and visitors to travel to/from Waterside Campus, and the University's other locations sustainably.

Walking & Cycling

Pedestrian and cycle routes

Shared cycleway and footpaths are provided throughout all new University developments, creating links to existing public rights of way thus increasing permeability and accessibility. Pedestrian crossing points have dropped kerbs and traffic calming measures at key junctions to reduce traffic speed and to ease pedestrian movement.

Cycle Storage

The University has parking for over 900 bicycles across its sites, including some secure racking. Cycle parking provision has increased greatly following the development of Waterside. The cycle parking numbers can be found below:

Location	Covered	Uncovered
Waterside	160	351
Avenue	72	46
St John's Halls	48	0
Boughton Green Rd Halls	164	20
Podiatry Clinic	10	0
UoN Innovation Centre	20	0
iCon, Daventry	26	12
Total	500	429

Cycle parking racks are distributed throughout the Waterside site, with the main 'hub' being located in a central area, close to the University reception. There is also provision for students living on site to store their bicycles securely, external to the halls of residence. Showers, changing rooms and lockers are provided on site for both staff and students to use. Lockers are available within the changing rooms to enable cyclists to safely store helmets and other equipment.

Financial Support

The university delivers a successful 'Cycle to Work' scheme for staff, allowing them to purchase a bicycle and equipment tax-free (saving up to 42%). Our chosen provider, Cycle Solutions, also offer a 15% discount on all bikes on their website for our students.

In conjunction with Northamptonshire County Council, the University hosts Cycle CoNNect hire bikes at: Waterside, Avenue, Boughton Green Road halls and the park-and-ride. NCC currently host docks at the rail station and Basset's Park which are in walking distance from the Innovation Centre and St John's Halls.

Dr Bike sessions will be held for the benefit of students and staff (around once a term) in order for their bicycle to get a free service and maintenance check and to enable any necessary minor repairs to be done.

The University pays a cycle business mileage rate for staff that use their personal bicycles for work purposes, for example cycling between University campuses. The University will also continue to investigate possible improvements to inter-campus cycle routes and staff pool bikes.

Cycle Training

Staff and students who have specified that they plan to cycle will be encouraged to complete Level 1 and 2 Bikeability training, which give cyclists confidence on smaller less trafficked routes, through the NCC.

Bikeability training will be provided free of charge for eligible staff periodically across the year. In addition, cycle seminars will be facilitated at the start of the academic year for students that express an interest, particularly targeted at international students.

At a lower level, the University will produce a cycling literature outlining basic skills, safety and security for staff and student information.

The University has a Bicycle Users' Group to help to facilitate improvements at the University and keep members informed about general cycling news and events. The group gives an opportunity for members of the University to give their opinions and suggestions about how we could improve cycling facilities and increase the number of people cycling to/from the University.

Wayfinding

A wayfinding and signage plan for Waterside allows pedestrians and cyclists to navigate through the development easily whilst avoiding street clutter. The following types have been developed:

- Gateway markers: for site identification at the entry points
- Double sided map nodes: Showing a map of the whole site placed at major arrival points and key destination points for route planning
- Finger posts: To provide basic directional information and route guidance to give pedestrians and cyclists confidence in their route.

Public Transport

The University is committed to installing high quality bus stops at its sites in order to maximise the opportunity for safe and convenient bus travel. New stops are sheltered and display timetable and Real Time Passenger Information (RTPI). Existing bus stops on University land will be updated to include RTPI where possible.

The University will continue to liaise with local public transport operators to improve the information provided at bus stops, to negotiate discounted tickets for staff and students and to develop new or to improve existing services which meet the needs of the University.

University bus service

The University bus service, UNO, provides a network of high frequency buses across the town to link up the University campuses. The routes are heavily subsidised for student and staff use and are based on an inner fare and outer fare zone model.

Services

19 - departs every 15-minutes (peak time) providing the link between Boughton Green Road Halls – Avenue Campus – Waterside for staff, students and visitors.

