Sustainable Travel Plan
2006-2010
Foreword by the Vice-Chancellor, Professor Graham Upton

Oxford Brookes University is known for its pioneering approach and for being outward looking. As with all universities, Oxford Brookes has an impact on the environment, a significant part of which is through transport. Social Responsibility is a key value at Oxford Brookes encompassing our stewardship of the environment. As a University well known for its academic areas of sustainable development and environmental protection we would also like to be exemplary in our operations as an institution.

The Carbon Trust project on Carbon Management at the University carried out in 2004 identified that in terms of carbon emissions, transport was the biggest single contributor, responsible for 61% of all emissions. This result emphasised the importance of the work done through the University's Green Commuter Plan and now the wider Sustainable Travel Plan.

The Green Commuter Plan was leading edge at the time of introduction and has been highly successful – achieving a large modal shift in student behaviour through the introduction of the Brookes Bus service between the University's main campuses and halls of residence. The Green Commuter Plan has been externally recognised through an Oxfordshire Special Conservation Award (OSCA) from Oxfordshire County Council and highly recommended in the transport category of the first Green Gowns.

The Sustainable Travel Plan aims to build on the foundations laid by the Green Commuter Plan and reduce the impact of Oxford Brookes’ transport further. The Plan will address areas previously not dealt with by the Green Commuter Plan such as intersite, visitor and business travel. Although challenging, the targets will ensure that the University is encouraging and promoting responsible travel where possible.
Executive Summary

Seven years on from the launch of the highly successful Green Commuter Plan, Oxford Brookes is now launching its Sustainable Travel Plan [2006-2010] with more demanding targets aimed at reducing the University’s dependence on the private car. The travel plan has been informed by the results of a regular travel survey.

Since the first edition of the plan, great strides have been made in reducing the University’s overall environmental impact through transport related emissions. The introduction of the Brookes Bus has seen a huge modal shift of students towards using the bus to University and travelling between sites. The new plan aims to continue this trend through better ticketing and more strategic routes.

Cycling continues to be encouraged despite the local context of an overall decline in cycling. On site cycle maintenance has been used by many staff and students at the Headington Campus. The University aims to make cycle parking more secure across the University.

Parking management has been a successful way of reducing the number of people travelling to the University by car. A better charging system will be investigated. A car share scheme, now shared with some other large employers, is also having a positive impact. The University also hopes to reduce the environmental impact of its business travel.

Transport is one of the University’s most significant and tangible environmental impacts and the Oxford Brookes will work in partnership with other local stakeholders to reduce this impact.

INTRODUCTION

Oxford Brookes was a pioneer in the introduction of its Green Commuter Plan in 1999 and in its subsequent implementation to this day. But a plan needs to move on, and be fit for purpose. This document provides a brief summary of the deliberations and recommendations of the Sustainable Travel Plan Group (STPG), informed by a major survey of staff and student travel characteristics in 2004, and subsequently endorsed by the University Executive Board in 2005. They provide a roll-on of the Plan for the 2006-2010 period.

The STPG adopted the original objectives of the 1999 Plan, but with the addition of two other objectives:

(i) To maximise the opportunities for staff, students and visitors to travel to the University and to undertake university business using transport modes other than the private car.

(ii) To discourage the use of private cars by staff, students and visitors to travel to the University and for other work-related journeys where reasonable alternatives exist.

(iii) To be complementary to the efficient operation of the University.

(iv) To be acceptable to the relevant local authorities, and to Oxford Brookes staff and students.

(v) To be self-funding.

(vi) To be ongoing and adaptive, monitoring impacts and learning from experience.

(vii) To reduce overall transport carbon emissions produced by the University.

(viii) To improve health and well being of staff and students through the promotion of walking and cycling.
CONTEXT / TRENDS IN BROOKES TRAVEL CHARACTERISTICS

Oxford Brookes is a growing and successful University with a range of sites and activities. Since 1999, student numbers have increased from around 15,000 to 19,000. There has also been a relative growth in the proportion of postgraduate students. In addition there has been a diversification of sites – with not only the Headington sites, but also Harcourt Hill, Marston Road and major development at the Wheatley site. These sites have varying levels of accessibility and implications for our travel plan.

Notwithstanding the challenges of numbers and sites, the 2004 survey of staff and student characteristics showed many successes in achieving the targets in the first plan. The proportion of people in all categories using the private car has been reduced and there has been a big increase in the proportion of students walking or taking the bus.

