A TRAVEL PLAN FOR OXFORD BROOKES
Objectives, Targets, Measures and Management
Final
January 2009

Prepared for:
Oxford Brookes University
Headington Campus
Gipsy Lane
Oxford
OX3 0BP

Prepared by:
Steer Davies Gleave
28-32 Upper Ground
London
SE1 9PD
+44 (0)20 7919 8500
www.steerdaviesgleave.com
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>Structure of this Document</td>
<td>1</td>
</tr>
<tr>
<td>2. TRAVEL PLAN OBJECTIVES, TARGETS AND MONITORING</td>
<td>3</td>
</tr>
<tr>
<td>Objectives</td>
<td>3</td>
</tr>
<tr>
<td>Targets</td>
<td>3</td>
</tr>
<tr>
<td>Monitoring Programme</td>
<td>5</td>
</tr>
<tr>
<td>3. MANAGEMENT AND PROMOTION OF THE TRAVEL PLAN</td>
<td>7</td>
</tr>
<tr>
<td>Travel Plan Steering Group</td>
<td>7</td>
</tr>
<tr>
<td>Working with Others</td>
<td>8</td>
</tr>
<tr>
<td>Marketing And Awareness Raising</td>
<td>8</td>
</tr>
<tr>
<td>4. UNIVERSITY-WIDE MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL</td>
<td>9</td>
</tr>
<tr>
<td>Encouraging Walking</td>
<td>9</td>
</tr>
<tr>
<td>Encouraging Cycling</td>
<td>9</td>
</tr>
<tr>
<td>Encouraging Public Transport Use</td>
<td>10</td>
</tr>
<tr>
<td>Encouraging Car Sharing</td>
<td>11</td>
</tr>
<tr>
<td>Encouraging Motorcycling</td>
<td>11</td>
</tr>
<tr>
<td>Information Provision</td>
<td>11</td>
</tr>
<tr>
<td>Signage</td>
<td>12</td>
</tr>
<tr>
<td>New Recruits</td>
<td>12</td>
</tr>
<tr>
<td>Working Practices and Reducing the Need to Travel</td>
<td>13</td>
</tr>
<tr>
<td>Business Travel</td>
<td>13</td>
</tr>
<tr>
<td>Visitors</td>
<td>13</td>
</tr>
<tr>
<td>Fleets/deliveries</td>
<td>14</td>
</tr>
<tr>
<td>5. HEADINGTON CAMPUS: MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL</td>
<td>15</td>
</tr>
<tr>
<td>Encouraging Walking</td>
<td>15</td>
</tr>
<tr>
<td>Encouraging Cycling</td>
<td>16</td>
</tr>
<tr>
<td>Encouraging Public Transport Use</td>
<td>18</td>
</tr>
<tr>
<td>Encouraging Car Sharing</td>
<td>19</td>
</tr>
<tr>
<td>Encouraging Motorcycling</td>
<td>19</td>
</tr>
<tr>
<td>Visitors</td>
<td>20</td>
</tr>
</tbody>
</table>
6. **MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL AT THE HARCOURT HILL CAMPUS**

   Encouraging Walking 21
   Encouraging Cycling 22
   Encouraging Public Transport Use 23
   Encouraging Car Sharing 23
   Encouraging Motorcycling 24
   Visitors 24

7. **MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL AT THE MARSTON ROAD SITE (SHSC)**

   Encouraging Walking 25
   Encouraging Cycling 25
   Encouraging Public Transport Use 26
   Encouraging Car Sharing 26
   Encouraging Motorcycling 26

8. **CAR PARK MANAGEMENT**

   Eligibility for a car parking permit 27
   Visitors 28
   Management of the Parking Policy 28
   Consultation 29
1. INTRODUCTION

1.1 This document sets out the objectives, targets and measures to be implemented as part of the travel plan at Oxford Brookes’ Headington, Harcourt Hill and School of Health and Social Care (SHSC) sites. It also provides an overview of how the travel plan will be managed.

1.2 The document has been informed by the following activities:

- **Extensive travel surveys at the three sites**, as reported in:
  - *Oxford Brookes University: 2008 Travel Plan Surveys* – Survey Methodology and Key Survey Findings (Report 1 of 4)

- **Comprehensive site audits of the three sites**, as reported in:
  - A Travel Plan for Oxford Brookes: Site Audit – Key Findings
  - Summary site audit maps produced for each site (two per site – one highlighting examples of existing good practice, and the other highlighting areas for improvement).

Structure of this Document

1.3 **Section 2** of this document sets out objectives and targets for the travel plan, whilst **Section 3** discusses management of the plan. The remaining sections set out the proposed measures, discussed in terms of their short and medium/longer term implementation.

1.4 The three sites are located some distance from each other and differ significantly in terms of their access by different transport modes, and their staff and student profiles. Therefore, many of the measures are site-specific and are discussed in **Sections 5 to 7** for Headington, Harcourt Hill and SHSC respectively. However, University-wide implementation is more appropriate for many of the information and marketing measures, as well as university-wide policies and practices influencing staff and student travel. These measures are addressed in **Section 4**.

1.5 In line with travel plan best practice, the measures include a mix of incentives such as bus service improvements, and disincentives such as the introduction of more robust car parking policies. Experience has demonstrated that the most effective travel plans are those that include a combination of both.

1.6 An Action Plan detailing responsibilities and timescales for implementation of each of the measures is provided as a separate working document (in excel format).
2. TRAVEL PLAN OBJECTIVES, TARGETS AND MONITORING

Objectives

2.1 The over-riding objective of the Brookes travel plan is:

“For Oxford Brookes University to do all they can to mitigate the negative impacts of the travel generated by their activities across all Campuses. This will be supported by policies that ensure that all aspects of their work that have a transport impact are undertaken in a sustainable manner.”

2.2 In addition, the following sub-objectives have been identified:

- To support provision of high quality education and efficient operation of all of the University’s Campuses, through effective transport and parking management.
- To maximise opportunities for staff, students and visitors to travel to all of the University’s Campuses by alternatives to driving alone.
- To maximise opportunities for staff to undertake University business using alternatives to driving alone.
- To improve the health and well-being of staff and students, through the promotion of healthy transport modes such as walking and cycling.
- For Oxford Brookes University to play its part in reducing pollution and carbon emissions from the transport it generates.
- To ensure that Brookes’ activities have minimal negative impact on the local area in the vicinity of each of its campuses and in the catchment areas it serves, including a reduction in on-street parking.
- For the travel plan to be self-funding (when considered on a University-wide basis).
- For the travel plan to be flexible and accommodating of future development proposals at each of the campuses.

2.3 In respect of the last sub-objective, there will be a need for regular review of the travel plan in light of future development proposals.