21- every 15-minutes (peak time) from east Northampton to the town centre which is in walking distance to: UNIC, St John's, Platform and Waterside to provide a link for staff, students and visitors.

The park-and-ride route - a 10-minute frequency servicing the rail station/Innovation Centre, town centre/One Angel Square and Waterside.

The Waterside – Avenue shuttle – every 30-minutes and includes a link for the Innovation Centre and a cross over for the 21 service (passengers can transfer on the Kettering Rd for a direct route to Waterside).

Inner fare zone

The routes in the inner zone includes: the park-and-ride, the rail station, bus station, Avenue Campus, St John's and Waterside Campus. Staff and students pay just 50p for a single journey within the inner zone on UNO buses (Monday – Friday).

Staff and students travel for free on the UNO bus between campuses for at work travel (intercampus travel).

Outer fare zone

Covering the rest of the UNO network within Northampton. Staff and students pay £1 for any single journey on UNO buses in the outer zone (Monday – Friday).

Student Bus Travel

As well as the free intercampus bus, students residing in University accommodation at Boughton Green Road Halls are entitled to free UNO bus travel as part of their accommodation package that will cover travel between university locations Monday - Friday. This is to help ensure that they can easily travel to the locations where academic studies will take place, and to discourage those who have a permit for a car on site (for academic placements) are discouraged from bringing their vehicle to the town centre vicinity.

In addition, the buses provide a useful link from Kingsthorpe, Kingsley, Blackthorn and Weston Favell to the town for much of the Northampton community.

Park and Ride

The new park-and-ride service, managed by the University and the Uno Bus board, available for University staff and students encourages out of town parking and shuttle in. A frequent bus service, every 10 minutes during peak times, runs from the Waterside campus to the rail station and park and ride for £1 return. A much cheaper alternative than onsite parking for staff.

This enables staff to park for free and then undertake 'park-and-stride' or 'park-and-cycle' from the car park; thereby giving a zero cost option for those who want to undertake some exercise.

The park-and-ride buses provide free Wi-Fi; which staff can use to catch-up on emails at the start of the working day.

It is currently planned that the new bus routes and park and ride will commence from 1st August 2018 in time for the staff move and coinciding with the opening of Waterside.

Car sharing

The University of Northampton operates a car-sharing scheme, in partnership with a Liftshare, the leading UK provider. The TPC is working alongside Liftshare to facilitate an 8-week launch campaign ahead of the move to promote the service and increase 'matches'. The TPC will continue to promote the Liftshare scheme heavily thereafter, through regular awareness raising events, literature, website and social media. The University will assess the potential for the introduction of a guaranteed taxi ride home service in the unlikely event that car sharers are let down by their car share partners or in an emergency situation.

Reducing the need to travel

Flexible working and home working practices can provide people with flexibility and control of their working arrangements in order to adopt alternative modes of travel. Requiring staff to work a set amount of hours a week, but allowing them the flexibility to choose their hours, may encourage more people to use public transport or cycle when traffic levels have reduced following the main peak period. Encouraging a higher degree of home-based working could be considered at a later stage.

Car club provision

Car clubs are extremely effective at both reducing the ownership of cars, and car usage. Research undertaken by Transport for London found that each car club vehicle takes up to 20 privately owned vehicles off the road and that car club members are 68% less likely to make a journey by car after joining than before. Car clubs are particularly helpful for residents that have the need for only occasional use of a car, such as for weekend trips, rather than for regular commuting due to the high hourly rental cost.

The University is working with Northamptonshire County Council to provide a joint car club operator across our sites to ensure staff have access to a vehicle for at work travel as required, making it unnecessary for them to bring their own personal vehicle to work for that reason. The contract will allow for the car club to be used by staff and students personally in the evenings and weekends, under a private membership.

The utilisation of vehicles will be monitored through usage reports and further vehicles will be added as soon as commercial levels of utilisation of the car club vehicles are achieved.

