A TRAVEL PLAN FOR
WHEATLEY CAMPUS

Oxford Brookes University

February 2008

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1. **INTRODUCTION**

**Background**

1.1 Oxford Brookes University is a leading ‘new’ University, employing approximately 3,000 staff and with a student population of almost 18,000. It comprises three campuses, all linked by excellent transport services:

- **Headington campus**: located approximately one mile from the city centre, and home to the School of Arts and Humanities, the Built Environment, Life Sciences, Social Sciences and Law, and Health and Social Care. It comprises three sites:
  - **Gipsy Lane**: including Brookes’ Sports Centre and the main Brookes library;
  - **Headington Hill**: including the Students’ Union; and
  - **Marston Road** (a 20 minute walk from Gipsy Lane): base for the School of Health and Social Care.

- **Wheatley Campus**: set in a semi-rural location on the south eastern edge of Oxford, approximately seven miles from the centre of Oxford. Brookes’ Business School and School of Technology are based here. The Campus also has its own sports facilities and incorporates the Lady Spencer Churchill Hall of Residence which includes 162 single study bedrooms – although not all are currently in commission.

- **Harcourt Hill**: base for the Westminster Institute for Education, located just over two miles from the city centre.

1.2 Oxford Brookes currently has a 15-year development plan in place, spanning all three of its Campuses and with work scheduled to begin in 2008/09.

**The Environment: The Role Of Oxford Brookes**

> "Oxford Brookes University is committed to the principle and practice of environmental protection and sustainable development within the academic body, with a focus on continuing improvement and reducing pollution. The University will seek to improve its environmental performance in the areas of academic programmes, infrastructure and operations, communication and facilities”

Oxford Brookes University (Draft) Environmental Policy, 2007

1.3 Oxford Brookes recognises that effective management of the transport and travel it generates has a key role to play in achieving the over-riding objective of its Environmental Policy. Indeed, work undertaken by The Carbon Trust in 2004, which explored Carbon Management at the University, identified that transport was responsible for 61% of all carbon emissions generated by Oxford Brookes – the biggest single contributor.
1.4 In recognition of this, the Environmental Policy also includes a transport-specific objective to: ‘encourage use of environmentally-friendly means of transport by staff, students and suppliers and to review the operation of University owned vehicles.’

1.5 The work that Oxford Brookes has undertaken in respect of its travel plan since 1999, and their continuing work in this whole area, will ensure that the University continues to be pro-active in managing the transport and travel it generates over the next period.

**Travel Planning At Oxford Brookes: An Overview**

1.6 Oxford Brookes developed and implemented its initial University-wide travel plan in 1999. Surveys to monitor the effectiveness of the travel plan were subsequently undertaken in 2002, 2004, 2006 and 2007.

1.7 The 2004 surveys informed a review of the travel plan and in 2005 a revised travel plan was produced covering the period 2006-2010, and endorsed by the University’s Executive Board.

1.8 The 2005 travel plan built on the success of the 1999 travel plan, the latter of which ‘was leading edge at the time of its introduction and … 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 residences. The Green Commuter Plan was 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.’

1.9 Oxford Brookes’ travel plan has included introduction of a range of initiatives in recent years including:

- The Brookes Bus service, which has achieved exceptional levels of patronage, beyond initial expectations of both Brookes and Stagecoach (current operators of the service).
- A parking policy to manage staff and student parking, and introduction of salary-related parking charges.
- Discounted bus travel.
- Better public transport information – in hard copy and on the intranet/internet.
- Increased cycle parking.
- Provision of cycle training and bike maintenance sessions.

1.10 Changes in the way that staff and students travel to Oxford Brookes since introduction of the travel plan are summarised in Table 1.1 (for staff) and Table 1.2 (for students).

---

1 Surveys undertaken at Wheatley Campus only in 2007

2 Sustainable Travel Plan 2006-2010, Oxford Brookes University (Foreword by Vice Chancellor)
### TABLE 1.1

**MODE SPLIT FOR TRAVEL TO OXFORD BROOKES UNIVERSITY**  
(Staff): 2002 to 2006/07

<table>
<thead>
<tr>
<th>HEADINGTON CAMPUS (%)</th>
<th>WHEATLEY CAMPUS (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/van as driver</td>
<td>48</td>
</tr>
<tr>
<td>Car/van as passenger</td>
<td>5</td>
</tr>
<tr>
<td><strong>Sub-total of car travel</strong></td>
<td>53</td>
</tr>
<tr>
<td>Cycle</td>
<td>17</td>
</tr>
<tr>
<td>Walk</td>
<td>12</td>
</tr>
<tr>
<td>Bus (public service)</td>
<td>11</td>
</tr>
<tr>
<td>Brookes Bus</td>
<td>0</td>
</tr>
<tr>
<td>Train</td>
<td>4</td>
</tr>
<tr>
<td>Motorbike</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
</tbody>
</table>


*includes 70% car driver alone and 4% car driver with others. Information not available for previous years.

### TABLE 1.2

**MODE SPLIT FOR TRAVEL TO OXFORD BROOKES UNIVERSITY**  
(Students): 2002 to 2006/07

<table>
<thead>
<tr>
<th>HEADINGTON CAMPUS (%)</th>
<th>WHEATLEY CAMPUS (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/van as driver</td>
<td>11</td>
</tr>
<tr>
<td>Car/van sharing</td>
<td>3</td>
</tr>
<tr>
<td><strong>Sub-total of car travel</strong></td>
<td>14</td>
</tr>
<tr>
<td>Cycle</td>
<td>10</td>
</tr>
<tr>
<td>Walk</td>
<td>36</td>
</tr>
<tr>
<td>Bus (public service)</td>
<td>5</td>
</tr>
<tr>
<td>Brookes Bus</td>
<td>31</td>
</tr>
<tr>
<td>Train</td>
<td>2</td>
</tr>
<tr>
<td>Motorbike</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Other/live on site</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>


**includes 15% car driver alone and 7% car driver with others. Information not available for previous years.

** includes only those sharing as a passenger – not as a driver.

1.11 The Tables above indicate that, to date:

- The travel plan has generally been more effective in encouraging sustainable
travel amongst staff, than amongst students.

- The travel plan has been more effective at Headington Campus compared to Wheatley Campus.

and specifically:

- The travel plan has been particularly effective in reducing use of the car amongst staff at Headington Campus and increasing cycling amongst this group.
- Although cycling and walking have increased amongst students at Headington Campus, car travel has also increased amongst this group – offset by a reduction in use of the bus. The 2006 survey concluded that this was probably a result of an increase in part-time students (who were more likely to travel to Brookes by car) and roadworks in Oxford at the time of the survey which impacted on bus reliability and discouraged people from using the bus. It might also be that students using Park & Ride have been included as car users although this is not clear from the analysis.
- There has been a slight reduction in car travel to Wheatley by staff – although much less significant than at the Headington Campus.
- There has been a greater increase in car use amongst students at Wheatley, compared to amongst students at the Headington Campus.
- Brookes Bus has been a key travel plan initiative for the University particularly at Wheatley Campus where it is very well used by students and where use amongst staff is increasing. Indeed, the Association for Commuter Transport (ACT)\(^3\) has previously held a ‘Master Class’ at Oxford Brookes to share experiences learnt from introduction of the Brookes Bus, as an example of good practice in travel planning.

1.12 One of the main reasons for greater effectiveness of the travel plan at Headington compared to the Wheatley Campus is the more rigid application of the car park policy at the former. In particular, Headington incorporates strict eligibility criteria whereas at Wheatley, all staff and students (except those living on-site) are currently able to purchase a permit to park.

**Scope Of This Travel Plan**

1.13 It is clear from the above that although Oxford Brookes’ travel plan has achieved some notable results, there is still significant work to be done to encourage sustainable travel across all Campuses and amongst all users i.e. staff, students, visitors etc. To this end, site-specific travel plans are now being developed for each of Brookes’ three campuses, under the umbrella of a University-wide travel plan strategy. This will ensure that efforts are more focussed on individual Campuses and that the strategy is tailored to the specific characteristics and requirements of each site. To date, Oxford Brookes’ travel plan has focussed primarily on the Headington Campus.

1.14 This document constitutes the travel plan for Oxford Brookes’ Wheatley Campus at which approximately 620 staff are based. Its development as the first of the site-specific plans demonstrates the University’s recognition that introduction of a robust

\(^3\) ACT is a national member-based organisation that promotes travel planning (now known as ACT-TRavelWise)
and comprehensive travel plan and parking strategy for the Wheatley site, is now a priority for Oxford Brookes.

1.15 This travel plan covers:

- Staff travel to/from work, and travel in the course of work.
- Student travel.
- Visitor travel.
- Deliveries.
- Fleet vehicles.

1.16 The travel plan has been developed with consideration to the current masterplanning work being undertaken for the Wheatley Campus. However, it specifically covers the existing site. The travel plan will therefore be further reviewed and refined at a later date to take on-board any future development proposals for the Campus, to ensure it remains relevant and appropriate to the site. Similarly, recommendations identified through the travel plan process will be taken on board as appropriate, as part of the masterplanning and design process.

Audience For This Travel Plan

1.17 This travel plan is intended to be a working document for use by Oxford Brookes - and in particular for the Environment Team who have been tasked with taking the plan forward. It draws on lessons learnt from travel plan implementation at Brookes to date, and includes a higher level of detail than would typically be included in a travel plan document. This is partly driven by the need to inform masterplanning work at Wheatley Campus. However, it is also to enable initiatives to be taken forwards at a practical level by drawing together travel plan-related work that has already been undertaken across the University.

Policy Background

1.18 Travel plans have become an important tool for the delivery of national, regional and local transport policy, and commonly play an important role within the planning process to encourage more sustainable development. Consequently, travel plans are often required in association with significant planning applications. Indeed, Revised Planning Policy Guidance 13 (PPG13) emphasised the need for travel plans to be required as a condition of planning permission.

1.19 Nevertheless, a new development and the transport obligations which are associated with it to make it acceptable, are not the only motivations for introducing a travel plan. Indeed, there have been a number of national, regional and local policies and other initiatives that have influenced travel plan development and take-up from a voluntary basis. For example:

- **The 2004 Transport White Paper** (and its 1998 predecessor) promoted the ‘voluntary’ travel plan approach ‘making sure that the public sector leads by example.’ Targets were set for all Government departments to reduce car commuting to their workplaces by 5% by 2006.
The 2000 Urban White Paper expected ‘local authorities to set a good example by adopting travel plans and using cleaner fuelled vehicles’.

The 2004 Public Health White Paper promoted the need to build cycling and walking into people’s daily lives, to increase physical activity levels of the nation.

In addition, Oxfordshire County Council (OCC), as highway authority for the county, advocates development of workplace travel plans. This travel plan has been developed in line with national good practice guidance, and with reference to travel plan guidance issued by OCC. The County Council also approved the methodology (including the travel plan questionnaire) adopted for the 2007 travel plan surveys at the Wheatley Campus.

Motivations For Travel Plan Development At Wheatley Campus

Key motivations for development of the travel plan at Wheatley Campus are:

- To meet the objectives of Brookes’ Environmental Policy as previously discussed.
- To ensure that Oxford Brookes is the University of choice for staff and students: good accessibility and transport links have a key role to play in ensuring that this happens.
- To enhance the recruitment and retention of staff, and the stay-on rates of students, through improvements to the transport options available for travel to Brookes’ sites.
- To ensure that all of Brookes’ three Campuses are seen as attractive places to work and study both under the existing situation and following implementation of Brookes’ development plans.
- To bring all transport and travel policies together in a co-ordinated way: a travel plan brings together all measures and polices that influence how people are able to travel to the Campus, providing a more holistic approach to addressing transport and travel issues.
- To manage car parking efficiently, effectively and fairly.
- To lead by example: it is important that the education sector leads by example in developing travel plans to manage the travel they generate. It is important that Brookes plays its part in this respect.
- To demonstrate that Brookes recognises its Corporate Social Responsibilities and to ensure that Brookes is a good neighbour in the local community.

Structure Of This Document

This document is structured as follows:

- **Section 2** provides a summary of the comprehensive travel and traffic surveys undertaken in October 2007 to inform the travel plan.
- **Section 3** provides an overview of findings from the site assessment undertaken at Wheatley Campus to provide a comprehensive understanding of transport provision at the site, including organisational policy aspects.
- **Section 4** provides an overview of findings from the surveys undertaken at Brookes.
- **Section 5** details objectives of the travel plan.
• **Section 6** describes management and promotion of the travel plan.
• **Section 7** outlines measures to be implemented as part of the travel plan.
• **Section 8** discusses parking management at Wheatley Campus.
• **Section 9** sets out targets for the travel plan and a programme of monitoring for assessing progress in achieving these.
• **Section 10** provides an Action Plan including timescales for implementation of measures and responsibilities for their delivery.