Targets

2.4 Agreed 2009/10 targets were set as part of the 2005 travel plan, and a review of these has informed targets for this travel plan. Revised targets for 2010 are provided in Table 2.1. These will be refined as the travel plan evolves, and to reflect development on the sites and associated changes to parking provision.
TABLE 2.1 TRAVEL PLAN TARGETS (%)


<table>
<thead>
<tr>
<th></th>
<th>HEADINGTON</th>
<th>SHSC</th>
<th>HARCOURT HILL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STAFF</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car driver alone</td>
<td>34</td>
<td>24</td>
<td>42</td>
</tr>
<tr>
<td>Car share</td>
<td>8</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td><strong>Sub-Total Car</strong></td>
<td>42</td>
<td>34 (41)</td>
<td>50</td>
</tr>
<tr>
<td>Cycle</td>
<td>20</td>
<td>24 (20)</td>
<td>28</td>
</tr>
<tr>
<td>Walk</td>
<td>15.3</td>
<td>17 (14)</td>
<td>10</td>
</tr>
<tr>
<td>Other bus</td>
<td>11</td>
<td>12.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Brookes Bus</td>
<td>7.5</td>
<td>7.5</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Sub-Total Bus</strong></td>
<td>18.5</td>
<td>21 (20)</td>
<td>9</td>
</tr>
<tr>
<td>Train</td>
<td>2.5</td>
<td>4 (4)</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>1.5</td>
<td>1 (1)</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>STUDENT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car driver alone</td>
<td>10</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>Car share</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td><strong>Sub-Total Car</strong></td>
<td>15</td>
<td>9 (9)</td>
<td>31</td>
</tr>
<tr>
<td>Cycle</td>
<td>12</td>
<td>14 (12)</td>
<td>18</td>
</tr>
<tr>
<td>Walk</td>
<td>40</td>
<td>42 (34)</td>
<td>28.5</td>
</tr>
<tr>
<td>Other bus</td>
<td>6</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Brookes Bus</td>
<td>24</td>
<td>24</td>
<td>15</td>
</tr>
<tr>
<td><strong>Sub-Total Bus</strong></td>
<td>30</td>
<td>31 (42)</td>
<td>9</td>
</tr>
<tr>
<td>Train</td>
<td>2</td>
<td>3 (2)</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>Motorbike/scooter</td>
<td>0</td>
<td>0</td>
<td>0.5</td>
</tr>
<tr>
<td>I live on site</td>
<td>1</td>
<td>0</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

2.5 From the above, it should be noted that:

- The targets identified for SHSC tie in with those identified in the 2007 Marston Road Travel Plan (produced to accompany development proposals for the site).
- The targets specified in the 2005 for Harcourt Hill were aggregated with Wheatley Campus targets – hence the particularly high target for Brookes Bus use amongst students; bus use is significantly higher amongst Wheatley Campus users.
- Increases in the proportion of students living on site, in effect represents an
increase in walking as a main mode.

**Monitoring Programme**

2.6 The monitoring programme will be managed by the Travel Plan Manager. It is proposed that the next online University-wide survey is undertaken in October 2009, with comprehensive surveys undertaken every two years thereafter.

2.7 Associated surveys to monitor the following will also be undertaken:

- Car occupancy levels.
- Numbers of parking permits issued.

2.8 Findings from the monitoring surveys will inform a review of the travel plan.

2.9 Car park occupancy and on-street parking levels will be monitored on an on-going basis.
3. MANAGEMENT AND PROMOTION OF THE TRAVEL PLAN

3.1 The Environment Team has overall responsibility for ensuring the effective delivery of the travel plan across the whole University. Rex Knight, Deputy Vice-Chancellor of Oxford Brookes, whose remit includes overseeing the Environmental Policy within the University, is the senior management ‘Lead’ for the travel plan.

3.2 In line with travel plan best practice, Oxford Brookes is in the process of recruiting a relatively senior individual to oversee travel plan activities, to include management of the Brookes Bus contract. Experiences of other organisations have highlighted the importance of having an individual dedicated to managing the travel plan (with both time committed and a dedicated budget) in order for the travel plan to be successful in achieving its objectives and targets. Revenue from car park charges will continue to be ring-fenced to fund travel plan activities.

3.3 The role of the Travel Plan Manager will include:

- Overseeing implementation of the travel plan to ensure that initiatives and activities are delivered in a timely manner.
- Overseeing development and implementation of the car park management strategy, including consultation activities on policy revisions.
- Liaison and co-ordination with internal groups within Brookes, for example, the Travel Plan Steering Group/Strategic Parking Group/Bicycle User Group/Student Union/HR/Communications/IT/those taking forward recommendations from the Green Fleet Review etc.
- Liaison with appropriate external groups to ensure co-ordinated working e.g. the County and District/City Councils, bus operators etc.
- Co-ordination of marketing and awareness raising activities including development and dissemination of appropriate marketing/information materials.
- Undertaking appropriate monitoring of the Plan including associated reviews and revisions to the Plan.
- Ensuring that development activities take on-board recommendations identified as a result of travel plan activities as appropriate, and incorporate good practice design principles for supporting sustainable travel.
- Working closely with the Environment Team’s website manager, soon to be appointed, to ensure effective information dissemination and promotion of the travel plan.

Travel Plan Steering Group

3.4 A Steering Group comprising senior representatives of Oxford Brookes, will be responsible for overseeing implementation of the travel plan. Rex Knight will Chair this Group. Brookes will review membership of their Sustainable Travel Plan Group, which to date, has been charged with taking the travel plan forward to ensure that a range of Departments are represented on this group including IT, HR, Finance, Communications and the Unions. It is also important that the group is representative of a range of mode users.

3.5 Terms of Reference for the Group should be agreed and endorsed by the Group at the initial meeting. Representatives of the local council, and other organisations, will be
invited to attend meetings of the Group as appropriate.

3.6 It is particularly important that the Travel Plan Steering Group and any Parking Group that is established, work closely together – neither should work in isolation as an effective parking policy will be an integral part of a successful travel plan – and vice versa. There should be representation from the Parking Group at each Travel Plan Steering Group meeting, and vice versa. Alternatively, parking can fall within the remit of the Travel Plan Steering Group.

**Working with Others**

3.7 The Travel Plan Manager will also be responsible for liaison with key stakeholders including:

- **Oxfordshire County Council:** e.g. Travel Plan Manager (James Drew).
- **Local cycle shops.**
- **Other employers** e.g. Oxford Radcliffe Hospitals NHS Trust.
- **HAMATS-** Headington and Marston Area Transport Strategy.

**Marketing And Awareness Raising**

3.8 It is essential that staff, students and visitors are aware of the travel plan and that they support its objectives. The 2008 surveys highlighted a lack of awareness of the travel plan amongst students in particular, with only 17% of Headington students and 7% of Harcourt Hill students aware of the travel plan. There is therefore much work to be done in raising awareness of the plan, which is particularly challenging amongst students who are a transient population and who will therefore need to be continually reminded about the plan.