Promotion

An important factor in delivering the Travel Plan is ensuring that existing and new staff and students are aware of the Travel Plan, its initiatives and the sustainable travel options available to them.

To help meet the aims, objectives and targets of the Travel Plan, the University Wide Travel Plan will combine both hard and soft measures as proposed in the Framework Travel Plan as part of the “Travel Plan Pyramid” model shown in Figure 5.1 below.

Travel Plan Pyramid

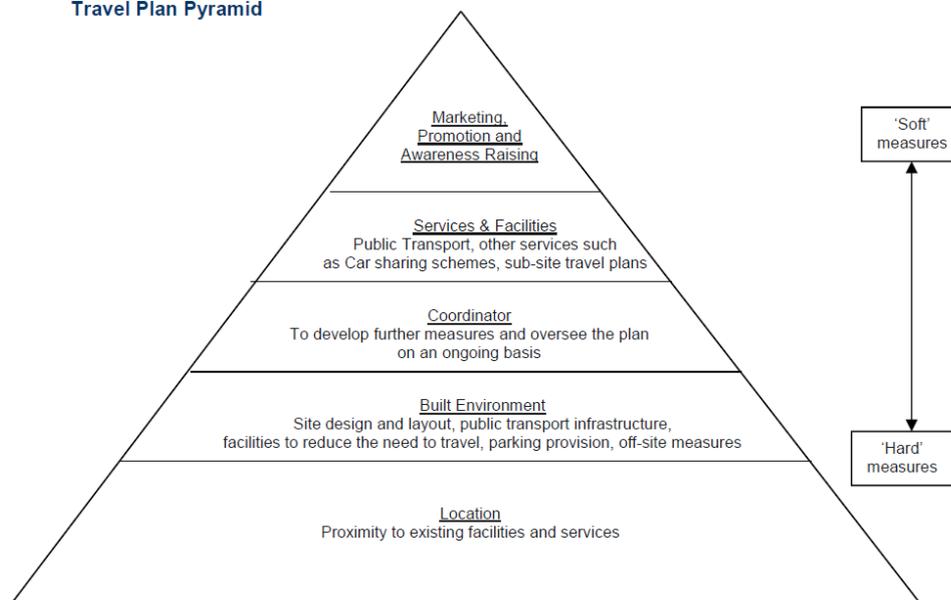


Figure 5.1 Travel Plan Pyramid Model

Sustainable Travel Marketing Strategy

A sustainable travel marketing strategy has been established with relevant departments to ensure robust and consistent messaging in order to influence staff and students to change their behaviour. It is recognised that messaging needs to be consistent, clear and simple in order to support people to shift to sustainable travel modes. Social marketing for travel often targets one or more of the following situations:

- Moving to a new location is a key time to break travel habits and start new ones.
- Single occupancy car use is having intolerable effects on our communities– high levels of congestion, poor air quality, or obesity and other related health conditions.
- Having the skills or resources to make the transition –such as cycle skills, tax free bike purchase and bike repair stations.
- Showing that other people have successfully changed transport mode– through using case studies.
- Change to sustainable travel is fashionable – jumping on the current cycling trend.

Promotional literature

Promotional literature for staff, students, visitors and prospective students is being developed using the following design principles:

- All travel information to use the same colour palette and design features to ensure consistency and increase awareness, linked to the development branding;
- An overarching brand name (to be confirmed) such as “Travel Smart University of Northampton” to call people to action and generate a behaviour change;
- An emphasis to promote the key internal benefits of sustainable travel, including health and cost.
- Use of eye catching photos and imagery to showcase positive social norms;
- Use of mapping to provide more detailed information about cycle routes and bus routes.
- Linked to key times of the year, such as, national events like “Walk to Work Week” and “National Bike Week”, encouraging cycling in lighter nights and encouraging healthy choices in the New Year.