Appendices to the travel plan include the travel plan questionnaire.
2. SURVEY METHODOLOGY

2.1 To ensure that a robust and effective travel plan (and associated parking strategy) was developed for the Wheatley Campus, a comprehensive range of surveys was undertaken at the campus in October 2007.

2.2 A summary of surveys undertaken is provided in Table 2.1, with further detail provided in the remainder of this section.

TABLE 2.1 SUMMARY OF SURVEYS UNDERTAKEN DURING THE SURVEY WEEK

<table>
<thead>
<tr>
<th>Type of survey</th>
<th>Duration</th>
<th>Date and time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic traffic counts</td>
<td>One week</td>
<td>Tuesday 9th October to Monday 15th October inclusive (24 hour counts).</td>
</tr>
<tr>
<td>Bus alighting and boarding surveys</td>
<td>One day</td>
<td>Tuesday 9th October (0700-2100)</td>
</tr>
<tr>
<td>Entry/exit and vehicle occupancy surveys</td>
<td>One day</td>
<td>Tuesday 9th October (0700-2100)</td>
</tr>
<tr>
<td>Car registration survey (to enable assessment of car park occupancy and duration of stay through the day)</td>
<td>One day</td>
<td>Tuesday 9th October (0700-2100).</td>
</tr>
<tr>
<td>Travel plan questionnaire-based survey</td>
<td>Disseminated over a one-week period</td>
<td>Disseminated between Monday 8th October and Friday 12th October inclusive (between 0700 and 2100, except on Friday when dissemination ended at 1600). The return deadline for questionnaires was Friday 26th October.</td>
</tr>
<tr>
<td>Interviews with people parking on-Campus and on-street</td>
<td>One week</td>
<td>Monday 8th October to Friday 12th October (0700 to 2100)</td>
</tr>
</tbody>
</table>

Plus the following observations: On-site observations of the ratio of staff:student parking permits. Observations along Old London Road and along the Holton Road of numbers of vehicles parked.

2.3 Tuesday 9th October was selected as the key day on which to focus traffic counts, given that Tuesdays and Thursdays were considered to be the busiest days at the Campus. Each day, the survey period extended into the early evening to ensure that students attending evening lectures were captured by the surveys. It should also be noted that it was raining heavily for much of Tuesday 9th October. Results are therefore likely to represent a worse case scenario in terms of travel by car, given that the weather is likely to have deterred some people from walking, cycling or using the bus. The Automatic Traffic Counts confirmed that Tuesday was indeed the busiest day during the survey week.
Automatic Traffic Counts

2.4 Automatic Traffic Counts (ATCs) were undertaken over a one-week period (from Tuesday 9th October until Monday 15th October inclusive) at the vehicular entrance to the Wheatley Campus. This enabled identification of the profile of arrivals and departures of vehicles over a one-week period. The counter was located in a position such that it should not be affected either by vehicles queuing at the barrier to the main car park, or queuing to egress the site.

Bus Alighting/Boarding Surveys

2.5 Bus alighting/boarding surveys were undertaken at the bus stop located on the Wheatley Campus on Tuesday 9th October. The surveys enabled identification of the number of people arriving at, and departing from, the site by Brookes buses at different times through the day.

Manual Classified Counts And Vehicle Occupancy Surveys

2.6 Vehicle Occupancy and Manual Classified Count data collection were combined within the same survey; with information on vehicle occupancy collected, differentiated against vehicle type.

2.7 As well as providing information regarding the type of vehicles entering the site, the surveys also provided information about how numbers of people car sharing varied through the day. This will enable future monitoring of the effectiveness of measures to promote car sharing by staff and students at the University.

2.8 The surveys involved the following:

- **Observation surveys at the vehicular entrance to Wheatley Campus** – including observations of vehicles and cycles.
- **Brief interviews with those entering the site on foot** via the main access including questions to establish whether they walked to the site:
  - from an address in Wheatley;
  - from an off-site bus stop in Wheatley;
  - from a car parked on-street in the local residential area (information was also collected about the number of people who travelled in the car); or
  - whether they were ‘dropped off’.
  Further detail about questions asked is provided in paragraph 2.14.
- **Observation surveys of numbers of cyclists and pedestrians accessing the site** from the ‘cycle/pedestrian only’ access to the site. Again, those walking were interviewed to verify their precise mode of access (e.g. drop-off).

Vehicle Registration Surveys

2.9 Registration surveys of all vehicles entering and exiting the Campus were undertaken on Tuesday 9th October to enable identification of the duration of stay of vehicles on the Campus, and the profile of car park occupancy through the day.
Questionnaire-Based Survey

2.10 A questionnaire (see Appendix A) was developed, to inform the travel plan for the Wheatley site, and also to specifically explore car parking issues. The main aims of the survey were to:

- Identify how staff/students currently travel to and from the Wheatley Campus and why they choose to travel the way they do.
- Identify where staff/students are travelling from.
- Understand more about why people choose to travel by car, and what influences their decision of where to park.
- Identify priority areas that should be addressed as part of travel planning for the Campus.
- Establish who would be willing/able to change their travel behaviour in favour of more environmentally friendly modes.

2.11 The questionnaire was designed such that comparability with previous travel surveys was possible. Questionnaires were handed out by surveyors located at strategic points around the Campus e.g. at entrance points, in car parks and at the on-site bus stops.

2.12 The following actions were taken to maximise response rate:

- The survey was endorsed by the University’s Deputy Vice Chancellor, to raise its profile and highlight its importance.
- In advance of the surveys, an email was sent to all staff, from the Site Services Manager at Wheatley, encouraging co-operation with the surveys and highlighting the importance of participation.
- A prize draw was offered to those returning completed questionnaires (prizes offered were: 1 x £250; 2 x £100; and 3 x £50).
- Extensive awareness raising and marketing was undertaken, for example, posters were displayed on all Brookes Buses.
- Completion of surveys was encouraged by surveyors when handing out questionnaires and at times people were encouraged to complete questionnaires in-situ e.g. on board Brookes Buses, at bus stops.
- Means of returning questionnaires was easy and straight-forward, with a variety of ways for return:
  - via internal post.
  - by handing back to surveyors present on-site during the survey week (easily identifiable by the high visibility vests they were wearing).
  - in boxes placed in key places around the Campus.
  - via a Freepost address (aimed particularly at part-time students attending the Campus infrequently).

Increasing Survey Response From Car Drivers

2.13 It was particularly important that a good response to the survey was achieved from car drivers. Therefore, the questionnaire-based survey was supported by short interviews with car drivers as they arrived at the site to explore the issues identified in Table 2.2.
TABLE 2.2 QUESTIONS EXPLORED WITH CAR DRIVERS THROUGH SUPPLEMENTARY SHORT INTERVIEWS

<table>
<thead>
<tr>
<th>Drivers parking on the Wheatley Campus</th>
<th>Drivers parking off-site</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Time of arrival</td>
<td>Questions were the same as those parking on Campus, plus two additional questions:</td>
</tr>
<tr>
<td>• Nature of visit i.e. staff (incl. job type) or student (incl. year)</td>
<td>• Whether respondent holds an Oxford Brookes Car Parking Permit</td>
</tr>
<tr>
<td>• Number in car</td>
<td>• Reason(s) for parking on-street</td>
</tr>
<tr>
<td>• Anticipated length of stay</td>
<td></td>
</tr>
<tr>
<td>• Number of times parked at location during the week</td>
<td></td>
</tr>
<tr>
<td>• Where respondent has just come from e.g. home, work, other Brookes campus etc</td>
<td></td>
</tr>
<tr>
<td>• Postcode of where they had just come from</td>
<td></td>
</tr>
<tr>
<td>• Home postcode (if they had not travelled from home)</td>
<td></td>
</tr>
</tbody>
</table>

Survey Response

2.14 The survey methodology achieved an excellent overall response:

• 902 ‘short interviews’ with car drivers were undertaken during the survey week. Of these:
  ▪ 715 had parked on the Wheatley Campus
  ▪ 187 had parked on-street

• 3326 self-completion questionnaires (as outlined in paragraph 2.10) were distributed, with 808 returned by the end of the survey week (Friday 12th October). By the end of the return period for questionnaires (Friday 26th October), 930 completed questionnaires had been received, representing an overall response rate of 28%.

Response Rate For Questionnaire-Based Survey

2.15 Of the 930 respondents to the questionnaire survey:

• 198 were staff;
• 688 were students; and
• 44 people did not specify whether they were staff or student.

2.16 As shown in Table 2.3, response rates in the 2007 survey were higher (at 28%) than in previous travel plan surveys at the University. Actual numbers of questionnaires completed in previous years was higher given that the previous surveys were University-wide.
TABLE 2.3 COMPARISON OF RESPONSE RATES WITH PREVIOUS SURVEYS

<table>
<thead>
<tr>
<th></th>
<th>STAFF</th>
<th></th>
<th></th>
<th>STUDENTS</th>
<th></th>
<th>TOTAL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>Unspecified</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>2004</td>
<td>634</td>
<td>30</td>
<td>1546</td>
<td>9.5</td>
<td>N/A</td>
<td>2180</td>
<td>28</td>
</tr>
<tr>
<td>2006</td>
<td>798</td>
<td>32</td>
<td>2275</td>
<td>13</td>
<td>N/A</td>
<td>3073</td>
<td>26</td>
</tr>
<tr>
<td>2007</td>
<td>198</td>
<td>56%*</td>
<td>688</td>
<td>23%*</td>
<td>44</td>
<td>440</td>
<td>28</td>
</tr>
</tbody>
</table>

Questionnaires were colour-coded for staff and students. Response rates are based on 2971 questionnaires handed out to students and 355 questionnaires handed out to staff.


Catchment Analysis

Development of the travel plan has also been informed by a bus service catchment analysis to assess the proportion of staff/ students who travelled to Wheatley Campus by car during the survey week who could potentially travel by bus. This was supported by a discussion with Mike Newell at Oxford Brookes, who has responsibility for co-ordinating Brookes Bus services.

The following section provides an overview of existing transport provision at the Wheatley Campus.
3. EXISTING TRANSPORT PROVISION

3.1 An audit of existing transport facilities at Wheatley Campus and policies that affect travel decisions was undertaken. The aim of this audit was to:

- Identify existing barriers to non-car use.
- Develop a clear picture of realistic transport alternatives currently available - to enable recommendations to be developed for encouraging travel by alternative modes.
- Bring together transport policy/ wider policies affecting travel to the University into one umbrella document.

Site Location

3.2 The location of the Wheatley Campus is shown in Figure 3.1, with a more detailed map of the Campus, including the locations of cycle parking, provided in Figure 3.2.

Vehicular Access to the Campus

3.3 Vehicular access to Wheatley campus is from the east, off the Wheatley to Holton road just north of the A40. The A40 provides very good vehicular access to the campus, with junctions either side of Wheatley village. The M40 is located approximately one mile east of the A40/A418 junction, offering good access to the South East and the Midlands.

On-Site Car Parking

3.4 There are approximately 515 car parking spaces on the Wheatley Campus. Parking areas are all barrier-controlled.

3.5 Parking is scattered across many different areas of the campus. For example:

- There is one staff only parking area (38 spaces including 2 disabled spaces) between the Entrance Lodge and the School of Technology.
- There is one visitor only parking area (21 spaces).
- The main parking area is in the vicinity of Block A.
- Further up the campus there are other areas of parking, including parking either side of the road, a large gravel area near the School of Technology, and roadside and off-road parking on College Close.
- There is a small area of parking in front of the Entrance Lodge which is used for short stay parking/ drop-off/deliveries/ by visitors for collection of permits etc.

3.6 Disabled parking is provided at various locations around the Campus, as shown in Figure 3.2.
FIGURE 3.1 WHEATLEY CAMPUS: LOCATION MAP
FIGURE 3.2  PLAN OF WHEATLEY CAMPUS

The Useful Stuff Map
WHEATLEY CAMPUS

KEY:

Food & Drink
Cold Drinks
Sandwiches & Drinks
Hot Drinks
Water Dispenser
Telephones
Post Boxes
Toilets

Disabled Toilets
Disabled Parking
Disabled Access to Library
Ramp
Lift
Bike Rack
Bike Boxes
Bench

Recycling
Bus Stop
Photocopy
Book Deposit Box
Students’ Union Shop
Muslim Prayer Room
Clock Tower
Start of Health Walk
C-J Residential Blocks

Details about the brookes bus service can be found at www.brookesbus.net

to Wheatley Village Centre: shops, Post Office, banks

to ASDA Supermarket (7:30am-10pm)

designed by Media Workshop for Student Services (06.07)
The quality of parking provision on campus is variable. Some spaces are surfaced and marked, such as most of the ‘main’ car park next to Block A, and the staff car park. Other spaces are on gravel and unmarked. To the west of the Pavilion at the top of College Close, and near to the School of Technology, some vehicles park on the grass.