3.9 A marketing strategy will therefore be developed to raise awareness of the plan and to promote transport measures/ initiatives included in the travel plan. The marketing strategy will incorporate, for example:

- **Promotion in a variety of formats** e.g. the intranet/internet; noticeboards; staff inductions/interviews; student open days; introductory hall talks; Freshers Fair, Facebook forums, posters on Brookes Buses etc.
- **Links to local and national campaigns** e.g. Bike Week.
- **Development of branding** for the travel plan.
- **Marketing messages** which will focus initially on environmental, health and financial benefits. In addition, car drivers’ answers to key reasons for use of the car should be used to work out the angles that could be used to market sustainable modes (e.g. flexibility and time savings could be highlighted for walking & cycling).
- **Promotion of the travel plan to the local community** – to demonstrate to residents that Brookes are taking positive steps to address the transport they generate.
4. **UNIVERSITY-WIDE MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL**

4.1 This section outlines University-wide measures to be implemented as part of the travel plan [references in brackets relate to reference numbers in the separate Action Plan]. Additional infrastructure and site specific items are included within sections 5 to 7.

**Encouraging Walking**

4.2 Walking is the most sustainable method of travel, has a number of proven health benefits and offers personal freedom. Walking forms a part of journeys undertaken by most people, including those using public transport.

4.3 To encourage walking, Oxford Brookes will, in the shorter term:

- **Promote the health and other benefits of walking across all Campuses**, to include working with the Health Visitor and the on-site medical centre at Headington campus. This could include lunchtime health/wildlife walks and/or an annual ‘Walk to Uni’ campaign day or week, which could be linked to the annual Walk to Work Day (www.walkingworks.org.uk) held in April of each year. These will be considered as part of development of the travel plan marketing strategy (see section 3.8). [U8]

- Consider co-ordination of a ‘walking buddy’ scheme/ guided walks to show students walking routes between key destinations e.g. halls and campuses. These will be focussed particularly during the first few weeks of the first semester. [U9]

- **Identify other walking routes to be promoted** through the family of ‘Health Walks’ leaflets e.g. between Cowley and the Headington Campus. [U10]

- Consider identifying staff/ student ‘Walking Champions’ who would help encourage and raise the profile of walking. These individuals could be featured in events and in publications, and could help direct those interested in walking to appropriate resources (e.g. the walking maps) and help with the walking buddy scheme/ guided walks. [U11]

- **Ensure that there is a central contact point** where issues relating to walking (and any other mode) can be logged. This is likely to be the Travel Plan Manager. [U12]

**Encouraging Cycling**

4.4 Cycling is cheap, offers reliable journey times, is environmentally friendly and can lead to healthier, more productive students and staff. A large proportion of University users, particularly those accessing the Headington site and SHSC, live within cycling distance of their place of work/study.

4.5 The university will support and encourage cycling by:

- **Promoting the Cycle to Work scheme and business cycle mileage allowance amongst staff.** The survey responses indicated that many staff are unaware of the cycle mileage allowance. [U13]

- **Liaising with local cycle shops in Oxford** to secure further discounts on bicycles and cycle equipment and promote them. Cycle dealers will also be invited into the University to promote/sell their goods e.g. once a term. [U14]
• Developing the working relationship with Oxfordshire County Council to achieve route improvements on roads serving the sites. Improvements to cycle routes on and around the sites were seen as a high priority, particularly amongst staff e.g. on Headington Hill (see paragraph 6.6 of the Travel Survey Overview report). [U15]

• Ensuring involvement in any discussions relating to a City-wide rent-a-bike/pool bike scheme that might be considered. [U16]

Encouraging Public Transport Use

4.6 Improvements to the Brookes Bus service and particularly, provision of more frequent buses on existing routes and additional buses on new routes, were the main areas identified for improvements amongst students. It was also considered a priority that Brookes should reduce bus fares through greater subsidy. However, it is understood that Brookes is now aiming to reduce the subsidy and thus the priority should instead be to ensure that policies introduced by Brookes, make use of the bus more attractive and cost effective when compared to use of other modes - and in particular, when compared to use of the car. An annual bus pass costs £205 compared to £46.50 for an annual student car parking permit at Harcourt Hill, and £36.80 for a parking permit for a member of staff earning between £15k and £20k. [U17]

4.7 Public transport improvements to be considered include:

• Considering opportunities for adjusting routes or introducing new routes e.g. to better serve the Cowley Road. Opening up Stagecoach/Oxford public bus routes to Brookes Bus pass holders (should one of these companies be awarded the new contract) could allow resources to be reassigned and other routes improved/introduced. [U17]

• Joint-working with Oxfordshire County Council re: bus service improvements e.g. potential extension of Water Eaton Park & Ride bus service from the John Radcliffe Hospital to the Headington Campus, car park expansion at Thornhill Park & Ride etc. [U17]

• Ensuring that Brookes Bus timetables are coordinated with start/end time of lectures. [U17]

• Ensuring that information about public transport services in Oxford is readily available to everyone in the University. Information about bus and train services, should be provided on the Internet and regularly updated. [U18]

• The University will consider the merits of offering an online journey planning facility for staff/students. [U19]

• The train was identified as a potential option for a number of staff and students, and in particular for those working/studying at Harcourt Hill. Use of the train will therefore be more widely promoted and Brookes will liaise with Train Operating Companies to secure discounts. [U20 & U21]

• Reviewing the £400 season ticket loan that is currently available - £400 is relatively low, particularly for those buying a rail season ticket. [U22]

• Introduction of Real Time Information at all bus stops serving the University’s Campuses. Display screens around Campuses will also be considered to enable staff/students to wait inside when weather is poor. [U23]

• Introduction of Wi-Fi on all Brookes Buses – and powerpoints for laptops to be explored. [U24]
Encouraging Car Sharing

4.8 Encouraging car sharing is potentially an effective way of reducing the number of vehicles travelling to the University’s sites. Comments received in response to the travel survey indicated that due to long distances between home/work and the University, and poor public transport provision, some people have no option but to drive. Car sharing is an option for some of these people however, and mapping has shown that many people live in clusters, or along routes travelled by others, increasing the viability of car sharing. Brookes will encourage car sharing by:

- **Promoting the existing ‘234car’ car sharing scheme** more widely and consistently to ensure that all drivers are aware of it – with a particular focus on Harcourt Hill where the potential for car sharing is greatest. Ongoing promotion of the car sharing scheme will be done in various ways, e.g. by promoting the scheme in parking permit application forms, through signage in parking areas etc. Car sharing will also be promoted through the system for travel between campuses. [U25]

- **Considering provision of priority parking bays** for car sharers during the review of parking policy. [U26]