Information resources may include any of the following:

- Waterside Sustainable Travel Map;
- University of Northampton Intercampus Sustainable Travel Map;
- Park-and-Ride leaflet;
- Walking and cycling route maps;
- Bus route maps;
- Staff Travel leaflet including: cycle parking, Cycle-to-Work scheme, local bike shops and discounts, staff pool bikes, cycle safety, security and skills, Dr Bike sessions, bike repair stations, park-and-ride, University bus routes (UNO), walking and cycling routes, pool car, car share, electric vehicle charging points, electric vehicle dealership discounts;
- Student Travel leaflet including: cycle parking, second hand bike sales, local bike shops and discounts, cycle hire, cycle safety, security and skills, Dr Bike sessions, bike repair stations, park-and-ride, University bus routes (UNO), walking and cycling routes.

Incentives and Rewards

Incentives are effective at encouraging behaviour change, rewards we may use include: UNO bus discount tickets, priority parking for car share, discounts for: bicycle shops, season rail tickets and electric vehicle purchase/lease, and free bike maintenance (Dr Bike) or cycle training.

Communication channels

Sustainable travel information will be available within the following resources and locations;

- Hard copies,
- Communal screens and noticeboards,
- Website – public, staff intranet and student hub,
- All staff/student email
- Newsletters and social media.
- Marketing to prospective students -open days, UCAS fairs
- The University will investigate the possibility of installing real time public transport information in a central area and at bus stops around the site. This will be discussed with the local authority and bus operators closer to the date of the site opening.

Events and Activities

Activities and events will further promote sustainable travel and the support the University offers such as Travel and Transport days with partner organisations: Cycle Solutions, Cycle CoNNect, UNO, tools for self-reliance (second hand bike charity) and the selected pool car and car share provider.

Events will be both stand-alone and also included in the university's existing events calendar, such as, Welcome Weekend and Open Days.

New students will be advised about sustainable travel from the site to the town centre and key locations such as the other University campus. New students attending the University will be actively encouraged to bring bicycles with them. All prospective students will be advised to browse the University website, which will contain information on sustainable travel and will be regularly updated: <http://www.northampton.ac.uk/about-us/contact-us/campuses/>

Working Groups

Staff and students are invited to sit on a proactive **Bike User Group** (BUG) in order to put forward ideas to promote and support the University community with cycling. Members are required to have a strong interest in sustainable travel will be encouraged to become Travel Champions to act as advocates in their faculties. These Travel Champions help spread the word amongst the community and provide voluntary assistance in delivering schemes.

The University is also facilitating an external **Northampton Transport Working Group** with partners across the town including large employers such as: NCC, NBC, NHS, NHFT, St Andrew's, Barclaycard and others. The Northampton Transport Working Group helps to deliver Travel Plan aims in a joint approach across the town and looks to align promotional campaigns and monitoring processes to allow for comparisons.