*Parking at the top of College Close*

3.7 The main car park is very busy with cars squeezed into the available space and also occupying unmarked space - and occasionally double-parked. This is clearly a popular choice for parking due to its close proximity to the Campus buildings. Elsewhere, there is evidence of unofficial ‘reserving’ of spaces, with ‘named’ traffic cones blocking off particular spaces.

3.8 Wooden fencing has recently been installed alongside the road running past the main car park in order to prevent informal/illegal parking. Some older wooden bollards also serve the same function. There are a number of signs at different parking locations warning that illegally parked cars may be ticketed and/or wheel clamped. In practice however, enforcement rarely occurs.

3.9 Vehicular signage on campus is variable in quality. At the main entrances the quality of the signage is relatively good. Further up the campus towards College Close some of the signage is older and not as useful.

3.10 There is good CCTV coverage of established car parking areas. At on-site locations further afield, for example, along College Close, there is less CCTV coverage.

*Findings From Car Parking Surveys*

3.11 Parking surveys on Tuesday 9th October 2007 showed that the most acute pressures on parking were between 1315 and 1430 when numbers of vehicles parked exceeded 500 (see Figure 3.3).
FIGURE 3.3 CAR PARK OCCUPANCY ON TUESDAY 9TH OCTOBER 2007 (0700 TO 2100)

3.12 Observations during the survey day suggested that:

- some people have a preference to park in specific locations e.g. closer to the main buildings; or
- that unmarked spaces are not considered ‘legitimate’ parking spaces; or
- that some people simply are not aware of locations of some of the parking areas such as parking by the Pavilion at the top end of College Close supporting the observation that deficiencies in signing/information provision do exist.

3.13 The surveys showed that there was an approximate 50% split between numbers of students parked and numbers of staff parked. 2% of vehicles parked were observed as having no permit. This was due in part to the fact that it is possible to ‘tailgate’ a vehicle, with two vehicles able to pass under the car park barrier together.

On-Street Car Parking

3.14 Parking restrictions in the form of double yellow lines on roads in Holton in the vicinity of the Campus, and intermittent double lines along Old London Road were introduced in Summer 2007 to address problems with on-street parking. Through the course of the survey day in October 2007, it was estimated that just over 100 vehicles were parked on-street – although not all of these were parked simultaneously; all parked vehicles were observed along Old London Road - none were observed parked in Holton on the day of the survey.
3.15 Interviews with people parking on-street identified the following:

- The vast majority of people parking on-street were students (only 15 of the 187 people interviewed who parked on-street were staff).
- 70% of those parking on-street drove alone.
- 62% of people parking on-street did so on three or more days per week.
- The cost of parking on the Wheatley Campus was an important reason for parking on-street – cited by 41% of respondents. 15% of people cited that issues with finding a parking space on-site influenced their decision to park on-street.
- The majority of people parking on-street arrived before 1pm.
- People parking on street generally parked for shorter periods than those parked on Campus; 51% parked on-street for 3 hours or less.

**Existing Car Parking Management**

3.16 Unlike parking policy at the Headington Campus, all staff and students (except those living in halls of residence on the Wheatley Campus) are entitled to park on-site provided that they purchase a parking permit. Once a permit has been purchased, there is no additional fee payable for parking on-site – it could therefore be argued that people are in effect ‘locked in’ to driving. Permit fees for 2007-08 are as follows:

- Staff are charged a fee according to their salary, ranging from £8.80 for those earning under £15k to, for example, £176.40 for those earning between £95,001 and £100k. A full scale of charges is provided in Appendix B. These are slightly cheaper than fees charged for Headington Campus, where respective annual fees are £11 and £220.50. ‘All Campus’ passes are available for staff needing to use all sites.
- Students at Wheatley are charged a fee of £44 for one academic year to park. Only disabled students are entitled to an ‘All Campus’ pass; other students are not able to park at Headington. Instead, if students need to use their car for travel to the Headington site they are encouraged to use Thornhill Park & Ride.

3.17 Purchase of a parking permit does not guarantee a parking space for any Campus but is in effect a ‘permit to hunt’ for a space. It is estimated that at Wheatley, approximately three times as many permits are issued compared to spaces available; views were expressed that this ratio was considered too high.
**Pedestrian Access/ Facilities**

3.18 There are two pedestrian entrances to the campus – from the east, shared with the vehicular access; and from the west, along College Close and across the field adjacent to Wheatley Park School (using the shared cycle/pedestrian route).

3.19 There is a pavement running along the entire roadside route between Wheatley village and the Campus. This pavement passes under the A40 road, so there are no busy roads to cross. The final section of pavement into the campus is very narrow.

![Image of main vehicular entrance to Wheatley campus, with narrow pavement on left](image)

*The main vehicular entrance to Wheatley campus, with narrow pavement on left*

3.20 Once on campus, the quality of pedestrian facilities is variable. Bearing left, the pavement continues past the main reception and the staff car park. However, for those bearing right and walking through the main car park (next to Block A) there is no pavement even though access to many facilities such as the sports facilities, are signed in this direction. The pedestrian feels vulnerable walking up this road and there is a strong sense that the road ‘belongs’ to vehicles and not pedestrians. This is exacerbated by problems with some vehicles speeding through the area.

![Image of road section with no pavement](image)

*Road section with no pavement*

3.21 Attempts have been made at various times - including when the campus was first designed - to segregate pedestrian and vehicle movements. The lack of pavements and the low wooden fencing suggest a desire to limit and control pedestrian movement in this area, in order to protect pedestrians and make vehicle movements easier (although it appears that the wooden fencing is also there to prevent informal/illegal parking).
There is evidence that implementation of this approach is continuing, for example with a segregated pedestrian route introduced between the Undergraduate Centre and the sports facilities.

3.22 The quality of the pedestrian environment between the campus buildings varies greatly. Some areas, such as the quadrangle outside the library, feel welcoming and spacious. Other areas, such as the pedestrian route next to Block C, are narrow, dark and can feel threatening. The clock tower which should ideally act as a focus for pedestrian movement around the campus is often a very quiet area.

![Poor quality pedestrian environment on campus (Block C)](image)

3.23 There could also be potential issues concerning the safety of pedestrians around the bus stop area, particularly when buses are turning.

Public transport

**Bus Routes (Including Rail Station Links)**

3.24 Oxford Brookes University has made significant investment in its high quality and very effective Brookes Bus routes which serve its Campuses and main halls of residences, using a fleet of 13 dedicated buses.

3.25 The U1 Brookes Bus serves the Wheatley Campus directly, operating between: Wheatley Campus – Headington Campus – Oxford Rail Station – Harcourt Hill Campus. The U1 service runs every 15 minutes during the day in term time and provides a regular service to the rail station allowing for easy interchange to frequent rail services to London Paddington via Reading, Birmingham and beyond. The first U1 bus during term time leaves Wheatley Campus at 0700 whilst the first bus arrives at the Campus at 0750 from Oxford city centre. In the evening, the last bus leaves the Campus at 2335 whilst the last bus arrives at 0003.
3.26 A late night bus service (NU1) also operates on a Wednesday, Friday and Saturday evening, serving the Campus and Wheatley village, with the last bus leaving Oxford city centre at 0237. As well as offering an excellent service for students, the route also provides a very useful and valued evening service for local residents.

3.27 The 280 bus route operating between Oxford City Centre and Aylesbury via Haddenham & Thame Parkway Rail Station, Thame and the M40 Junction 8a service station, serves Wheatley village every 30 minutes during the day. It follows the same route as the U1 between Oxford Railway Station and Wheatley village but does not serve Wheatley Campus directly. The Wheatley village bus stop is approximately 1200 metres (15 minutes walk) from Wheatley Campus. Haddenham & Thame station provides a good rail service to London Marylebone and Birmingham (Chiltern Railways).

3.28 An additional service (103/104) serving Cowley and villages on the way to Wheatley also operates although this comprises only an hourly service.

### TABLE 3.1 BUS ROUTES SERVING WHEATLEY CAMPUS

<table>
<thead>
<tr>
<th>Route</th>
<th>Distance from Wheatley Campus</th>
<th>Daytime frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>U1 Brookes Bus</td>
<td>Serves all three OBU campuses</td>
<td>Serves campus 4bph during term 2bph out of term</td>
</tr>
<tr>
<td>280</td>
<td>City centre – Headington - Aylesbury</td>
<td>Wheatley village – 15 min walk 2bph</td>
</tr>
<tr>
<td>103/104</td>
<td>City centre – Cowley – Wheatley - villages</td>
<td>Wheatley village – 15 min walk 1bph Oxford-Wheatley</td>
</tr>
</tbody>
</table>

3.29 The U1 buses themselves are of a very high quality. They are clean, modern and liveried with the ‘Brookes Bus’ branding. There is a clear display at the front of the bus - although one issue raised during discussions was that when it is necessary to use non-branded buses on Brookes Bus routes e.g. at the beginning of term, students are sometimes not aware that they are running to the Wheatley Campus despite the display on the front of the bus. Some bus leaflets are available on board – although there could be a greater range. Buses have an on-board radio playing for passengers.

3.30 Stagecoach currently runs the Brookes Bus contract although a re-tendering process is currently underway.
Inside a Brookes Bus

3.31 Other Brookes Bus services, which enable interchange to the U1 service, are route U5 serving Cowley-Crescent Hall-Headington Hill – Marston (which becomes U10 in the evening serving the John Radcliffe Hospital), and the U4 service – a predominantly shoppers’ service linking Headington to Tesco’s at Cowley via Crescent Hall.

3.32 All Brookes Buses are for public, as well as staff and student, use, and are branded with the logo ‘it’s for everybody!’.

Driver Training

3.33 Although drivers operating on the routes are employed by Stagecoach, they are specifically assigned to driving the Brookes Buses. Brookes Bus drivers receive an induction from Brookes and are given ‘associate staff’ status, which enables them to take advantage of perks such as free use of Brookes facilities. Drivers also meet monthly with Mike Newell. All staff have an NVQ in customer care, and the turnover of staff on Brookes buses is very low – demonstrating that the driver training policy is working well.

Waiting Facilities

3.34 The Wheatley campus bus stop is located next to the Student Union buildings (see Figure 3.2). There is a bus shelter here, displaying an up-to-date timetable for the U1 bus only. No other bus (connecting service or otherwise) or other travel information is provided. The bus shelter has seating provided and is covered - although the side panels could be better maintained. The shelters become quite full during peak times.

3.35 U1 Buses arriving at the Campus bus stop drop off passengers and then make use of the nearby road junction to turn – there is no dedicated turning circle. They then park next to the bus shelter in order to pick up passengers for the next journey in to Oxford. There is a café located next to the bus stop – although this is not promoted at the bus stop for those waiting for buses.
Sparse information provision at the bus stop

Bus Fares

3.36 Brookes staff and students can buy a ‘Unirider’ annual bus pass for £195, which gives unlimited travel on all Brookes Bus services and discounted travel on Stagecoach buses - including an £8 day or next day return on the Oxford Tube direct coach services to London. Alternatively, a semester pass can be purchased for £100. Unirider passes can be bought from the Resources Office at Headington Campus. Travel on Brookes Bus at night costs an additional £1 per trip for Unirider holders.

3.37 For staff and students who do not want to buy a term-time or annual pass, a FlexiRider ticket can be purchased which gives 12 trips on Brookes Bus for £10. FlexiRider tickets can be bought from the Student Union shop and at other locations around the Campus, or on the bus for £12.

3.38 To encourage bus use amongst students, all first-year students are given a free 5-day bus pass at the start of term and a booklet of tailored Brookes Bus timetables.

Bus Use And Survey Findings

3.39 In total, at the on-site bus stop, 1,730 people were observed alighting Brookes buses through the course of Tuesday 9th October (0700 to 2100), whilst 1,823 people were observed boarding buses. The graph in Figure 3.5 indicates numbers boarding and alighting through the day. It can be seen that key times for those alighting buses at Wheatley are prior to 9am and 10am lectures, and around 1pm and 4.45pm.

3.40 Key times for those boarding buses from Wheatley were immediately after 11am and 4pm lectures had finished, and towards the end of the day – at 8.40pm. Oxford Brookes acknowledges that bus service provision to Wheatley Campus has not responded to the increase in evening lectures being delivered at the Campus (hence the capacity issues in the evening) and this is something that will be explored as part of the travel plan.
Cycling

3.41 Cyclists can access the campus from two directions – from the east, shared with the vehicular access, and from the west, along College Close.