- **Promoting the Guaranteed Ride Home** for car sharers more proactively. [U27]

- **Restructuring car parking fees** to be more beneficial to car sharers. Annual parking permits, which encourage people to drive every day, should be abandoned in favour of ‘pay-as-you-go’ charges, which could be reduced for car sharers. [U28]

- **Carrying out regular consultation** with car sharers (through users’ group) and, if necessary, establishing additional support mechanisms and improving facilities. [U29]

- **Ensuring that those who car share have a system for reporting any issues arising.** [U30]

Encouraging Motorcycling

4.9 Motorcycles take up less space than cars on the road and in parking areas. Particularly small motorcycles also have lower per person emissions than cars. At Brookes, motorcyclists represent a very small minority of those travelling to the University, and at this stage Brookes will aim to ensure that all campuses have **dedicated (ideally covered) motorcycle parking**, together with an invitation to start a **Motorcycle User Group**. The User Group could enable any relevant issues to be raised with the Travel Plan Manager. In addition, when providing locker facilities, at least some of these should be large enough to accommodate motorcycle helmets and other equipment. [U31 & U32]

Information Provision

4.10 Providing adequate information about existing and new travel initiatives and policies is key to ensuring that existing facilities are used. In the longer term, information provision also helps overcome the *perceived* barriers to trying sustainable modes. The University will:

- **Provide and promote a central contact point for the provision of information**
on any travel enquiries that staff or students (both existing and prospective) may have. This service could be combined with the business travel booking service. [U33]

- **Provide high profile travel information points** at each Campus. [U34]
- **Work with the Environment Team’s Web-site Manager** to ensure that travel information is prominent and accessible on the Brookes Internet site. A significant amount of travel information is already available on the www.brookes.ac.uk/travel pages, but some of it is difficult to find as navigating to the site requires the user to click through several pages and levels (see sections 2.13 – 2.16 of the site audit report). [U35]
- **Co-ordinate ongoing consultation** with students and staff to identify specific requirements in respect of information provision. [U36]

**Signage**

4.11 A **Way Finding Strategy** will be developed for all University sites, to include uniform branding. This will incorporate signage for pedestrians, cyclists and vehicles, including high profile signage of all cycle parking and motorcycle parking areas, and associated facilities e.g. showers. At the Headington campus, the redevelopment work will bring about many improvements, offering an opportunity to consolidate the style of signage and ensure consistency and adequate provision across the site. Detailed issues in respect of signage are provided in the site audit report. [U37]

**New Recruits**

**Staff**

4.12 The process of influencing how new staff travel to and from their place of work begins at recruitment and interview stage. Brookes already provides information on how to travel to interviews and **this information will be reviewed regularly** to identify any ways in which it could be further improved, and to ensure it is regularly updated and promoted consistently across Departments. [U38]

4.13 The University’s ‘Welcome Pack’ to new staff provides information on a range of transport options. Again, this information will be regularly reviewed and updated. A **Personalised Travel Planning pilot** for new staff will also be considered. [U39]

**Students**

- **Student prospectuses and associated materials** sent to prospective students will be reviewed and will include promotion of the travel plan and the various initiatives within it. [U40]
- **Possibilities for providing targeted travel information to those living in residential halls** will also be explored. As hall residents are not allowed car parking and the residential halls are near the university’s teaching sites, there is great potential in promoting the walking and cycling routes to campuses to the hall residents. A key aim should be to influence and deter students in halls from wanting to bring their car to Oxford once they move out of halls in their second year. [U41]
- **A manned travel information stall** will be set up during student open days at
the University to promote the range of transport options available for travel to the University. [U42]

4.14 It is likely that a number of students bring their cars to Oxford to transport their belongings. Oxford Brookes will therefore explore opportunities for securing discounts with delivery companies specialising in offering these services to students (e.g. http://www.uni-move-it.com), and will promote these services. [U43]

Working Practices and Reducing the Need to Travel

4.15 Brookes offer a range of flexible working practices that can encourage use of sustainable modes or reduce the need to travel. These will be further developed and promoted e.g. at interview/induction stage as well as through reviews and other career development activity. Brookes will also:

- **Review its home-working policy** to explore opportunities for more home working amongst staff without compromising the operational efficiency of the University (including exploring target setting for the proportion of staff working form home on at least one day per week in each School/ Directorate). [U44]
- **Explore teleconferencing and videoconferencing** opportunities and promote these as appropriate, including using these to reduce levels of international travel. [U45]
- **Review relocation incentives** offered to new staff and consider revisions to encourage staff to relocate to areas that are accessible by sustainable means of transport, and make funds available for season ticket loan/ cycle purchase if no application for a permit is made. [U46]
- In the longer term Brookes is striving to match hall allocation policy and courses more closely so as to reduce the need for inter-site travel. The university will also aim to offer a blanket standard of accommodation to encourage students to live nearer to the campuses at which their lectures are held. [U47]

Business Travel

4.16 To encourage staff to travel sustainably when on business, Brookes will:

- **Develop a business case** to explore the feasibility of setting up a Brookes pool bike scheme, using external providers e.g. Oy Bike. If this proves unfeasible, Brookes will explore provision of a small-scale in-house pool bike scheme (to include folding bikes) for travel in the course of work. [U48]
- **Promote its 20p cycle mileage allowance** for business travel and ensure that business travel policy actively supports travel by alternatives to driving alone. [U18]
- **Produce a sustainable business travel policy** that specifies an order of preference for travel on business (e.g. walking/cycling – public transport–motorcycle–car share (including via '234car')– car alone–flying). As part of this, where international travel is unavoidable explore making a compulsory contribution to sequestrian fund. [U49]

Visitors

4.17 Visitors will be encouraged to travel by alternatives to the car (including Park & Ride) and should only be offered a parking permit if it is difficult for them to travel to the
site by other means. Information on Brookes’ website will be promoted to visitors and where required, pdf versions of ‘How to get here leaflets’ will be emailed to visitors. At Harcourt Hill, use of Botley Park & Ride could be considered, with clear signage to the U1 bus stop and clear timetable displays in the car park. [U50]

Fleets/deliveries

4.18 The recommendations included within the EST Green Fleet Review Report will be reviewed and endorsed as appropriate. The Travel Plan Manager will then liaise and work with those taking forward the recommendations made within the Report to ensure joint-working on transport aspects. Deliveries will be encouraged outside of peak times. [U51]
5. HEADINGTON CAMPUS: MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL

Encouraging Walking

5.1 Of all Oxford Brookes students and staff, those studying and working at the Headington Campus are generally best positioned to walk on their journey to study/work. The site is accessible on foot by safe routes from various directions and is within walking distance of Oxford city centre, a number of Brookes’ student halls of residence and East Oxford where many students live in private rented accommodation.