5.2 Travel Plan Implementation Schedule

Item	Scheme/Incentive	Audience	Owner	Implementation date	Monitoring
University Travel & Parking Management Plan 2018	Full details of agreed TPMP schemes to be communicated via website and email.	Staff, students & visitors.	Travel Plan Implementation Officer (TPIO)	June 2018.	PMRs (Feb 2019, Aug 2019 & 2020, May 2021, Aug 2023).
	Work with NCC and NBC to produce an off-site parking strategy 6 months after occupation.	Partners & local residents.	TPIO	Feb 2019.	PMRs.
	Facilitate or sit on a Northampton Transport Working Group with town centre partners in order deliver joint campaigns.	Staff, students, visitors, residents & public.	TPIO	June 2018 & on-going.	
Site wide information	Produce a Waterside Sustainable Travel Map.	Staff, students & visitors.	TPIO	Complete.	-
	Produce an Intercampus Sustainable Travel Map.	Staff, students & visitors.	TPIO	Complete.	
	Coordinate quarterly transport roadshows with partners.	Staff & students.	TPIO	Complete and on-going.	PMRs as above.
Park and Ride	Partner with NCC, NBC and Societal to implement a West Northampton Park and Ride facility.	Staff, students & visitors.	TPIO	Complete.	PMRs.
	Produce promotional/informative literature for Park & Ride to advertise and raise awareness of the facility.	Staff, students & visitors.	TPIO	Complete and on-going.	-
	Partner with NCC, NBC and Societal to implement further Park and Ride facilities in Northampton.	Staff, students & visitors.	TPIO	September 2021.	PMRs.
ANPR & Parking	Communicate car parking charge mechanism and structure.	Staff & visitors.	TPIO	Complete.	PMRs.
	Publicise the Travel & Parking Policy.	Staff & visitors.	TPIO	July 2018.	PMRs.
	Promote parking policy, cost and payment methods on website.	Staff & visitors.	TPIO	On-going.	-
	Publicise the student Travel & Parking sub-policy.	Students.	TPIO	July 2018.	-
Car	Provide a car club scheme for at work travel with town centre partners.	Staff & students.	TPIO	August 2018.	PMRs.

	Promote car club scheme via promotional literature (Waterside Sustainable Travel Map, posters & leaflets), website, newsletter, social media and transport roadshows.	Staff & students.	TPIO	August 2018.	-
Cycle	Partner with Cycle CoNNect to provide hire bikes on or close to all university sites.	Staff, students & visitors.	TPIO	August 2018.	PMRs.
	Provide a Cycle to Work Scheme (Cycle Solutions) to assist staff with bike purchases.	Staff.	TPIO	Complete and on-going.	-
	Provide and promote staff cycling expenses for at work travel (own bike).	Staff.	TPIO	Complete and on-going.	-
	Provide cycle tours for staff to familiarise themselves with the new Waterside Campus.	Staff.	TPIO	July 18.	PMRs.
	Invite Cycle Solution & second hand bike charity Tools for Self Reliance to campus for bikes sales.	Staff & students	TPIO	Complete and on-going.	-
	Facilitate bi-monthly Dr Bike sessions for staff and students.	Staff & students.	TPIO	September 2018.	PMRs.
	Provide bi-monthly cycle training sessions from Level 1 - 3 by a qualified cycling instructor.	Staff.	TPIO	September 2018.	PMRs.
	Provide cycle seminars by a qualified cycling instructor for students at the start of term and in the spring.	Students.	TPIO	September 2018.	PMRs.
	Promotion of staff and student cycle schemes via promotional literature (Waterside Sustainable Travel Map, posters & leaflets), website, newsletter, social media and transport roadshows.	Staff, students & visitors.	TPIO	September 2018.	-
	Produce literature for cycle safety and security for departments to download from website.	Staff, students & visitors.	TPIO	June 2018.	-
	Partner with NCC & NBC to develop new cycling infrastructure.	Staff, students & visitors.	TPIO	On-going.	PMRs.
	Provide a staff pool bike scheme for at work travel – hybrid and electric bikes.	Staff.	TPIO	August 2019.	PMRs.
Car Sharing	Partner with town centre employers for countywide car share scheme.	Staff & students.	TPIO	June 2018.	PMRs.
	Promote car share scheme via promotional literature (Waterside Sustainable Travel Map, posters & leaflets), website, newsletter, social media and transport roadshows.	Staff & students.	TPIO	June 2018.	-