Table 1: Staff Main Modes of Transport

<table>
<thead>
<tr>
<th></th>
<th>1998 survey results %</th>
<th>2002 survey results %</th>
<th>2004 survey results %</th>
<th>2004/5 targets %</th>
</tr>
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<tbody>
<tr>
<td>Car/Van as Driver</td>
<td>55</td>
<td>57</td>
<td>48</td>
<td>45</td>
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<tr>
<td>Bicycle</td>
<td>13</td>
<td>13</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Walk/Jog</td>
<td>7</td>
<td>10</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Public Transport (including University Bus)</td>
<td>9</td>
<td>13</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Car/Van as Passenger</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>5</td>
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<td>Mixed</td>
<td>13</td>
<td>n/a</td>
<td>n/a</td>
<td>8</td>
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<tr>
<td>Other (including motorbike)</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td></td>
<td>100</td>
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Table 2: Student Main Modes of Transport

<table>
<thead>
<tr>
<th></th>
<th>1998 survey results %</th>
<th>2002 survey results %</th>
<th>2004 survey results %</th>
<th>2004/5 targets %</th>
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<tr>
<td>PG</td>
<td>42</td>
<td>51</td>
<td>15</td>
<td>28</td>
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<tr>
<td>UG</td>
<td>14</td>
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<tr>
<td>Students</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car/Van as Driver</td>
<td>12</td>
<td>10</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Bicycle</td>
<td>14</td>
<td>33</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Walk/Jog</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Transport (including University Bus)</td>
<td>17</td>
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<td>32</td>
<td>22</td>
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<tr>
<td>Car/Van as Passenger</td>
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<td>100</td>
<td>100</td>
<td>100</td>
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</tbody>
</table>
In general the trends produced by the survey data show encouraging results. The main aim of the Green Commuter Plan was to reduce the University’s dependence on the private car; the data confirms this is happening. At a time where bus travel is on the decline nationally\(^1\), Oxford Brookes is bucking the trend.

The pressure to reduce car travel is now even greater than it was in 1999, when the original Green Commuter Plan was implemented. Climate change is now a much more accepted phenomenon than in 1999, and vehicular travel is a major contributor to greenhouse gases. At the local level, Headington is central to several new developments. There has been the addition of the School of Health and Social Care on Marston Road to the Headington Campus of Oxford Brookes and growth in hospital sites. This includes the relocation of the Radcliffe Infirmary to the John Radcliffe hospital site, the addition of the cancer centre at the Churchill Hospital and the redevelopment of the Nuffield Orthopaedic Centre. Oxford University has also expanded its operations on Old Road. The Headington and Marston Area Transport Strategy Group (HAMATS) is seeking to manage the impacts of change – and Brookes is involved in the planning for Headington.

As a responsible employer and education provider Oxford Brookes must contribute even more to managing its transport impacts. Not only will instilling the green commuter habit in our staff and students reduce our carbon emissions but it will also result in a healthier university community.

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\(^1\) Public Accounts Committee (2006) Delivery chain analysis for bus services in England
opportunity to develop new approaches designed to achieve our modal shift targets. The phasing of the array of policies will be discussed and managed through the Sustainable Travel Plan Working Group. There may also be others to be added, and some may be amended as the plan is reviewed after each biennial transport survey.

DEVELOPMENT OF PUBLIC TRANSPORT

Recent and current provision

- Excellent Brookes Bus initiative with 2 main routes, the U1 and U5
- Discounted bus travel
- New/extended Park and Ride sites
- Better information on public transport services

Proposed future additional policies

- Investigate the introduction of additional Oxford Brookes Bus routes, and improved ticketing systems,
- Introduce longer distance strategic Brookes Bus routes (eg from Bicester, and/or Witney),
- Raise awareness of routes, and Park and Ride services; press for more Park and Ride capacity (particularly at Thornhill),
- Provide real time bus timing information at all stops and make available to staff on-line,
- Introduce state of art low emission vehicles to achieve Euro IV standards by 2010,
- Further negotiate and promote discounted fares with Park and Ride services,
- Further negotiate and promote discounted fares with rail service providers,
- Improve information on public transport services,
- Continue/expand no interest loan schemes for purchase of passes and season tickets,
- Consider financial incentives to increase switch from car to bus, and
- Improve train commuting options (including train /bus links)

CYCLING AND WALKING INITIATIVES

Recent and current provision

- Increased cycle rack provision
- Some secure cycle bin provision
- Cycle use training
- Subsidised onsite bike maintenance service
- Travel allowances for use of cycle for Brookes business
- Cycle purchase loan scheme
- Some shower/changing room facilities
- Brookes walk to university leaflets
- Lobby Oxfordshire County Council for improved pathways and cycleways

Proposed future additional policies

- Increase cycle rack provision further by 20% (including higher quality covered racks)
- Provide more high quality bike bins
- Introduce salary sacrifice cycle purchase scheme
- Further promote mileage allowance for use of cycle travel for staff on Brookes business
- Improve security of cycle storage provision, with CCTV coverage of high risk sites
- Work with local authorities to improve pathways and cycle ways
- Provide more showers / changing room facilities
- Provide ‘flagship’ cycling facilities in association with Darcy redevelopment
- Provide bicycle pool, available for hire in key areas (eg Marston Road)

Walking from the Station to Brookes burns up between 180 - 396 calories and can take less than half an hour!