The 2008 travel survey showed that

- 15.5% of staff and 40% of students currently walk to the Headington campus as their ‘usual mode’.
- 37% of staff and 70.5% of students live within potential walking distance of the Headington Campus (taken as 1.875 miles ‘crow-fly’ distance of the site).
- 20% of student car users accessing the Headington Campus considered walking to be a viable alternative to the car.
- A significant number of students, and some staff members living within a relatively short walk of the campus, choose to use the Brookes Bus in preference to walking or cycling.

When priorities for shaping transport options were analysed:

‘Improved pedestrian routes in and around the campus’ was ranked 3rd highest in the list of priorities for improvements to sustainable transport options amongst both staff and students.

Improved shower facilities for cyclists and walkers ranked as the 3rd priority amongst staff, and 9th amongst students.

5.2 The redevelopment work at the Headington campus will significantly improve the on-campus provision for pedestrians. The improvements could be promoted as part of a campaign to encourage walking.

5.3 In the short term Oxford Brookes will encourage walking to and on the Headington campus by:

- Promoting existing walking maps and ensuring that they continue to be made available at key locations on the campus (including main reception, the Student Union and the Sports Centre) and are easily accessible on the Brookes’ website. [H1]
- Targeting those travelling for short distances on the Brookes Bus by promoting the various benefits of walking and local walking routes. [H2]
• **Rectifying outstanding issues associated with walking routes** on and around the Campus as highlighted in the site audit findings, where these have not been addressed as part of the redevelopment plans. Issues to address include, for example, discontinuous footpaths on site – as highlighted in para 3.22 of the site audit. [*H3*]

• **Ensuring no overhanging vegetation** on internal and external footpaths which obscures signs and visibility – see site audit report paragraphs 3.18, 3.22 (*2nd* bullet point) and 5.11-5.12. [*H5*]

5.4 **In the medium and longer term**, Oxford Brookes will encourage walking to/on the Headington campus by:

• **Developing and implementing an effective Way Finding Strategy** to improve signage (both on-site and off site). This will involve a review of signage in consultation with campus users, to ensure that clear, accurate, visually pleasing and consistent signage is provided at key locations. The site audit highlighted a number of locations at which signage was unclear and/or inconsistent see site audit: photo 3.5, paragraphs 3.39-3.40. [*H6*]

• **Ensuring that, on an ongoing basis, walking routes on the campus and between sites are well maintained** (e.g. with good quality surfaces, no overhanging foliage) and are well lit. [*H5*]

• Explore further opportunities to **provide information about walking routes** between the halls of residence and the campus, as well as those between major locations of student private rented accommodation. [*H6*]

**Encouraging Cycling**

5.5 Cycling to Headington is a potential option for many students and staff studying/working at Headington Campus.

---

**The 2008 travel survey showed that:**

• 20% of staff and 12% of students cycle to the Headington campus as their ‘usual mode’

• 54% of staff and 82% of students live within potential cycling distance (5 miles ‘crow-fly’ distance of the site).

16% of students and 13% of staff who currently drive to the Campus, considered cycling to be a viable alternative to the car.
When priorities for shaping transport options at Headington Campus were analysed, staff in particular considered that there should be a focus on proving facilities for cyclists:

The top priority for staff was improving cycle routes in and around the campus. This ranked as priority 5 amongst students.

Improved shower and locker facilities for cyclists and walkers ranked as the 3rd priority amongst staff – and 9th amongst students.

Improved cycle parking ranked 5th amongst staff and 8th amongst students.

Provision of cycle training did not feature significantly in the priority list (ranking 13th amongst both staff and students) and thus is not considered as a measure to take forward. The need for this will however be reviewed as further implementation of the travel plan proceeds.

5.6 In the short term Oxford Brookes will be encouraging, supporting and facilitating cycling to Headington campus by:

- Providing locker facilities for storage of cyclists’ equipment. [H7]
- Promote existing shower facilities including marking these on the Useful Stuff Map [H8]
- Ensuring that existing cycle parking areas are kept free of abandoned bicycles and are well maintained. Regular checks (e.g. monthly) will be undertaken to achieve this, and action taken where necessary. [H10]
- Ensuring that locations of cycle parking are clearly marked on campus maps and liaising with the mapping team to ensure that cycle parking facilities (including locations of bike bins) are included on existing maps and on any new or updated maps being produced. [H13]
- Promoting the availability of bike bins more widely and monitoring use of these facilities. [H14]
- Ensuring that processes are in place for reporting any issues with cycling (including displaying contact details of a central contact point for reporting problems, near cycle parking facilities). [H18]
- Establishing and maintaining an active Headington Bicycle User Group (BUG) (involving both staff and students) and ensuring that any issues raised are considered as part of the travel plan. [H19]
- Promoting the weekly Doctor Bike sessions through staff and student communication channels (Intranet, notice board etc.) The Useful Stuff Map could also be updated to indicate the location. [H20]
- Continuous promotion of cycling as a viable transport mode, including promotion of Oxfordshire County Council’s excellent cycle map. [H21]

5.7 In the medium/longer term Oxford Brookes will be encouraging, supporting and facilitating cycling to Headington campus by:

- Improving shower and changing facilities available at Headington campus.
Facilities should be supported by the provision of lockers, and should be close to cycle parking areas. Existing shower facilities should be more proactively promoted – including use of the Sports Centre showers. [H9]

- **Monitoring cycle parking capacity** regularly, and where necessary installing additional cycle parking in locations that are convenient for cyclists (i.e. near building entrances/near lockers and shower facilities). [H11]

- **Continuing to upgrade cycle parking** where facilities are uncovered or of a low quality/ not in line with best practice (see paragraph 3.35 in site audit report and associated photos). [H12]

- **Ensuring cycle routes on-site are well lit and well maintained.** [H15]

- **Improving on-site cycle routes and access points for cyclists** e.g. at access barrier to Cheney Village, at the Cheney Lane entrance by Cheney school and by the Tonge building (see paragraphs 3.32, 3.30 and 3.33 of the site audit report respectively). [H16]

- **Providing site specific maps about cycle routes in the local area to key destinations** – including distance and times. These could be modelled on the existing walking maps for Headington. [H17]

- **Improving on-campus signage** (signs and road markings) for cyclists, especially at cyclists’ access points to the sites and on routes leading to cycle parking areas. [H22]

**Encouraging Public Transport Use**

The 2008 travel survey showed that:

- 7.5% of staff and 24% of students travel by Brookes Bus to the Headington campus as their ‘usual mode’.

- 9% of staff and 4% of students travel by ‘other bus’, whilst an additional 1% of staff and 2% of students travel by Park & ride bus.

- 3% of staff and 2% of students travel by train.

14% of staff and 31% of students who currently drive to the Campus, considered Brookes Bus to be a viable alternative to the car, whilst 38% of staff and 29% of students considered that public bus services provided a viable alternative to the car.