3.42 The access from the west is the most direct if coming from Holton or Oxford. The route to Oxford is via a segregated cycle route alongside the busy A40. The cycle route is poorly surfaced for part of its length and is unlit. Glare from vehicle lights at night, particularly for Oxford-bound cyclists, and over-hanging foliage, also exacerbate difficulties of cycling this route during hours of darkness. The cycle route is not specifically covered by CCTV although there are cameras at the far end of College Close.

3.43 Cycle parking facilities are spread across the campus and are fairly well used. In total there are 146 cycle parking spaces on the Campus. In line with good practice for cycle parking, all cycle parking facilities are Sheffield stands with some lockers for storage of bikes and associated equipment also provided.

3.44 However, the quality, location and security of some of the facilities is not particularly good. There are some sheltered parking facilities such as bike lockers/bins outside the sports changing rooms and Dora Cohen Hall, and bike sheds at two locations. However, one cycle shed appeared to be used as a storage area whilst another was left unlocked. The bike bins provide secure dry storage and are available for staff and student use for a returnable deposit of £20. It is unclear whether the bike lockers/bins are currently being used and there is no information on display as to how users can gain access to them. Most cycle parking, including the recently installed cycle parking at the bottom of College Close, is uncovered and not specifically covered by CCTV.
Modern bike storage facility at the Sports Changing Rooms

The main cycle parking facility, out in the open and some distance from the main campus buildings

3.45 The only showering and changing facilities available on the Campus (besides those in the halls of residence) are the sports changing rooms. These are located on the edge of the Campus and are therefore not ideally situated.

3.46 A ‘Bike Doctor’ from Oxford Cycle Workshop visits Headington Campus (Gipsy Lane) every Tuesday during term time (10am to 4pm). Labour costs are paid by the Sustainable Travel Plan budget. The service is however, not currently offered at the Wheatley Campus although this is something that is being considered by the University.

3.47 There is no Bicycle User Group set up specifically for the Wheatley Campus although the Sustainable Travel Group includes a high representation of cyclists, and cycle facilities/initiatives across all three Campuses are discussed amongst this group.

Cycle to Work Scheme

3.48 The University has a cycle to work scheme enabling tax-free cycle purchase by staff. Staff can order up to £1,000 of equipment (bicycle and associated equipment such as lights, clothing etc), and repay the University over an 18-month period through a salary sacrifice arrangement.
Motorcycling

3.49 There are no specific facilities for motorcyclists located on the campus. Motorcyclists use the (uncovered) cycle parking facilities, and can block pedestrian thoroughfares. Motorcycles are also informally parked directly outside buildings. Dedicated parking for motorcycles will be considered in future development plans.

Information and Signage

3.50 It is unclear which signs on the campus are for pedestrians and which are for vehicles. This can lead to confusion for those unfamiliar with the site. A good quality map of the campus is located next to the bus stop. Travel information such as bus maps and timetables are available from the Main Reception building. We did not see any travel information in leaflet form readily available elsewhere. In contrast, at Headington Campus a range of travel information is available in the main reception area although much of it is tailored to the Headington Campus e.g. excellent bespoke walking route leaflets which also promote the health benefits of walking.
Car Sharing

3.51 Oxford Brookes is a member of 234car (www.234car.com), a website-based software application that facilitates identification of potential car sharers. The service is hosted and administered by the website itself; the University is responsible for promoting it amongst staff. The system anonymously brokers matches, forwarding the details of the possible match to the individuals. The Oxford scheme also involves the University of Oxford, the Nuffield Orthopaedic Centre, Oxford Radcliffe Hospitals NHS Trust, Oxfordshire Mental Healthcare Trust, and the City and County Councils. The terms of the car sharing scheme state that if there is an emergency or an employee has to work late at short notice, they are guaranteed a taxi to get them home.

Deliveries

3.52 Delivery vehicles access the campus via the vehicular access, bearing left at Main Reception and parking near Dora Cohen Hall. As with potential conflicts with buses turning, there may be safety issues here when large vehicles are delivering as the area is also heavily used by students.

Organisational Policy Influencing Travel Choice

Business Mileage

3.53 Business mileage allowance is given at Inland Revenue stipulated rates, and is paid for cars (40p per mile), motorcycles (24p per mile) and bicycles (20p per mile). The latter rate represents the maximum tax-free allowance and is in line with good practice in travel planning.

Season Ticket Loans

3.54 Interest free loans are available to permanent salaried staff for the purchase of travel passes and season tickets up to the value of £400. Repayments are made directly from payroll over 10 months.

Staff Relocation

3.55 The University has a relocation scheme for new staff. The conditions state that in order to be eligible for financial assistance, when appointed the staff member must be living more than 50 kilometres from their principal place of work at the University. The staff member must purchase similar accommodation not more than 50 kilometres from their principal place of work at the University. No particular incentives are offered to staff choosing to live closer to Oxford Brookes and who would be able to walk, cycle or use the bus for travel to their place of work.
**Flexible Working and Reducing the Need to Travel**

3.56 Oxford Brookes has a flexible working policy, including policies on:

3.57 *Flexi-time working:* Staff are able to work flexibly between the hours of 0800 and 1800 – which amongst other things, enables staff to fit in with public transport timetabling. Core hours are between 10am and noon, and 2pm and 4pm, and a flexible lunchtime of between 30 minutes and 2 hours is permitted.

- *Compressed working hours.* Employees may request to work their total hours over fewer days – which can reduce the need to travel.
- *Shift-swapping, Self-rostering*
- *Part-year working*
- *Working from home or other flexible location.* Requests will be considered for occasional home working, regular scheduled homeworking and designated homeworking – again, reducing the need to travel
- *Job sharing*
- *Additional planned unpaid leave*

**Visitors**

3.58 A dedicated 21-space visitor parking area is provided at Wheatley Campus. Visitors are not necessarily encouraged to travel sustainably although they may be warned that parking is difficult.

**Fleet Vehicles**

3.59 Oxford Brookes’ fleet (across all Campuses) comprises 40 vehicles plus agricultural machinery and a Grey Fleet. The fleet comprises a mix of small vehicles, a couple of large panel vans, and a few electric vehicles and minibuses. A Green Fleet Review was undertaken in 2007 by the Energy Saving Trust. The Review stated that Brookes’ fleet travelled 200k miles p.a. and produced 68 tonnes of CO$_2$ annually. The Review provided a number of recommendations related to fleet management, and operational and environment performance.

3.60 Although fleet issues are largely being addressed largely outside of the travel plan, it is recommended that good links are maintained with those leading on fleet aspects.
4. **STAFF AND STUDENT TRAVEL SURVEYS**

4.1 This section provides an overview of key findings from the travel surveys. Further information can be found in the January 2008 Travel Survey Report (see Section 2.17).

**Staff and Student Arrival Times**

4.2 85% of all respondents travelled to Wheatley on three or more days per week. Staff visited the Campus more frequently than students during the survey week; 71% of staff visited on 4 or more days per week, compared to 58.5% of students. The main arrival time for both staff and students was between 0800 and 0900. However, proportions of staff arriving at this time are greater (56%) than students (30%).

**Main Mode of Travel**

4.3 The main mode used most frequently by students and staff for travel to Wheatley Campus is shown in Figures 4.1 and 4.2 for staff and students respectively. The analysis shows:

- **For staff:**
  - In 2007, 76.5% of staff usually travelled to the Wheatley Campus by car. This included 70% of staff travelling by car alone.
  - This compares to 76% of staff travelling to the Campus by car in the 2006 survey and 80% travelling by car in the 2004 survey.

- **For students:**
  - In 2007, 24.5% of students travelled to the Wheatley Campus by car, with 15% of students travelling by car alone.
  - This compares to 24% of students travelling to the Campus by car in the 2006 survey and 15% travelling by car in the 2004 survey.
  - Car sharing is more prevalent amongst students (9.5% of students car sharing compared to 6.5% of staff).
  - Brookes bus was the main mode of travel for students, with 68% of students citing this as their main mode (compared to 70% in 2004 and 62% in 2006).
  - 14.5% of Brookes staff used the Brookes Bus as their usual main mode in 2007 (compared to 7% in 2006).
  - Only 4.5% of staff and 3.5% of students cycled to Wheatley as their main mode.
FIGURE 4.1  USUAL MODE OF TRAVEL TO WHEATLEY – STAFF

- Car driver alone: 70%
- Brookes Bus: 14.5%
- Car passenger (dropped off): 1%
- Car passenger (vehicle parked): 1.5%
- Car driver with others: 4%
- Cycle: 4.5%
- Walk: 1%
- Other Bus: 1.5%
- Motorbike/Scooter: 1.5%
- Train: 1%

FIGURE 4.2  USUAL MODE OF TRAVEL TO WHEATLEY - STUDENTS

- Brookes Bus: 68%
- Car driver alone: 15%
- Car passenger (dropped off): <1%
- Car passenger (vehicle parked): 2%
- Car driver with others: 7%
- Cycle: 3.5%
- Walk: 1%
- Other Bus: <1%
- Motorbike/Scooter: <1%
- Train: <1%
- I live on site: 2%
‘Occasional’ Mode

4.4 36% of respondents cited that they sometimes travelled in different ways. Amongst staff, ‘occasional mode’ comprised mainly those using Brookes Bus or cycling as their second choice mode, whilst amongst students ‘occasional mode’ comprised mainly those using Brookes Bus or travelling by car as a passenger.

4.5 As shown in Table 4.1, 55.5% of respondents took between 21 and 45 minutes to reach the site, with a higher proportion of staff having shorter journey times (29.5% of staff travelling for less than 20 minutes compared to 19.5% of students).

<table>
<thead>
<tr>
<th>TABLE 4.1 HOW LONG DOES YOUR JOURNEY TO WHEATLEY USUALLY TAKE?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Less than 10 mins</td>
</tr>
<tr>
<td>11-20 mins</td>
</tr>
<tr>
<td>21-30 mins</td>
</tr>
<tr>
<td>31-45 mins</td>
</tr>
<tr>
<td>46-60 mins</td>
</tr>
<tr>
<td>61-90 mins</td>
</tr>
<tr>
<td>Longer than 90 mins</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Q6 x Q20 base: All respondents (930, No response 53)

Reasons for Use of the Car

4.6 Table 4.2 indicates the main reasons for using a car for travel to Wheatley. It can be seen that:

- For staff, ‘public transport alternatives not available/unrealistic’ was the most frequently cited reason for use of the car (quoted by 22% of staff car users). Only 10.5% of students cited this as a reason for use of the car.
- For students, ‘time savings’ was the most frequently cited reasons for use of the car.
- As might be expected, for students, cost savings was a more important reason for use of the car compared to staff.
# TABLE 4.2 MAIN REASONS FOR USING CAR

<table>
<thead>
<tr>
<th>Reason</th>
<th>STAFF</th>
<th>STUDENT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>Time savings</td>
<td>103</td>
<td>22</td>
<td>205</td>
</tr>
<tr>
<td>Cost savings</td>
<td>29</td>
<td>6</td>
<td>111</td>
</tr>
<tr>
<td>Convenience/ flexibility</td>
<td>95</td>
<td>20</td>
<td>182</td>
</tr>
<tr>
<td>Personal safety</td>
<td>16</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Use car before/ during/ after work for Univ business</td>
<td>28</td>
<td>6</td>
<td>37</td>
</tr>
<tr>
<td>Public transport alternatives not available/ unrealistic</td>
<td>104</td>
<td>22</td>
<td>86</td>
</tr>
<tr>
<td>Public bus/ Brookes bus too expensive</td>
<td>6</td>
<td>1</td>
<td>40</td>
</tr>
<tr>
<td>Health reasons</td>
<td>7</td>
<td>1.5</td>
<td>8</td>
</tr>
<tr>
<td>I can park cheaply at/ close to Univ.</td>
<td>3</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Too far to walk/ cycle</td>
<td>68</td>
<td>14</td>
<td>60</td>
</tr>
<tr>
<td>I provide others with a lift</td>
<td>9</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>Lack of info about alternatives</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Environmental reasons</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>I just prefer the car</td>
<td>3</td>
<td>1</td>
<td>31</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTAL RESPONSES</strong></td>
<td>477</td>
<td>100</td>
<td>819</td>
</tr>
</tbody>
</table>

*Q8 x Q20 base: Car users. Up to 4 responses could be chosen, percentages are based on all responses given*

**Viable Alternatives To The Car**

4.7 The most viable alternatives to the car were considered to be Brookes Bus, other public bus services and car sharing (Table 4.3).
TABLE 4.3  MOST VIABLE ALTERNATIVE TO THE CAR (FOR LONGEST COMPONENT OF JOURNEY)