Bus	Promote the Uno bus service via promotional literature (Waterside Sustainable Travel Map, posters & leaflets), website, newsletter, social media and transport roadshows.	Staff, students & visitors.	TPIO	Complete & on-going.	-
	Publicise the new timetables and routes once approved by the Traffic Commissioner.	Staff, students & visitors.	TPIO	July 2018.	-
	Bus route performance monitoring - chair monthly Uno meetings.	Staff, students & visitors.	TPIO	on-going.	PMRs.
Train	Ensure sufficient bus links from rail station to Waterside & Avenue.	Staff, students & visitors.	TPIO	Complete.	PMRs.
	Secure a rail discount with London Northwestern for season ticket holders.	Staff.	TPIO	July 2018.	PMRs.
	Promote rail services as viable transport mode for staff & students.	Staff, students & visitors.	TPIO	Complete & on-going.	-
	Promote student 16-25 rail discount card.	Students.	TPIO	Complete & on-going.	-
Electric	Procure an all-electric fleet for Facilities Management at Waterside and apply for Go Ultra Low accreditation.	Staff.	TPIO	August 2020.	PMRs.
	Install additional EVCPs for fleet vehicles and staff use.	Staff.	TPIO	July 2018.	PMRs.
	Promote EVCP for staff use.	Staff.	TPIO	Complete & on-going.	-
	Secure staff discount for purchase/lease of electric vehicles.	Staff.	TPIO	July 2018.	-
	Partner with NBC for their Northampton Low Emission Strategy and support where possible, particularly for joint bids	Partners.	TPIO	May 2018.	-
Pedestrian	Partner with NCC & NBC to develop new walking routes to/from campus.	Staff, students & visitors.	TPIO	On-going.	PMRs.
	Promote the NCC Highways new Smart Move Northamptonshire initiative.	Staff, students & visitors.	TPIO	August 2018.	PMRs.
	Promote campaigns such as the Living Streets Walk to Work Week & National Walking Month.	Staff.	TPIO	August 2019	PMRs.

6. Travel Plan Targets and Monitoring

6.1 Targets & Objectives

Mode shift target for the University Travel Plan (from FTP):

The University has set a mode shift target for the Travel Plan, in order to have a key goal to work towards and communicate to our staff and students. The target is to: **reduce the proportion of single occupancy car journeys to the University by 20%, by 2021** (based on the current staff 2016 data and student 2014 data).

Supporting this target are the following objectives:

- Improve provision for pedestrians and cyclists;
- Raise awareness of sustainable travel modes and the benefits which audiences may not have considered;
- To implement well delivered and coordinated schemes to encourage change in travel modes;
- To remove the barriers, both perceived and actual, to walking, cycling and using public transport for all types of journeys.
- Raise awareness of public transport options;
- Provide off-site parking (park-and-ride);
- Encourage staff to consider the use of car sharing for journeys to work; and
- Maximise the efficiency of the use of the on-site car park including implementing car parking charges.

The provision of a Travel Plan will offer benefits for the University and town, including:

- Reducing traffic congestion and traffic pollution;
- Boosting the economy by increasing footfall, connectivity and public transport use;
- Providing a healthier workforce and good staff moral;
- Improving accessibility and connectivity to the site by all people via all transport modes;
- Reducing the requirement for car parking and investment in car parks; and
- Providing a positive image of the site and meeting demands for corporate social responsibility.

Annual Staff and Student Travel Survey

In order to assess progress towards this target, annual staff and student travel surveys will be undertaken for at least five years following occupation of the new campus. The Travel Plan Implementation Officer (TPIO) will be responsible for conducting the survey. The questions asked in the survey will be consistent with the baseline survey in order to allow for year on year comparisons, and to ensure that progress towards the travel plan target is being achieved. In addition, the TPIO will work with town centre partners to ensure a joined up approach on annual surveys to allow for external comparisons.

An annual monitoring report detailing survey results will be produced and shared with the local authority and other town centre partners, within three months of the survey being completed. As with the baseline survey, the survey will be promoted widely and an incentive will be offered in order to help sustain interest and encourage a high response rate.

Following the travel surveys, it may be necessary to update the full Travel Plan, not only to provide staff and students with up-to-date travel information, but to reflect on the success (or failure) of meeting the Travel Plan target and objectives. Common themes should be discussed and addressed as part of the regular travel planning meetings.