Of all modes, the bus was considered the most viable as an alternative amongst car users generally.

**When priorities for shaping transport options were analysed**

The top priority for students was to **increase Brookes Bus subsidy** in order to reduce bus fares. This was also a high priority for staff (ranked 2nd).

Another top priority for students was ‘**more frequent buses on existing routes**’ (ranked 2nd amongst students, and 7th amongst staff).

**More buses on new routes** was also relatively significant – ranked 4th amongst students and 6th amongst staff.
5.8 A significant proportion of staff and students at Headington campus are already using buses to access the site. Students in particular felt that the highest priority within the travel plan should be improvements to the Brookes Bus services. Many of the measures related to Brookes Bus are University-wide and have been covered in section 4 (see paragraphs 4.5 and 4.6). The initiatives specific to the Headington campus are discussed below.

5.9 **In the short term, Oxford Brookes will be encouraging, supporting and facilitating travel by public transport to Headington campus by:**

- Ensuring that the **on-site bus stops are maintained in a good condition** and have up-to-date timetables displayed. City centre-bound stops could also have information on train times on display. [H23]
- Working with the County Council/ bus operators to **improve the condition of bus stops on London Road/Headington Road**, near the site. [H24]

5.10 **In the medium/longer term Oxford Brookes will be encouraging, supporting and facilitating travel by public transport to Headington campus by:**

- **Ensuring signage to on-campus, and other bus stops, is clear** and incorporated as part of the Wayfinding Strategy (see paragraph 4.10). [H25]
- Ensuring the **condition of off-site and on-campus bus stops are regularly monitored** and that refurbishment is undertaken as necessary. [H23]
- **Improving the pedestrian routes to the bus stops** by ensuring these routes are continuous, safe, separate from vehicular traffic and well signed. [H26]

**Encouraging Car Sharing**

5.11 Driving alone is still a common way of travelling to Headington, particularly for staff. Over one-third of staff (34%) drive to work alone. University-wide measures to encourage car sharing will be implemented at the Headington campus (see paragraph 4.7). [U30 to U35]

**Car Club**

5.12 Setting up a Car Club is currently being explored by residents in East Oxford. Brookes will explore and encourage membership of any such scheme. [H31]

**Encouraging Motorcycling**

5.13 Oxford Brookes will be encouraging, supporting and facilitating travel by motorcycle to Headington campus in the medium/longer term by:

- **Installing clear signage** directing motorcyclists to designated parking areas. [H27]
- Ensuring motorcycle parking areas are marked on the ‘Useful Stuff’ map. [H28]
- **Providing cover** for motorcycle parking areas where possible. [H29]
- Exploring the possibility of providing dedicated motorcycle parking spaces at the Headington Hill site. [H30]
Visitors

5.14 Visitors to Headington Campus will be encouraged to use alternatives to driving to get to the site. Information will be provided about various ways of getting to the campus. A generic set of instructions will be made available for staff to send to visitors. In addition, the central contact point providing travel information to staff and students could also provide information to visitors upon request. Use of the Park & Ride sites around Oxford will be encouraged although Thornhill Park & ride will not be strongly promoted until its capacity issues are addressed.
6. MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL AT THE HARCOURT HILL CAMPUS

Encouraging Walking

6.1 The Harcourt Hill Campus is not ideally located for walking, being at the top of a steep hill. This is reflected in the transport choices of staff and students; in the 2008 survey only 8% of students and 3% of staff cited their usual main mode as walking.

6.2 Nonetheless, it is important to provide information about the benefits of walking and about local walking routes on an ongoing basis, as 21% of staff and 21% of students live within walking distance (3km) of the campus. These people may therefore be able and willing to walk to the site at least occasionally if encouragement and support is provided. In addition, people should be made aware of local walking routes, including the route to Botley shops, as many students live on site.

<table>
<thead>
<tr>
<th>When priorities for shaping transport options were analysed:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Improved shower and locker facilities</strong> for cyclists and walkers ranked as the third priority amongst staff, and 10th amongst students.</td>
</tr>
<tr>
<td><strong>Improved pedestrian routes in and around the campus</strong> ranked only 6th amongst staff priorities and 8th amongst students – not as important as at Headington Campus.</td>
</tr>
</tbody>
</table>

6.3 Oxford Brookes will encourage walking to and on the Harcourt Hill campus in the short term by:

- Promoting the existing walking map for Harcourt Hill and making copies available at key locations on campus. [HH1]
- Promoting existing shower facilities including marking these on the Useful Stuff map. [HH2]
- Rectifying any outstanding issues with walking routes on and around the campus as highlighted in the site audit report. [HH4]

6.4 Oxford Brookes will encourage walking to/on the Harcourt Hill campus in the medium and longer term by:

- Monitoring use of shower/changing facilities and providing additional facilities if required. Also explore use of the Sports Centre showers for no cost. [HH3]
- Ensuring that walking routes on the campus, and leading to the Campus, are well maintained e.g. with good quality surfaces, no over-hanging foliage and well lit to create a safe and pleasant environment for the pedestrians (see paragraphs 4.13, 4.14 and 4.18 of the site audit report). [HH5]
- Carrying out improvements to the walking route to Botley shops including installation of continuous signage from the campus, and developing a walking map for the route. [HH6]
Objectives, Targets, Measures And Management

Encouraging Cycling

6.5 As with walking, cycling to Harcourt Hill is challenging due to the topography, with only twenty survey respondents (4.4%), cycling to the campus. Although cycling may not be a feasible option for many, good on-site facilities and promotion of cycling may enthuse a number of people to use the mode at least occasionally. It should be noted that a significant number of survey respondents (48% of staff and 60% of students) live within a reasonable cycling distance (8km) from the site.

When priorities for shaping transport options were analysed:

| Improved locker/shower facilities for cyclists/walkers | 3rd highest priority among staff |
| Improved cycle parking | 4th priority among staff |
| Improved cycle routes in and around the campus/site | 5th priority among staff |

Improved cycle routes featured more significantly amongst students than improved cycle parking (ranking 6th and 11th respectively).