<table>
<thead>
<tr>
<th></th>
<th>STAFF</th>
<th></th>
<th>STAFF</th>
<th></th>
<th>TOTAL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>Walk/jog</td>
<td>10</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>18</td>
<td>4.5</td>
</tr>
<tr>
<td>Cycle</td>
<td>20</td>
<td>13</td>
<td>20</td>
<td>8</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>Bus (Brookes)</td>
<td>36</td>
<td>23</td>
<td>136</td>
<td>56</td>
<td>172</td>
<td>43</td>
</tr>
<tr>
<td>Bus (other)</td>
<td>41</td>
<td>26</td>
<td>37</td>
<td>15</td>
<td>78</td>
<td>19.5</td>
</tr>
<tr>
<td>Car share</td>
<td>14</td>
<td>9</td>
<td>52</td>
<td>21.5</td>
<td>66</td>
<td>16.5</td>
</tr>
<tr>
<td>Motorbike</td>
<td>3</td>
<td>2</td>
<td>12</td>
<td>5</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Train</td>
<td>10</td>
<td>6</td>
<td>21</td>
<td>9</td>
<td>31</td>
<td>8</td>
</tr>
<tr>
<td>No viable alternatives</td>
<td>62</td>
<td>39</td>
<td>32</td>
<td>13</td>
<td>94</td>
<td>23</td>
</tr>
<tr>
<td>None of these</td>
<td>7</td>
<td>4</td>
<td>9</td>
<td>4</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>159</td>
<td>100</td>
<td>242</td>
<td>100</td>
<td>401</td>
<td>100</td>
</tr>
</tbody>
</table>

Q15 x Q20 base: All car users (426, No response 25)

Transport Options: Priorities

4.8

Respondents to the questionnaire-based survey were asked to rate the importance of a selection of transport options for the Wheatley Campus. Responses have been scored, and each option given a mean score (see Figures 4.3 and 4.4, and Table 4.4). The lower the score, the greater the priority was considered to be. It can be seen that:

- Both staff and students consider that the University’s greatest priority for the Wheatley Campus should be increasing the frequency of bus services on existing routes. The bus alighting/boarding surveys clearly showed capacity issues on the survey day.
- Addressing the cost of using the buses was slightly more important to students than staff.
- More buses on new routes was also considered to be an important measure for both staff and students.
- The three measures cited above are also the most likely to encourage car drivers to switch to alternatives (Table 4.5). Given that they are both popular and likely to be effective, these measures form an important component of this travel plan.
- Provision of better information about transport options featured much more significantly amongst students than staff. This probably reflects the fact that most staff will have been travelling to the site for a longer period than most students and are therefore more familiar with the transport options available. Again, continued dissemination of effective information to students, covering all modes and in a range of formats, should be a priority.
- Provision of a more effective car share scheme (through greater promotion of the existing 234car scheme) also featured highly amongst students.
- Rigorous and effective car park management is considered important (Table 4.4), although increasing charges is not popular (Table 4.5).
FIGURE 4.3  PRIORITIES FOR IMPROVEMENTS – STAFF

-80% -60% -40% -20% 0% 20% 40% 60% 80% 100%

Deter people from driving to Campus by increasing car parking charges
Better information about transport options
Improved personal security
Encouraging less people to drive to Campus
Fleet of Univ. cars available for hire
New/improved scheme encouraging car sharing
More rigorous & effective car park management
Univ. increase bus subsidy to reduce bus fares
More buses on new routes
More frequent buses on existing routes
Provision of cycle training
Improved cycle parking
Improved shower/ locker facilities for walkers/cyclists
Fleet of Univ. cars available for hire
Encouraging less people to drive to Campus
Improved personal security

-80% -60% -40% -20% 0% 20% 40% 60% 80% 100%

FIGURE 4.4  PRIORITIES FOR IMPROVEMENTS – STUDENTS

Deter people from driving to Campus by increasing car parking charges
Better information about transport options
Improved personal security
Encouraging less people to drive to Campus
Fleet of Univ. cars available for hire
New/improved scheme encouraging car sharing
More rigorous & effective car park management
Univ. increase bus subsidy to reduce bus fares
More buses on new routes
More frequent buses on existing routes
Provision of cycle training
Improved cycle parking
Improved shower/ locker facilities for walkers/cyclists
Fleet of Univ. cars available for hire
Encouraging less people to drive to Campus
Improved personal security
### TABLE 4.4 PRIORITIES FOR SHAPING TRANSPORT OPTIONS (MEAN SCORE WHERE 5=OPPOSED, 1=HIGHEST PRIORITY)

<table>
<thead>
<tr>
<th>Measure</th>
<th>Staff mean score</th>
<th>Staff ranking</th>
<th>Students mean score</th>
<th>Students ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>More frequent buses on existing routes</td>
<td>1.94</td>
<td>1</td>
<td>1.52</td>
<td>1</td>
</tr>
<tr>
<td>More buses on new routes</td>
<td>2.02</td>
<td>2</td>
<td>1.85</td>
<td>3</td>
</tr>
<tr>
<td>University to increase bus subsidy in order to reduce bus fares</td>
<td>2.10</td>
<td>3</td>
<td>1.68</td>
<td>2</td>
</tr>
<tr>
<td>More rigorous and effective car park management</td>
<td>2.17</td>
<td>4</td>
<td>2.59</td>
<td>6</td>
</tr>
<tr>
<td>Improves shower and locker facilities for walkers/cyclists</td>
<td>2.30</td>
<td>5</td>
<td>2.85</td>
<td>11</td>
</tr>
<tr>
<td>Improved cycle routes in and around the Campus</td>
<td>2.31</td>
<td>6</td>
<td>2.73</td>
<td>7</td>
</tr>
<tr>
<td>Improved cycle parking</td>
<td>2.32</td>
<td>7</td>
<td>2.84</td>
<td>10</td>
</tr>
<tr>
<td>Improved pedestrian routes in and around the Campus</td>
<td>2.49</td>
<td>8</td>
<td>2.80</td>
<td>9</td>
</tr>
<tr>
<td>Improved personal security</td>
<td>2.57</td>
<td>9</td>
<td>2.75</td>
<td>8</td>
</tr>
<tr>
<td>New/improved scheme for encouraging car sharing</td>
<td>2.62</td>
<td>10</td>
<td>2.56</td>
<td>5</td>
</tr>
<tr>
<td>Better information about transport options</td>
<td>2.67</td>
<td>11</td>
<td>2.45</td>
<td>4</td>
</tr>
<tr>
<td>Encouraging less people to drive to the Campus</td>
<td>2.70</td>
<td>12</td>
<td>3.08</td>
<td>12</td>
</tr>
<tr>
<td>Provision of cycle training</td>
<td>3.07</td>
<td>13</td>
<td>3.35</td>
<td>14</td>
</tr>
<tr>
<td>Fleet of University cars available for hire</td>
<td>3.48</td>
<td>14</td>
<td>3.15</td>
<td>13</td>
</tr>
<tr>
<td>Deter people from driving to the Campus by increasing car parking charges</td>
<td>4.32</td>
<td>15</td>
<td>3.80</td>
<td>15</td>
</tr>
</tbody>
</table>

Q16 x Q20 base: All respondents (930), mean scores based on 1 = Highest priority, 2 = Medium priority, 3 = Low priority, 4 = Neutral, 5 = Opposed.
TABLE 4.5 ALTERNATIVES WHICH WOULD SERIOUSLY ENCOURAGE DRIVERS TO SWITCH TO ANOTHER MODE

<table>
<thead>
<tr>
<th>Alternative</th>
<th>Staff No.</th>
<th>Staff %</th>
<th>Student No.</th>
<th>Student %</th>
<th>Total No.</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved cycle routes in and around the Campus</td>
<td>6</td>
<td>9</td>
<td>7</td>
<td>4</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Improved pedestrian routes in and around the Campus</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Improves shower and locker facilities for walkers/cyclists</td>
<td>2</td>
<td>3</td>
<td>9</td>
<td>5</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Improved cycle parking</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Provision of cycle training</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>More frequent buses on existing routes</td>
<td>8</td>
<td>12.5</td>
<td>56</td>
<td>33</td>
<td>64</td>
<td>27.5</td>
</tr>
<tr>
<td>More buses on new routes</td>
<td>43</td>
<td>67</td>
<td>56</td>
<td>33</td>
<td>99</td>
<td>42.5</td>
</tr>
<tr>
<td>University to increase bus subsidy in order to reduce bus fares</td>
<td>10</td>
<td>16</td>
<td>54</td>
<td>32</td>
<td>64</td>
<td>27.5</td>
</tr>
<tr>
<td>More rigorous and effective car park management</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>New/improved scheme for encouraging car sharing</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Fleet of University cars available for hire</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Encouraging less people to drive to the Campus</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Improved personal security</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Better information about transport options</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>&lt;0.5</td>
</tr>
<tr>
<td>Deter people from driving to the Campus by increasing car parking charges</td>
<td>5</td>
<td>8</td>
<td>26</td>
<td>15</td>
<td>31</td>
<td>13</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>64</strong></td>
<td><strong>100</strong></td>
<td><strong>169</strong></td>
<td><strong>100</strong></td>
<td><strong>233</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
4.11 Table 4.6 shows that although 4% of staff live within walking distance (<1.875 miles), no-one actually walks to Wheatley for their whole journey; all those living within 1.875 miles use a car to get to the Campus. 41.5% of staff drive less than 10 miles, with the majority (38%) driving alone. Those staff who cycle do so for distances between 1.875 and 10 miles.

**TABLE 4.6 MODE OF TRANSPORT BY DISTANCE TRAVELLED: STAFF (%)**

<table>
<thead>
<tr>
<th>%</th>
<th>Cycle</th>
<th>Walk</th>
<th>Brookes Bus</th>
<th>Other bus</th>
<th>Motorbike/ scooter</th>
<th>Train</th>
<th>Car driver alone</th>
<th>Car driver with others</th>
<th>Car passenger (vehicle parked)</th>
<th>Car passenger (dropped off)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1.875 miles</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0.5</td>
<td>0</td>
<td>0.5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>1.875 – 3 miles</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0.5</td>
<td>0</td>
<td>0.5</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>3 – 5 miles</td>
<td>2</td>
<td>0</td>
<td>10</td>
<td>0.5</td>
<td>0</td>
<td>9</td>
<td>0</td>
<td>0.5</td>
<td>0.5</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>5 – 10 miles</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>0.5</td>
<td>23</td>
<td>0.5</td>
<td>0.5</td>
<td>0.5</td>
<td>29.5</td>
<td></td>
</tr>
<tr>
<td>10 – 15 miles</td>
<td>0.5</td>
<td>0</td>
<td>0.5</td>
<td>0</td>
<td>1</td>
<td>13.5</td>
<td>0.5</td>
<td>0.5</td>
<td>0.5</td>
<td>16.5</td>
<td></td>
</tr>
<tr>
<td>15-20 miles</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5.5</td>
<td>0.5</td>
<td>0</td>
<td>0.5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>&gt;20 miles</td>
<td>0</td>
<td>0.5</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0.5</td>
<td>13</td>
<td>0</td>
<td>1.5</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>
| All staff (%) | 4     | 0.5  | 15.5        | 1.5       | 1.5                 | 0.5   | 70              | 3.5                    | 1.5                           | 1                           | 99.5%
| Total responses | 8     | 1    | 27          | 3         | 3                   | 1     | 130             | 7                      | 3                             | 2                           | 185

*All staff with valid postcode and mode only. Due to rounding rows may not sum to exactly 100%.*
**Oxford Brookes University: A Travel Plan for Wheatley Campus**

Figure 4.5: Staff home locations and mode of travel to Wheatley Campus (questionnaire-based survey): Overview

- **Wheatley Travel Survey**
  - **Mode Used**
  - Red: Brookes Bus
  - Green: Car driver alone
  - Blue: Car driver with others
  - Pink: Car passenger (dropped off)
  - Yellow: Car passenger (vehicle parked)
  - Light Blue: Cycle
  - Green: Motorbike/ Scooter
  - Purple: Other Bus
  - Magenta: Train
  - Brown: Walk

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Ordnance Survey
Oxford Brookes University: A Travel Plan for Wheatley Campus

Figure 4.6: Staff home locations and mode of travel to Wheatley Campus (questionnaire-based survey): Detailed view
Figures 4.7 and 4.8 illustrate the home locations of students by mode of travel to the Campus, whilst Table 4.7 provides a catchment analysis. The largest proportion of students live between 3 and 5 miles from the Campus, with the majority of these travelling by Brookes bus. A quarter of students use a car to travel to Wheatley, travelling from various distances.