6.2 Current Travel Survey Data

Staff Travel Survey

Conducted in November 2016, in conjunction with Marketing & Surveys Team, staff were invited to participate during a 3-week window. Invitations to participate were sent to all staff via email plus promotion via the staff intranet and Facebook group.

The data from the survey was analysed during December 2016 and January 2017.

Following the survey, Focus Groups, based on specific travel modes, were undertaken for interested staff in February 2017.

Conducted in May 2015, in conjunction with National Student Barometer questionnaire, all students were asked to report how they travel to the University. Invitations to participate were sent to all students via email plus promotion via the student hub and Facebook group.

The survey results were used to map staff home postcodes and student term-time postcodes.

The 2016 staff travel survey and 2015 student travel survey gave the following breakdown of commuting travel modes to/from the University:

Main Mode of Travel	Student (2015)	Staff (2016)
Car (on own)	31%	75%
Walk	27%	6%
Bus	24%	5%
Car (with/as passenger) or Taxi	13%	8%
Bicycle	1%	3%
Other	4%	3%

Points of note from travel surveys:

- 75% of staff travel to/from the University in single occupancy vehicles;
- Student travel is much more evenly spread over various modes of transport.

The proposed single occupancy car-use target for staff and students (combined) 2021 is no more than 33%.

Staff and student spot surveys

It is envisaged that a staff and student spot travel survey will be undertaken in Spring 2018, before the move to the new campus (August 2018) in order to ascertain how audiences think they will travel to their new location of work/study.

The spot survey will seek to identify travel modes for Waterside, where we are on track with the Travel Plan and where we need to push promotion for a certain transport mode.

The survey will be online, and e-mailed to staff and students using their University addresses. The survey will be incentivised in order to encourage the response rate to be as high as possible.

The travel survey will obtain information on the following:

- Initial thoughts on how to get to campus based on the Travel and Transport information which has already been provided.

- Willingness to use alternatives modes;
- Any transport related issues which staff or students want to raise.
- Any gaps in promotion/information.

6.3 Monitoring & Reporting

The primary monitoring and reporting for the University Travel Plan come from the Waterside FTP Planning Condition set by Northamptonshire County Council (condition number 27). This includes Periodic Monitoring Reports on a number of prescribed travel and transport areas outlined below.

Periodic Monitoring Reports (PMRs) to be submitted to and approved in writing by Local Planning Authority after 6, 12, 24, 45 and 60 months of the date when the University, and the commercial office developments hereby permitted, are each first brought into use.

PMR month	PMR Date	Report to include
6	February 2019	The TP initiatives Off-site car parking (commercial offices) Uno Bus Service EVCPs Incentives for e-vehicle purchases Cycle infrastructure and initiatives Park-and-ride (off-site parking)
12	August 2019	The TP initiatives Off-site car parking (commercial offices) Uno Bus Service EVCPs Incentives for e-vehicle purchases Cycle infrastructure and initiatives Park-and-ride (off-site parking) Annual staff and student travel survey 2019
24	August 2020	The TP initiatives Off-site car parking (commercial offices) Uno Bus Service EVCPs Incentives for e-vehicle purchases Cycle infrastructure and initiatives Park-and-ride (off-site parking) Annual staff and student travel survey 2020
45	April 2022	The TP initiatives Off-site car parking (commercial offices) Uno Bus Service EVCPs Incentives for e-vehicle purchases Cycle infrastructure and initiatives Park-and-ride (off-site parking) Annual staff and student travel survey 2021 and 2020
60	August 2023	The TP initiatives Off-site car parking (commercial offices) Uno Bus Service EVCPs Incentives for e-vehicle purchases Cycle infrastructure and initiatives Park-and-ride (off-site parking) Annual staff and student travel survey 2023

Reports will be made available for staff where possible to show the success (or failure) of the Travel Plan including where initiatives are working well and where a review is required.

APPENDIX

The EIG screening document is attached as Appendix A, and the EIG full analysis is attached as Appendix B.