6.6 Oxford Brookes will be encouraging, supporting and facilitating cycling to Harcourt Hill campus in the short term by:

- Exploring the possibility of providing lockers at the Sports Centre/other locations for cyclists/walkers. [HH7]
- Exploring the opportunity for cyclists to use the Sports Centre showers at no/minimal cost. [HH8]
- Rectifying outstanding issues with the cycle parking area as identified in the site audit report. [HH9]
- Ensuring existing cycle parking areas are kept free of abandoned bicycles and are well maintained, by organising regular checks and taking action where necessary. [HH10]
- Improving on-campus signage (signs and road markings) for cyclists, especially at cyclists’ access points to the sites and on routes leading to cycle parking areas. [HH13]
- Ensuring that locations of cycle parking are clearly marked on the campus maps and liaising with the mapping team to ensure that cycle parking facilities are included in any new or updated maps being produced. [HH12]
- Ensuring that processes are in place for reporting any issues with cycling (e.g. displaying contact details for reporting problems near cycle parking facilities). [HH14]
- Scoping interest for establishing a Harcourt Hill Bicycle User Group (BUG) involving both staff and students. [HH15]

6.7 Oxford Brookes will be encouraging, supporting and facilitating cycling to Harcourt Hill campus in the medium/longer term by:

- Upgrading the existing cycle parking by providing more secure, covered cycle
parking areas in convenient locations (i.e. near building entrances/near lockers and shower facilities). [HH11]

- **Providing site specific maps** about cycle routes in the local area to key destinations – including distance and times. [HH16]
- **Scoping interest** for the provision of on-site cycle maintenance workshops and for a toolkit available for cyclists’ use. [HH17]
- **Considering providing a separate access** to the site. [HH18]

**Encouraging Public Transport Use**

6.8 The Brookes Bus is an important initiative for accessing the Harcourt Hill campus for many students and staff members - and improvements to the bus service were seen as a high priority by most survey respondents.

When priorities for shaping transport options were analysed:

Amongst students, the top three priorities for improvements to encourage sustainable travel to Harcourt Hill all related to the bus service (lower fares, increased frequency and more buses).

Amongst staff, more buses on new routes ranked as a lower priority (7th), but more frequent buses on existing routes and lower fares ranked as priorities 1 and 2 respectively.

6.9 Most bus service improvements will be carried out on a University-wide scale, and are discussed in Section 4. With particular reference to Harcourt Hill, Brookes should consider increasing the frequency of the U1 service at peak times in the morning (right through from Wheatley between 7.15 am and 9am), at lunchtime and in the early evening, and matching the bus timetables better with the start of the morning lectures at Harcourt Hill. [HH19]

6.10 **Oxford Brookes will be encouraging, supporting and facilitating travel by public transport to Harcourt Hill campus in the short term by:**

- Ensuring that the **on-site bus stop is kept in good condition** and has up-to-date timetables displayed for both the U1 and the connecting bus services. Train timetables should also be displayed at the stop. [HH20]
- **Matching bus timetables better with the start of morning lectures** at Harcourt Hill. [U17]

6.11 **Oxford Brookes will be encouraging, supporting and facilitating travel by public transport to Harcourt Hill campus in the medium/longer term by:**

- Ensuring the **condition of the on-campus bus stop is regularly reviewed** and that refurbishment is undertaken as necessary. [HH21]

**Encouraging Car Sharing**

6.12 Car sharing has greatest potential at Harcourt Hill compared to other Campuses and
was particularly popular amongst students.

When priorities for shaping transport options were analysed

Amongst students, a **new or improved car share scheme** ranked 4th in the list of priorities.

14% of students who used a car to access Harcourt Hill campus thought a new or improved car sharing scheme would seriously encourage drivers to switch mode.

6.13 University-wide measures to encourage car sharing will be implemented at Oxford Brookes are described in paragraph 4.7.

**Encouraging Motorcycling**

6.14 Oxford Brookes will be encouraging, supporting and facilitating travel by motorcycle to Harcourt Hill campus in the short term by:

- Exploring the possibility of providing dedicated motorcycle parking spaces at the site. [HH22]

6.15 Oxford Brookes will be encouraging, supporting and facilitating travel by motorcycle to Headington campus in the medium/longer term by:

- **Installing clear signage** directing motorcyclists to designated parking areas. [HH23]

**Visitors**

6.16 Visitors to Harcourt Hill campus will be encouraged to use alternatives to driving to get to the site. Information will be provided about travel to the campus by different modes, including the ease of access by train – with a direct bus service provided between Harcourt Hill and the train station. A generalised set of instructions will be made available for staff to send to visitors in advance.
7. MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL AT THE MARSTON ROAD SITE (SHSC)

Encouraging Walking

7.1 The SHSC is within walking distance of Headington and Oxford City Centre. Many staff and students live within an easy walking distance of the site; 28% of students and 10% of staff already walk to the site. Continuous promotion of walking and the provision of adequate facilities and information are priorities for this site. Staff and students ranked improvements to pedestrian routes 4th in terms of priorities for the travel plan.

7.2 Oxford Brookes will encourage walking to the Marston Road site in the short term by:

- Promoting the existing walking maps and making them available at key locations on campus, and clearly visible on the website. [SHSC1]
- Maintaining existing pedestrian routes and ensuring that there is no overhanging foliage and that existing signs are visible. [SHSC2 & SHSC3]

Encouraging Cycling

7.4 Cycling to Marston Road is a feasible option and already popular with many staff and students; 28% of staff and 18% of students currently cycle to work/study.

When priorities for shaping transport options were analysed

*Improved cycle routes in and around the Campus* was the most important measure cited by staff for encouraging sustainable travel, ranking 6th amongst students. *Improved shower and locker facilities* ranked 3rd amongst staff and *improved cycle parking* 7th.

7.5 Oxford Brookes will be encouraging, supporting and facilitating cycling to the Marston Road site in the short term by:

- Exploring the possibility of providing lockers to cyclists. [SHSC5]
- Ensuring existing cycle parking areas are kept free of abandoned bicycles and are well maintained. [SHSC7]
- Ensuring that locations of cycle parking are clearly promoted and signed. [SHSC8]
- Undertaking on-going liaison with Oxfordshire County Council re: cycle route improvements serving the site, and working with the Bicycle User Group
to identify specific issues. [SHSC9]

- **Ensuring that cycle routes on and near the site are well signed and well lit,** and that processes are in place for reporting any issues with cycling. [SHSC10]

- **Promoting the Doctor Bike sessions.** [SHSC13]

- **Providing information/site specific cycle maps** about cycle routes in the local area to key destinations – including distance and times. [SHSC11]

- **Ensuring that the ‘Useful Stuff’ map is kept updated.** [SHSC12]

7.6 Oxford Brookes will be encouraging, supporting and facilitating cycling to Marston Road site in the medium/longer term by:

- **Improving shower and changing facilities.** [SHSC6]

**Encouraging Public Transport Use**

<table>
<thead>
<tr>
<th>When priorities for shaping transport options were analysed:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>More buses on new routes</strong> ranked 2&lt;sup&gt;nd&lt;/sup&gt; amongst staff and 3&lt;sup&gt;rd&lt;/sup&gt; amongst students, whilst <strong>reduced bus fares as a result of increased bus subsidy</strong> ranked top amongst students.</td>
</tr>
</tbody>
</table>

7.7 University-wide measures to encourage bus use (see Section 4) will be introduced at the SHSC. However, **Oxford Brookes will also be encouraging, supporting and facilitating travel by public transport to the Marston Road site in the short term by:**

- **Liaising with Oxfordshire County Council/bus operators to improve bus stop waiting facilities along Marston Road.** [SHSC14]

**Encouraging Car Sharing**

7.8 Car sharing was not considered to be a particular priority for the SHSC. Nonetheless, for those to whom it might be applicable, University-wide measures for encouraging car sharing will be implemented at SHSC. [U30 to U35]

**Encouraging Motorcycling**

7.9 University-wide measures for promoting motorcycling will be implemented at the SHSC. [U30 to U31]
8. CAR PARK MANAGEMENT

8.1 Development of a more effective car parking policy will form a key part of Brookes’ University-wide travel plan. Evidence has shown that to be effective in achieving travel behaviour change, a robust parking policy is essential to support other travel plan measures.