<table>
<thead>
<tr>
<th>Distance</th>
<th>Cycle</th>
<th>Walk</th>
<th>Brookes Bus</th>
<th>Other bus</th>
<th>Motorbike/ scooter</th>
<th>Train</th>
<th>Car driver alone</th>
<th>Car driver with others</th>
<th>Car passenger (vehicle parked)</th>
<th>Car passenger (dropped off)</th>
<th>Live on site</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1.875 miles</td>
<td>&lt;0.5</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>&lt;0.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>4.5</td>
</tr>
<tr>
<td>1.875 – 3 miles</td>
<td>&lt;0.5</td>
<td>0</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
<td>&lt;0.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>3 – 5 miles</td>
<td>3</td>
<td>&lt;0.5</td>
<td>58</td>
<td>0</td>
<td>0</td>
<td>5.5</td>
<td>5</td>
<td>2</td>
<td>&lt;0.5</td>
<td>0</td>
<td>73.5</td>
<td></td>
</tr>
<tr>
<td>5 – 10 miles</td>
<td>&lt;0.5</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>&lt;0.5</td>
<td>2.5</td>
<td>0.5</td>
<td>0</td>
<td>&lt;0.5</td>
<td>0</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10 – 15 miles</td>
<td>0</td>
<td>0</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
<td>2.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>15-20 miles</td>
<td>0</td>
<td>0</td>
<td>0.5</td>
<td>&lt;0.5</td>
<td>0</td>
<td>1.5</td>
<td>&lt;0.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>&gt;20 miles</td>
<td>0.5</td>
<td>0</td>
<td>2</td>
<td>&lt;0.5</td>
<td>&lt;0.5</td>
<td>3.5</td>
<td>1</td>
<td>&lt;0.5</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>All students (%)</td>
<td>4</td>
<td>1</td>
<td>67.5</td>
<td>0.5</td>
<td>0.5</td>
<td>&lt;0.5</td>
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<td>0.5</td>
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</tr>
<tr>
<td>Total responses</td>
<td>24</td>
<td>7</td>
<td>422</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>98</td>
<td>42</td>
<td>12</td>
<td>3</td>
<td>12</td>
<td>626</td>
</tr>
</tbody>
</table>

All students with valid postcode and mode only. Due to rounding rows may not sum to exactly 100%.
Oxford Brookes University: A Travel Plan for Wheatley Campus

Figure 4.7 Student home locations and mode of travel to Wheatley Campus (questionnaire-based survey): Overview
Figure 4.8: Student home locations and mode of travel to Wheatley Campus (questionnaire-based survey): Detailed view
5. TRAVEL PLAN OBJECTIVES

Objectives

5.1 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.”

5.2 In addition, the following sub-objectives have been identified specifically for the travel plan at Wheatley Campus:

- To support provision of high quality education and efficient operation of the University’s Wheatley Campus, through effective transport and parking management.
- To maximise opportunities for staff, students and visitors to travel to the Wheatley Campus 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 using the Wheatley Campus, 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 they generate.
- To support and promote sustainable travel in the wider Wheatley/ Holton local community.
- To ensure that Brookes’ activities have minimal negative impact on the local area in the vicinity of Wheatley Campus, 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 for the Wheatley Campus.

5.3 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 for the Campus.
6. MANAGEMENT AND PROMOTION OF THE TRAVEL PLAN

Management Of The Wheatley Campus Travel Plan

6.1 The Environment Team has overall responsibility for ensuring the effective delivery of the travel plan at Wheatley Campus. 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.

6.2 In order to ensure effective implementation of the travel plan, it is strongly recommended that a dedicated individual (a Travel Plan Manager) is appointed to oversee travel plan activities. To this end, Brookes University is currently producing a business case for appointment of this individual.

6.3 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. Oxford Brookes acknowledges that although they have committed both time and financial resources to the travel plan in the past, a ‘step-change’ is now required in order to increase the effectiveness of the travel plan and in particular to address issues raised in Section 1.11 and 1.12 of this document.

6.4 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/ Bus Service Co-ordinator/ 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 master planning activities take on-board recommendations identified as a result of travel plan activities as appropriate, and take on good practice design principles for supporting sustainable travel.

Travel Plan Steering Group

6.5 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 revisit membership of their Sustainable Travel Plan Group, which to date, has been charged with taking the travel plan forward. It is essential that a range of Departments is 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 and does not become a forum for promotion of only one or two particular modes.

6.6 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.

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

Working with Others

6.8 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.

6.9 OCC’s Travel Plan Team are, for example, keen to work with Oxford Brookes on implementation of their travel plan. Discussions with OCC confirmed the following:

- To date, OCC has tended to focus their travel plan efforts on primary and secondary schools. However, they are now looking to extend their support to e.g. FE Colleges and Higher Education, amongst others.
- Some improvements have already been undertaken along the A40 cycle route around Sandhills. James Drew is aware of the need for further improvements and is willing to work with Brookes/Wheatley Park School on discussions around this. In the shorter term, improvements along the route would focus only on maintenance issues e.g. removal of overhanging foliage, temporary resurfacing in targeted places etc. due to funding issues.
- OCC has offered Build-a-Bike workshops in schools and is willing to consider offering these at Brookes.
- OCC has offered cycle training in schools, and is considering whether this is something that could also be offered more widely.
- OCC would be happy to work with Brookes/Wheatley Park School on provision of specific cycle route maps for the area – to extend into Headington/ Oxford.
- Free shelters have been offered to schools in Oxfordshire. OCC is prepared to consider partial funding of shelters for cycle parking at Oxford Brookes.

Marketing And Awareness Raising

6.10 It is essential that staff, students and visitors are aware of the travel plan and that they support its objectives. The 2007 surveys showed that awareness of the travel plan was relatively high amongst staff, with 68% of staff aware that Brookes had a travel plan. However, only 13% of student respondents were aware of the Plan – which compares
to 20% of students aware of the plan from the 2006 University-wide survey; this is despite a summary awareness-raising leaflet being produced for the 2005 travel plan.

6.11 There is therefore much work to be done in raising awareness of the travel plan, particularly amongst students who are a more transient population and who will therefore need to be continually reminded about the plan. A marketing strategy will therefore be developed to promote the plan and to promote transport measures/initiatives included in the travel plan.

6.12 The marketing strategy will include:

- Promotion in a variety of formats e.g. the intranet/internet; noticeboards; staff inductions/interviews; student open days; Freshers Fair, Facebook forums etc.
- Links to local and national campaigns e.g. Bike Week.
- Development of branding of the travel plan will be considered.
- Marketing messages will focus initially on environmental, health and financial benefits.
- Promoting the travel plan to the local Wheatley community – to demonstrate to residents that Brookes are taking positive steps to address the transport they generate.
7. MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL

7.1 This Section sets out the package of measures which will be introduced or explored to influence travel to/from the Wheatley Campus. In line with travel plan best practice, measures will include a mix of incentives e.g. bus service improvements and disincentives e.g. a robust parking policy (see Section 8). Experience has demonstrated that the most effective travel plans include a combination of both.

Encouraging Walking

7.2 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. However, opportunities for encouraging walking to the Campus as a main mode are limited given that a relatively small proportion live within walking distance of the Campus. However, there are a small number of people that currently drive to the Campus who are within walking distance, and walking could also be encouraged for lunchtime trips.

When priorities for shaping transport options at Wheatley Campus were analysed (Table 4.4):

“Improved pedestrian routes in and around the Campus” ranked 8 out of 15 for staff respondents and 9 out of 15 for student respondents.

“Improved personal security” ranked 9 out of 15 for staff respondents and 8 out of 15 for student respondents.

7.3 Oxford Brookes will be encouraging walking to the Wheatley Campus in the short term by:

- Provision of information about pedestrian routes in the local area to key destinations e.g. Asda and the local shops in Wheatley village such as the Post Office, including distance and times – similar to those produced for Headington Campus.
- Promotion of the health benefits of walking.
- Maintenance of existing pedestrian routes.
- Managing issues with speeding drivers.

7.4 Oxford Brookes will be encouraging walking to/on the Wheatley Campus in the medium/longer term by:

- Ensuring that walking routes on the Campus give the pedestrian (rather than the car) a sense of priority and that pedestrians feel safe.
- Ensuring that walking routes on the Campus are well maintained e.g. with no over-hanging foliage, well lit and with CCTV coverage as appropriate.
- A review of signage, to ensure that Campus users are clear which signage relates to pedestrians and which to vehicle users.
- Introduction of a parking policy that deters those living close to the site from driving.
Encouraging Cycling

7.5 Cycling is cheap, offers reliable journey times, is environmentally friendly and can lead to healthier, more productive students/staff.

When priorities for shaping transport options at Wheatley Campus were analysed (Table 4.4):

“Improved shower and locker facilities for walkers/cyclists” ranked 5 out of 15 for staff respondents and 11 out of 15 for student respondents.

“Improved cycle routes in and around the Campus” ranked 6 out of 15 for staff respondents and 7 out of 15 for student respondents.

“Improved cycle parking” ranked 7 out of 15 for staff respondents and 10 out of 15 for student respondents.

“Provision of cycle training” ranked 13 out of 15 for staff respondents and 14 out of 15 for student respondents.

7.6 Oxford Brookes will be encouraging, supporting and facilitating cycling to Wheatley Campus in the short term by:

- Undertaking an audit of existing locker facilities, and developing a means of central allocation of lockers if appropriate.
- Ensuring existing cycle parking areas are kept free of abandoned bicycles and are well maintained.
- Ensuring that locations of cycle parking are clearly promoted and signed.
- Undertaking on-going liaison with Oxfordshire County Council re: cycle route improvements along the A40.
- Ensuring that cycle routes are well signed and well lit, and that processes are in place for reporting any issues with cycling.
- Identifying Cycling Champions including maintaining an active Bicycle User Group (BUG) and ensuring that any issues they may have are taken on-board – this could include some of the existing members of the Sustainable Travel Group.
- Although not a priority for most people, consideration will be given to provision of cycle training to the minority that might find this useful in liaison with Oxfordshire County Council’s Road Safety Department (Cycle Training Officer). Overseas students may find this particularly useful.
- Providing Dr Bike sessions at Wheatley Campus to ensure bicycles are well maintained – and continue promotion of the Headington sessions until a Wheatley-based offer is set up. Also, liaise with OCC re: opportunities to offer Build-a-Bike sessions at Campuses.
- Providing information/site specific cycle maps about cycle routes in the local area to key destinations – including distance and times (in conjunction with OCC/Wheatley Park School).
- Securing and promoting discounts with local cycle shops.
- Promoting the Cycle to Work scheme for staff.
- Ensuring that the ‘Useful Stuff’ map is kept updated re: locations of cycle parking, showers etc.
• Promoting Brookes’ business cycle mileage allowance to staff.

7.7 Oxford Brookes will be encouraging, supporting and facilitating cycling to Wheatley Campus in the medium/longer term by:

• Improving shower and changing facilities.
• Incorporating covered, secure and well lit cycle parking areas (Sheffield stands) as part of any new development proposals, which are sited close to the main buildings which staff and students want to access.
• Ensuring convenient and safe movement of cyclists around the Campus, and on access routes to the Campus.

Encouraging Public Transport Use

When priorities for shaping transport options at Wheatley Campus were analysed (Table 4.4):

“More frequent buses on existing routes” ranked as the top priority for Brookes amongst both staff respondents and student respondents.

“More buses on new routes” ranked 2 out of 15 for staff respondents and 3 out of 15 for student respondents.

“University to increase bus subsidy in order to reduce bus fares” ranked 3 out of 15 for staff respondents and 2 out of 15 for student respondents.

These findings suggest that improvements to bus services are a key area on which the travel plan should focus.

7.8 Oxford Brookes is currently reviewing its existing bus service contract, with a new contract starting in September 2008 and with the successful bidder due to be announced in April 2008. Current aspirations to improve bus services, which support priorities identified in the 2007 travel survey and which will be explored as part of the travel plan include:

• Increasing the frequency of buses on the U1 route from 4 buses per hour to 5 buses per hour – which would constitute a ‘turn-up-and-go’ service with a 12-minute service frequency.
• To provide Wi-Fi enabled buses to address issues that some students have with ‘dead time’ spent on buses; some students would find it useful to be able to work on-board buses.
• Opening up Stagecoach/Oxford public (i.e. non Brookes) bus routes to Brookes Bus pass holders, should one of these companies be awarded the new contract. This could allow resources to be reassigned and other routes improved/introduced. For example:
  • The frequent service 7 (Stagecoach) or 8/9 (Oxford Bus Company) could serve students travelling short distances e.g. between St Clements and Headington, thereby freeing up the U1 service for longer distance journeys e.g. to Wheatley/ Harcourt Hill. This would help to reduce capacity issues identified in the 2007 surveys, particularly at peak times (see Figure 3.4).
- Re routing of the U5 service could be considered e.g. serving Cowley Road-Holloway-Wheatley (via Sainsbury’s Homebase junction and onto the Ring Road) – particularly given that there are clusters of staff and students currently driving to Wheatley who live on Cowley Road.