Bike Doctor from Oxford Cycle Workshop has been available on Gipsy Lane for cyclists every Tuesday during semester time. Through this scheme over 1000 bikes have been fixed.
PARKING MANAGEMENT

Recent and current provision
• Staff parking management (on basis of 3-mile zone for Headington site), and salary-related annual charge
• Parking income is ring-fenced for sustainable travel initiatives
• Car share scheme introduced and rolled out to include other major local employers
• Tighter control of student parking at halls of residence

Proposed future additional policies
• Introduction of new charging system, possibly using smart card approach; building in some flexibility in approach across campuses to ease pressure at key locations
• Consider more incentives for car sharers (eg reserved spaces)
• Improve monitoring and management of the operation of the parking scheme
• Amend parking eligibility criteria to allow for public transport corridors
• Work towards minimum parking only for undergraduate students on full-time courses

Over £100k is ring fenced and spent on sustainable travel initiatives every year.

OTHER VEHICLE MANAGEMENT INITIATIVES

Recent and current policies
• Reduced car mileage allowance for use on Brookes business
• Car share scheme

Proposed future additional policies
• University to shift vehicle fleet towards greener vehicles (eg lower carbon emissions) in association with local purchasing consortium
• Encouragement of use of public transport for university business
• Reduce unnecessary deliveries to campuses through more strategic planning/procurement
• Provide Intranet-based car share scheme for travel between campuses
OTHER ASSOCIATED MEASURES

Recent and current policies
- Encouragement of support for flexi-time for staff
- Support for IT facilities in home

Proposed future additional policies
- Stronger promotion of flexible working hours for staff, without compromising the operational efficiency of the University (e.g., target for each School/Directorate to have 20% staff working part of the week (at least one day) from home).
- Matching hall allocation policy and courses more closely, so as to reduce need for inter-site travel
- Closer packaging of modules and campuses, to reduce inter-site travel
- Reduce international travel by provision and use of high quality electronic conferencing facilities and support staff
- Where international travel is unavoidable, make compulsory contribution to carbon sequestration fund (such funds are available; could link to Brookes good cause)
- A review of the university timetable with an aim to spread the load timewise
- Include sustainable travel in relocation package for new staff - making additional funds available for season ticket loan/cycle purchase if no application for a parking permit.
- Promote STP in new staff interviews (similar to advice on house prices). Similarly provide information on the STP in induction information for all new students.
- Set up a travel ‘drop in’ centre to disseminate information on sustainable travel
- Produce a marketing booklet/Intranet-page on the STP for new staff and students
- Review Brookes purchasing policy and promote use of more local suppliers of goods and services
- Initiate regular monitoring of Sustainable Travel Plan by the Sustainable Travel Group

NEXT STEPS - IMPLEMENTATION AND MONITORING

The Plan will be implemented with the use of the hypothecated budget obtained from parking charges. Yearly priorities will be set in conjunction with the STPG according to the budget available. The STPG will also advise the Deputy Vice-Chancellor on transport issues.

A transport survey will be carried out every two years to identify areas which need attention. These surveys will be analysed in the context of the planned additional policies to assess their efficacy.

The University will work in partnership with other local employers through HAMATS aiming to have similar criteria for parking management. Good practice will be shared through the Sustainable Institutions Group which consists of Oxford City Council, Oxfordshire County Council, Oxford University and Oxford Brookes.
# Appendix 1: Disaggregated Targets

## Headington Campuses

<table>
<thead>
<tr>
<th>Mode</th>
<th>Staff 04-05 results</th>
<th>Staff 09-10 target</th>
<th>Students 04-05 results</th>
<th>Students 09-10 target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car driver</td>
<td>44</td>
<td>36</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Car passenger</td>
<td>5</td>
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<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Bus service</td>
<td>13</td>
<td>20</td>
<td>37</td>
<td>42</td>
</tr>
<tr>
<td>Cycle</td>
<td>19</td>
<td>20</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Walk</td>
<td>14</td>
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<td>36</td>
<td>34</td>
</tr>
<tr>
<td>Train</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Others(eg. m/bike)</td>
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<td>1</td>
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## Wheatley and Harcourt Hill Campuses

<table>
<thead>
<tr>
<th>Mode</th>
<th>Staff 04-05 results</th>
<th>Staff 09-10 target</th>
<th>Students 04-05 results</th>
<th>Students 09-10 target</th>
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</thead>
<tbody>
<tr>
<td>Car driver</td>
<td>72</td>
<td>60</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Car passenger</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Bus service</td>
<td>13</td>
<td>24</td>
<td>62</td>
<td>70</td>
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<td>Cycle</td>
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<tr>
<td>Walk</td>
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<td>Train</td>
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<tr>
<td>Others(eg. m/bike)</td>
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