8.2 Key aspects to be addressed through a revised parking policy at Oxford Brookes include:

- **Use of public transport should be a more cost effective option** when compared to car parking at the University’s sites i.e. a greater cost differential between the cost of bus season tickets and car park permits is required.
- Despite reductions in the proportion of staff/students travelling to the University’s sites (as highlighted in the 2008 surveys), the **parking policy needs to respond to potential increases in student numbers and reductions in on-site parking** associated with Brookes’ redevelopment plans. This in turn will help to ensure that there are no subsequent increases in on-street car parking.
- **Dissuading Brookes students in private rented accommodation from bringing cars to the University**; evidence suggests that a number of students bring their cars to Oxford but do not actually use them for travel to Brookes’ sites. This could be achieved, for example, by:
  - Charging more for multiple parking permits in private residences, in areas where CPZs are in operation/ are to be introduced (possibly working in conjunction with student house rental agencies).
  - Securing discounts with student removal companies to reduce the need to drive to Oxford with luggage/belongings at the beginning of term.
  - Supporting development of Car Clubs in areas where students are concentrated, to enable easy hire of cars.
  - Targeting students as they move from halls of residence to private rented accommodation to encourage them not to bring a car to Oxford in their second and proceeding years.
  - More actively promoting car sharing.
  - Reviewing Brookes Bus routes to better serve East Oxford, and specifically the Cowley Road – particularly for those travelling to the Wheatley Campus.
- **Ensuring first year students in halls of residence are not parking on-street** e.g. along Cheney Lane, through better enforcement.
- Establishing whether Brookes’ staff parking permit holders actually **need to travel by car at all times** e.g. during school holidays etc.; permits could impose limits on times when holders can park on site through the year.
- **More pro-actively encouraging visitors** to travel by alternatives to the car.

**Eligibility for a car parking permit**

8.3 Brookes’ parking policy will recognise that some staff/students will need to use a car to travel to a particular site, with students continuing to be unable to park on the Headington/SHSC sites unless they have a medical need.

8.4 For staff, and Harcourt Hill students, eligibility for a parking permit will be based on a set of transparent criteria, tailored to each specific site e.g.
- **Disability/medical condition**: staff/students who have a medical condition which means they cannot use public transport/walk/cycle to work.
- **Work requirements**: a vehicle is required in order to undertake work duties (again this may only apply on certain days rather than on every day).
- **Childcare/other responsibilities**: staff/students who have caring responsibilities which mean they cannot get to work on time without using a car.
- **Staff/students who live outside of a boundary whereby they could not reasonably be expected to walk, cycle or bus to the University’s Campus** (a fairer method is required than the current distance-focussed criteria). The boundary would need to be agreed but could include for example:
  - A home address within walking/cycling distance of the Campus.
  - A home address within an x minute bus journey of the site (even if there is a change of bus required), on a frequent bus route.
  - Potential for use of a Park & Ride site.
  - Consideration of the place of work of a student, where they may be travelling from this location to study, rather than from home.

8.5 A more appropriate charging mechanism would also be introduced:

- **For those needing to park relatively frequently**: staff/students would require a permit to park on site on a frequent basis. This would be combined with a daily charge so that people are not ‘locked in’ to parking every day. Permits would only be issued based on a set of needs-based criteria to be agreed by the University (as described above).
- **Daily charging for people needing to park only occasionally** (including visitors) - potentially using a carnet system (i.e. a set number of permits purchased in advance) to ensure that the system is not abused by those parking daily. A daily/half-day/hourly rate will be considered.
- **Encouraging car sharing**: Priority spaces will be allocated for car sharers. These will be well promoted and signed and will be supported by promotion of the Guaranteed Ride Home. Discounts on parking will also be considered for those people car sharing.
- **Incentives could be offered to those permit holders who travel by alternatives to the car** or who have surrendered their permit e.g. complimentary entry to the sports centre.

8.6 The issuing of permits will be undertaken on an annual basis and an on-line parking permit application process will be explored.

**Visitors**

8.7 The policy of arranging permits for visitors will be reviewed. Rather, visitors will be more pro-actively encouraged to use alternatives to the car, including the Park & Ride, and a permit will not be offered as a matter of course.

**Management of the Parking Policy**

8.8 Car parking policy is currently being taken forward by a Strategic Parking Group who will work closely with the Travel Plan Steering Group. The Travel Plan Manager will lead the work, in conjunction with the Site Managers at each site.
8.9 Brookes will ensure effective enforcement of the policy. Implications for on-street parking will also be reviewed to ensure that levels of on-street parking do not increase. Regular monitoring of this situation will be required following introduction of the policy. Revenue from parking will be ring-fenced to fund travel plan measures.

**Consultation**

8.10 A preferred policy option will be developed through joint-working/consultation with a range of individuals including staff and student representatives, the Unions, HR, senior managers, site managers and local resident groups. A consultation period on the preferred proposal will then be undertaken on a University-wide basis prior to identification of the policy.
CONTROL SHEET

Project/Proposal Name: A Travel Plan for Oxford Brookes

Document Title: Objectives, Targets, Measures and Management

Client Contract/Project Number:

SDG Project/Proposal Number: 22014301

ISSUE HISTORY

<table>
<thead>
<tr>
<th>Issue No.</th>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3rd October 2008</td>
<td>1st Draft</td>
</tr>
<tr>
<td>2</td>
<td>31st October 2008</td>
<td>2nd Draft – incorporating comments from Rex Knight/ Harriet Waters</td>
</tr>
<tr>
<td>3</td>
<td>20 January 2009</td>
<td>Final Report</td>
</tr>
</tbody>
</table>

REVIEW

Originator: Lynn Morgan

Other Contributors: Taina Peltonen

Review By: Print: Lisa Buchanan

Sign: Electronically

DISTRIBUTION

Clients: Harriet Waters (OBU)
Steer Davies Gleave: Lynn Morgan, Taina Peltonen, Lisa Buchanan