- Supporting the County Council e.g. through provision of data to inform work re: expansion of Thornhill Park & Ride.

- The cost of a Brookes Bus pass will most likely increase, at least in line with inflation. However, repackaging and opening up other services will make the pass a much more attractive option.

- Brookes will continue to negotiate and promote discounted fares for use of Park & Ride services (and with rail service providers).

- Promote bus links to Oxford and Haddenham & Thame Rail Stations, and their associated rail services.

- Introduction of a more robust parking policy will also help address perceptions that travel by car is more cost-effective than travel by bus.

7.9 Oxford Brookes is currently considering undertaking a campaign to offer breakfasts at the Wheatley campus to encourage students to use earlier bus services (before 8am), to spread use of the U1 service and reduce capacity issues at peak times.

7.10 Oxford Brookes is also pursuing introduction of Real Time Information (RTI); OCC is willing to support provision of RTI (oxontime.com). Oxford Brookes own the bus stops on campus and all Brookes buses have transponders to facilitate introduction of RTI. Information could be made available on the web, via digital signage in the main foyer etc.

7.11 Brookes will also continue to promote its no interest loan schemes for purchase of passes.

7.12 In the longer term, Oxford Brookes has aspirations to develop Wheatley Campus into a more vibrant place to work and study to encourage students to stay on the Campus after lectures, and again to spread demand for buses.

Encouraging Car Sharing

7.13 Encouraging car sharing can also be an effective way of reducing the number of vehicles travelling to the site.
When priorities for shaping transport options at Wheatley Campus were analysed (Table 4.4):

“A new/ improved scheme for encouraging car sharing” ranked 10 out of 15 for staff respondents and 5 out of 15 for student respondents.

“Encouraging less people to drive to the Campus” ranked 12 out of 15 for both staff and student respondents.

Car occupancy observations on Tuesday 9th October showed that:

Average inbound occupancy (0700-2100) was 1.3 persons per vehicle. Maximum average inbound occupancy was 1.84 persons per vehicle (2000-2100).

Average outbound occupancy (0700-2100) was 1.2 persons per vehicle. Maximum average outbound occupancy was 1.64 persons per vehicle (1000-1100).

7.14 From discussions it appears that although the University is a member of a car share scheme, current awareness and take-up of the scheme is low and the scheme is not widely promoted.

7.15 It is recommended that additional research is undertaken into use of the scheme, and that pro-active promotion of the scheme takes place to include, for example, highlighting the cost savings that can accrue from car sharing, emphasising the offer of a Guaranteed Ride Home in an emergency etc. The parking policy will also support car sharing, for example, provision of priority parking spaces for car sharers is recommended. Setting aside spaces for car sharing can also be a very visible and effective way of promoting and marketing car sharing to other car drivers, through high profile signage and information ‘on the ground’.

Encouraging Motorcycling

7.16 There is currently no specific provision for motorcyclists at Wheatley, with most motorcyclists parking in bicycle parking areas. It is obvious that despite this lack of provision a number of people are using their motorcycles to access the campus, and these people should be accommodated, at least in the longer term within the development proposals.

7.17 A way of understanding the needs of motorcyclists could be through setting up a University SMUG (Scooter & Motorcyclists Users Group), similar to a Bicycle User Group (BUG). Bath University, for example, set up their SMUG in 2005. Such groups can offer invaluable insight into the needs of motorcyclists and where improvements in facility provision could be made.

Information Provision

When priorities for shaping transport options at Wheatley Campus were analysed (Table 4.4):

“Better information about transport options” ranked 11 out of 15 for staff respondents and 4 out of 15 for student respondents.
7.18 Oxford Brookes will establish a central point for provision of Personal Travel Information about any travel enquiries staff/students may have e.g. for travel between sites, for travel between home and Brookes etc. Information is currently provided by Mike Newell and his team upon request, on an ad-hoc basis. This will become even more important as a measure with the increasing tendency for students to live further afield.

7.19 Information provision on the Brookes’ intranet/internet will also be made more prominent and easily accessible. There is currently a significant amount of information available but some of it is very difficult to find and requires the user to click through several pages and levels. The Travel Plan Manager will co-ordinate consultation with students to identify specific requirements in respect of information provision.

7.20 On-site, it is recommended that there is a need for better signage of e.g. cycle parking areas, car parking etc.

**New Recruits**

7.21 The process of influencing how new recruits travel to and from their place of work begins at interview stage. Brookes already provides information on how to travel to interviews. However, this information should be reviewed to identify any ways in which it could be further improved. Staff interviewed for senior positions are given parking permits, encouraging them to drive to their interview rather than exploring more sustainable ways of getting to Brookes.

7.22 The influencing process continues once interviewees become new recruits, and the University’s ‘Welcome Pack’ provides information on a range of transport options. Again, this information should be regularly reviewed and updated. Student prospectuses and associated materials sent out, will also be reviewed and the travel plan will continue to be regularly promoted within them.

**Work Practices And Reducing The Need To Travel**

7.23 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. For example:

- **Homeworking:** 53% of staff considered that they could make use of home working if offered. The home-working policy should be reviewed to explore opportunities for more home working.
- **Teleconferencing/videoconferencing:** will be explored and promoted as appropriate. The 2005 travel plan identified a need to reduce international travel by exploring provision of electronic conferencing.

7.24 In the medium/ longer term Brookes is striving to:

- Match hall allocation policy and courses more closely so as to reduce the need for inter-site travel.
- Offer a blanket standard of accommodation to encourage students to live nearer to the Campuses at which their lectures are held.
• Provide more study rooms on-site at Wheatley thereby reducing the need to travel. In addition, all those living on site are not permitted to bring a car on to the Campus.

Business Travel

7.25 Oxford Brookes is currently trialling a pool bike scheme for staff travelling between Gipsy Lane and Marston Road. Bikes and helmets are currently being purchased, with a view to launching the scheme soon and possibly expanding it in the future. If successful this could be an option for travel between the Wheatley Campus and Headington; a folding bike could be considered to facilitate one-way travel only if required, with people able to travel on the bus in one direction with the bike folded.

7.26 Oxford Brookes will continue to promote its 20p cycle mileage allowance for business travel and ensure that business travel policy actively supports travel by alternatives to driving alone e.g. through production of a policy that specifies an order of preference for travel on business e.g. walking/cycling – public transport-car share- car alone.

Visitors

7.27 Visitors will be encouraged to travel by alternatives to the car 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.

7.28 The following section discusses parking management for Wheatley Campus.

Fleets/deliveries

7.29 The travel plan manager will liaise with those taking forwards recommendations made within the Green Fleet Review to ensure joint-working on transport aspects. In the longer term, development proposals for the Wheatley Campus will ensure safe movement of delivery vehicles on-site. Deliveries will be encouraged outside of peak times.
8. CAR PARK MANAGEMENT

8.1 Development of a more effective car park policy forms a key part of the travel plan for the Wheatley Campus. Options are discussed below:

<table>
<thead>
<tr>
<th>When priorities for shaping transport options at Wheatley Campus were analysed (Table 4.4):</th>
</tr>
</thead>
<tbody>
<tr>
<td>“More rigorous and effective car park management” ranked 4 out of 15 for staff respondents and 6 out of 15 for student respondents.</td>
</tr>
<tr>
<td>“Deter people from driving to the Campus by increasing car parking charges” ranked as the lowest (15 out of 15) priority for both staff and students. However 8% of staff and 15% of students considered that increased parking charges would seriously encourage drivers to switch mode.</td>
</tr>
</tbody>
</table>

8.2 The 2007 travel plan surveys highlighted the following issues in respect of car parking on the Campus:

- The ‘most acute pressures on parking occurred between 1315 and 1430 when numbers of vehicles parked exceeded 500 (see Figure 3.3).
- Cars are increasingly parking and encroaching on to grassed areas around the Campus.
- Just over 100 cars were estimated to have parked on-street through the course of the survey day, although not all parked simultaneously. For those parked on-street, 51% parked for 3 hours or less.
- The majority of people parking on-street arrived before 1300 i.e. before Brookes car park reached full capacity. This suggests people are parking on-street for reasons additional to being unable to find a space. Indeed, 41% of people parking on-street chose to do so because it was cheaper.
- There was a view that too many permits were issued compared to spaces available (a ratio of approximately 3:1).
- Charging people annually for a permit (rather than imposing any sort of daily charge) ‘locks’ them in to driving on a daily/frequent basis, without considering alternatives.
- Some people are not aware of the location of all areas of parking, particularly those areas by the Pavilion on College Close.
- People who travelled relatively infrequently to the Campus or who parked only for a short time, were deterred from buying a parking permit and chose to park on-street.
- Some people were driving relatively short distances to park at Wheatley.
- Some students arriving at quieter times of the day e.g. those using sports facilities on Wednesday afternoon were not able to park because they did not hold a parking permit and were thus forced to park on-street despite the availability of on-site spaces.
- It is recognised that when people make their travel decisions they often do not consider the real costs of travel by different modes. Some students felt that it was cheaper to travel by car when comparing the cost of buying a parking permit (£44 per annum) and a bus pass (£195 per annum), particularly if cars could be shared with others and costs split.
• The current level of charges for parking are no deterrent to driving to Wheatley Campus.

**Review Of Car Parking Policy**

8.3 Oxford Brookes will review its existing parking policy for Wheatley Campus and implement a more robust strategy. In light of findings from the 2007 surveys, it would seem that the way forward would be to develop a policy based on a mix of:

• needs based eligibility criteria;
• availability of suitable alternatives to the car for people’s journeys to the Campus; and
• a more appropriate charging mechanism, including daily payment for people parking to ensure they consider their travel options and the associated cost implications, for each journey they make to the site.

8.4 A summary of charging mechanisms and permit allocation methods was provided in Appendix G of the Travel Survey Report. Of the different options available Brookes will explore a car parking policy for Wheatley based around the following:

• **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. For example the following typical criteria could apply:
  ▪ **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.
  ▪ **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 work.** The boundary would need to be defined but an initial estimation of potential mode shift has been explored based on:
    † A home address within walking distance of the Campus ie in Wheatley village.
    † A home address within 500 metres of a frequent/reasonable bus route. A frequent/reasonable route would need to be defined but could comprise for example: a bus running at least every 30 minutes between 0730 and 1800; or the U1 bus service only.
    † Over the longer term, as the travel plan evolves and further bus service improvements are introduced, Brookes will explore introduction of a more stringent policy e.g. to include a change of bus.
• **Daily charging for people needing to park only occasionally** (including visitors) - potentially a form of carnet system 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. This will be supported by promotion of the Guaranteed Ride Home.
8.5 Car parking policy is being taken forward by a Strategic Parking Group who will work closely with the Travel Plan Steering Group. A transparent permit application process will be introduced, which will be overseen by the Travel Plan Manager in conjunction with the Site Manager. It has been suggested that renewal of staff and student permits should not happen concurrently. This will be considered as part of the parking policy review.

8.6 Brookes will ensure effective enforcement of the policy. Implications for on-street parking will also be reviewed to ensure that on-street parking does not increase. Regular monitoring of this situation will be required following introduction of the policy.

8.7 It is also strongly recommended that revenue from parking should be ring-fenced to fund travel plan measures.
9. **TARGETS AND MONITORING**

9.1 Agreed 2010 targets specifically for Wheatley Campus/ Harcourt Hill were set as part of the 2005 travel plan, and a review of these has informed targets for this travel plan. Two key revisions to the 2005 targets have been identified:

- the walking target for students was set at 12% for 2009/10. However, given that there are few students within catchment to walk as their main mode this is considered unachievable under the current situation. Clearly, if more study bedrooms are provided on-site, opportunities for walking will be increased.
- Car passenger (car share) targets were set to reduce from 4% in 2005 to 3% in 2009-10. However, car sharing is seen as an important measure within the travel plan, and travel plan targets for car sharing have been increased to reflect this.

9.2 Revised targets for 2010 are provided below. These will be refined as the travel plan evolves, and to reflect development on the site and changes to parking provision.

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<td>Car share</td>
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</tr>
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<td>Other e.g. motorcycle</td>
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<td>1.5</td>
</tr>
<tr>
<td>Live on site</td>
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</table>

**Monitoring Programme**

9.3 The monitoring programme will be managed by the Travel Plan Manager. It is proposed that a ‘snapshot survey’ is undertaken in October 2009, with a comprehensive survey proposed for October 2010, to include vehicle occupancy levels to assess the uptake of car sharing.

9.4 Annual monitoring will be undertaken thereafter with a more detailed survey during alternate years. The travel plan will be annually reviewed in the short/medium term.

9.5 Car park occupancy and on-street parking levels will be monitored on an on-going basis.
10. **ACTION PLAN**

10.1 The following Action Plan sets out the programme for development and implementation of the travel plan.

<table>
<thead>
<tr>
<th>Reference</th>
<th>Task</th>
<th>Responsibility</th>
<th>Target date (most activities are ongoing once target date achieved)</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Management and promotion of the travel plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Set out the business case for appointment of a travel plan manager and secure funding</td>
<td>Paul Cross</td>
<td>March 2008</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Appoint travel plan manager</td>
<td>OBU</td>
<td>April 2008</td>
<td></td>
</tr>
<tr>
<td>1.3</td>
<td>Review membership of the Sustainable Travel Plan Group</td>
<td>Paul Cross/Rex Knight</td>
<td>April 2008</td>
<td></td>
</tr>
<tr>
<td>1.4</td>
<td>Set up Travel Plan Steering Group/ agree Terms of Reference</td>
<td>Paul Cross/Rex Knight</td>
<td>April 2008</td>
<td>All Steering Group members to agree ToR</td>
</tr>
<tr>
<td>1.5</td>
<td>Establish partnerships &amp; engage stakeholders</td>
<td>Travel plan manager</td>
<td>Ongoing, following appointment</td>
<td>Contact OCC (James Drew) by April 2008</td>
</tr>
<tr>
<td>1.6</td>
<td>Engage key stakeholders and undertaking ongoing liaison</td>
<td>Travel plan manager</td>
<td>May 2008 ongoing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Awareness raising and marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td>Develop marketing/ awareness raising strategy</td>
<td>Travel plan manager</td>
<td>May 2008</td>
<td>Implement on an ongoing basis</td>
</tr>
<tr>
<td>2.2</td>
<td>Develop summary document to raise awareness of travel plan</td>
<td>Travel plan manager/ communications</td>
<td>April 2008</td>
<td></td>
</tr>
<tr>
<td>2.3</td>
<td>Review and refine marketing strategy</td>
<td>Travel plan manager</td>
<td>Annually in May</td>
<td>Set in place a mechanism to ensure that this is an ongoing process, reflecting student turnover</td>
</tr>
<tr>
<td>2.4</td>
<td>Develop links between the travel plan and any specific OBU campaigns and national awareness raising events</td>
<td>Travel plan manager/ communications/ OCC</td>
<td>April 2008 and ongoing</td>
<td></td>
</tr>
<tr>
<td>2.5</td>
<td>Hold regular awareness raising events</td>
<td>Travel plan manager/Communications</td>
<td>September 2008 and ongoing</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Encouraging walking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td>Provide information about pedestrian routes in the local area</td>
<td>Travel plan manager/ Site manager</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>3.2</td>
<td>Promote the health benefits of walking</td>
<td>Travel plan manager/ communications</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>3.3</td>
<td>Enforce speed limits around site.</td>
<td>Site manager</td>
<td>April 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure that walking routes on campus give the pedestrian a sense of priority and that pedestrians feel safe</td>
<td>Masterplanners / Travel plan manager</td>
<td>Long term vision - work alongside the masterplanners to ensure that this is a core aspect of the redevelopment of Wheatley campus</td>
<td>Any changes or developments on campus in the short term should also refer to this Action</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>3.4</td>
<td>Ensure walking routes are well maintained</td>
<td>Facilities</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>3.5</td>
<td>Review of signage and introduction of a clear pedestrian signage strategy</td>
<td>Travel plan manager</td>
<td>Dec 2009</td>
<td></td>
</tr>
</tbody>
</table>

### 4 Encouraging cycling

<table>
<thead>
<tr>
<th></th>
<th>Audit existing locker facilities and review means of allocation/control</th>
<th>Travel plan manager</th>
<th>June 2008</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Ensure cycle parking is kept free of abandoned bicycles and is well maintained</td>
<td>Facilities</td>
<td>Sept 2008 and regularly (annually) thereafter</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Ensure location of cycle parking is clearly promoted and signed</td>
<td>Travel plan manager/Facilities</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>On-going liaison with the local authority re: cycle route improvements, provision of cycle shelters etc</td>
<td>Rex Knight / travel plan manager/ OCC (James Drew et al)</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>4.4</td>
<td>Identify via existing Sustainable Travel Group</td>
<td>Travel plan manager</td>
<td>April 2008</td>
<td></td>
</tr>
<tr>
<td>4.5</td>
<td>Ensure cycle routes are well-signed and lit</td>
<td>Travel plan manager</td>
<td>May 2009</td>
<td></td>
</tr>
<tr>
<td>4.6</td>
<td>Ensure processes are in place for reporting any cycling issues</td>
<td>Travel plan manager</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>4.7</td>
<td>Provide information about cycle routes</td>
<td>Travel plan manager</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>4.8</td>
<td>Provide cycle training</td>
<td>Travel plan manager / OCC</td>
<td>Dec 2008</td>
<td>Cycle 2 Work scheme now exists</td>
</tr>
<tr>
<td>4.9</td>
<td>Promote Dr Bike sessions at Headington Campus</td>
<td>Travel plan manager</td>
<td>April 2008</td>
<td></td>
</tr>
<tr>
<td>4.10</td>
<td>Provide Dr Bike sessions at Wheatley Campus</td>
<td>Travel plan manager</td>
<td>May 2009</td>
<td></td>
</tr>
<tr>
<td>4.11</td>
<td>Provide information about cycle routes</td>
<td>Travel plan manager</td>
<td>Sept 2008</td>
<td></td>
</tr>
<tr>
<td>4.12</td>
<td>Promote Cycle 2 Work scheme to staff</td>
<td>Travel plan manager / HR</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>4.13</td>
<td>Secure discounts with local cycle shops</td>
<td>Travel plan manager</td>
<td>March 2009</td>
<td></td>
</tr>
<tr>
<td>4.14</td>
<td>Promote cycle business mileage allowance to staff</td>
<td>Travel plan manager/HR</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>4.15</td>
<td>Work with OCC/Wheatley Park school etc to produce cycle route maps</td>
<td>Travel plan manager</td>
<td>March 2009</td>
<td></td>
</tr>
<tr>
<td>4.16</td>
<td>Improve shower and changing</td>
<td>Travel plan</td>
<td>With new</td>
<td></td>
</tr>
<tr>
<td></td>
<td>facilities</td>
<td>manager/masterplanners</td>
<td>development</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------</td>
<td>-------------------------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>4.17</td>
<td>Incorporate covered, secure and well lit cycle parking as part of new development</td>
<td>Masterplanners</td>
<td>With new development</td>
<td></td>
</tr>
<tr>
<td>4.18</td>
<td>Ensure convenient and safe movement of cyclists around Campus and on access routes to Campus with development</td>
<td>Masterplanners</td>
<td>With new development</td>
<td></td>
</tr>
</tbody>
</table>

### 5 Encouraging public transport use

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Explore increasing frequency of U1 buses from 4bph to 5bph – constituting a ‘turn up and go’ service</td>
<td>OBU / operator</td>
<td>Sept 2008</td>
</tr>
<tr>
<td>5.2</td>
<td>Provide Wi-Fi enabled buses</td>
<td>OBU / operator</td>
<td>Dec 2009</td>
</tr>
<tr>
<td>5.3</td>
<td>Explore opening up Stagecoach/Oxford public bus routes to Brookes Bus pass holders</td>
<td>OBU / operator</td>
<td>Sept 2008 – if a condition of the new Brookes Bus contract</td>
</tr>
<tr>
<td>5.4</td>
<td>Explore fare deals for Brookes Bus in light of improvements.</td>
<td>OBU / operator</td>
<td>Dec 2008 (dependent on 2.3 above)</td>
</tr>
<tr>
<td>5.5</td>
<td>Offer breakfasts at Wheatley campus</td>
<td>Travel plan manager</td>
<td>May 2008 (trial?) Currently under consideration by Mike Newell</td>
</tr>
<tr>
<td>5.6</td>
<td>Introduction of Real Time Information at bus stops and within building entrances etc</td>
<td>OBU</td>
<td>Dec 2010</td>
</tr>
<tr>
<td>5.7</td>
<td>Promote no-interest loan scheme</td>
<td>Travel plan manager</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5.8</td>
<td>Make Wheatley campus a much more vibrant place to work and play so that students are more likely to stay and spread the demand for buses</td>
<td>OBU / Masterplanners</td>
<td>Long term vision - work alongside the masterplanners to ensure that this is a core aspect of the redevelopment of Wheatley campus</td>
</tr>
<tr>
<td>5.9</td>
<td>Support OCC in provision of data to inform e.g. expansion of Thornhill P&amp;R</td>
<td>Travel plan manager/ Bus service liaison</td>
<td>As required</td>
</tr>
<tr>
<td>5.10</td>
<td>Promote good bus service links to rail stations</td>
<td>Travel plan manager</td>
<td>Sept 2008</td>
</tr>
</tbody>
</table>

### 6 Encouraging Car sharing

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Review and promote the existing carshare scheme including promotion of the Guaranteed Ride Home, potential cost savings etc.</td>
<td>Travel plan manager</td>
<td>Sept 2008 Ongoing marketing of the car share scheme is essential including promotion of potential cost savings</td>
</tr>
<tr>
<td>6.2</td>
<td>Provide priority parking spaces at Wheatley for carsharers</td>
<td>Travel plan manager</td>
<td>Sept 2009 Ensure car sharing is integrated into the revised parking policy.</td>
</tr>
</tbody>
</table>
### Encouraging Motorcycling

<table>
<thead>
<tr>
<th>7</th>
<th>Encouraging Motorcycling</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>Set up a University SMUG and consult</td>
</tr>
<tr>
<td>7.2</td>
<td>Provide dedicated motorcycle parking</td>
</tr>
</tbody>
</table>

### Information Provision

<table>
<thead>
<tr>
<th>8</th>
<th>Information Provision</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1</td>
<td>Review existing information available and identify gaps e.g. maps showing cycle routes from Wheatley Campus into Oxford.</td>
</tr>
<tr>
<td>8.2</td>
<td>Provide a central point for provision of personalised travel information</td>
</tr>
<tr>
<td>8.3</td>
<td>Streamline information provision on University internet, and include travel plan information on the intranet/internet</td>
</tr>
<tr>
<td>8.4</td>
<td>Provide information to staff prior to attending interviews, and during induction.</td>
</tr>
<tr>
<td>8.5</td>
<td>Provide information to students prior to attending Open Days, in prospectuses and during Freshers Week etc</td>
</tr>
<tr>
<td>8.6</td>
<td>Ensure information is easily available in all formats including hard copy provision at Wheatley Campus e.g. in main reception areas</td>
</tr>
<tr>
<td>8.7</td>
<td>Review travel/transport information twice-annually and update as required.</td>
</tr>
<tr>
<td>8.8</td>
<td>Improve signage around the Campus – for pedestrians and car users.</td>
</tr>
</tbody>
</table>

### New recruits

<table>
<thead>
<tr>
<th>9</th>
<th>New recruits</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Review travel information given to students, staff interviewees, visitors and new recruits</td>
</tr>
<tr>
<td>9.2</td>
<td>Ensure easy-to-access information is available in a range of formats (both electronic and hard copy)</td>
</tr>
<tr>
<td>9.3</td>
<td>Review relocation policy to explore options of offering staff benefits to those choosing to live closer to work.</td>
</tr>
</tbody>
</table>

### Work practices

<table>
<thead>
<tr>
<th>10</th>
<th>Work practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1</td>
<td>Continue to develop and improve flexible working practices offer and promote these</td>
</tr>
<tr>
<td>Section</td>
<td>Description</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
</tr>
<tr>
<td>10.2</td>
<td>Review home working policy to explore whether take-up could be increased. Continue to support working from home, with appropriate technology provided.</td>
</tr>
<tr>
<td>10.3</td>
<td>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 etc.</td>
</tr>
<tr>
<td><strong>11 Business travel</strong></td>
<td></td>
</tr>
<tr>
<td>11.1</td>
<td>Explore roll-out of provision of pool bikes for staff</td>
</tr>
<tr>
<td>11.2</td>
<td>Review business travel policy to ensure it encourages use of sustainable modes.</td>
</tr>
<tr>
<td>11.3</td>
<td>Review teleconferencing/videoconferencing policies and promote more widely.</td>
</tr>
<tr>
<td>11.4</td>
<td>Where international travel is unavoidable, explore making a compulsory contribution to carbon sequestration fund.</td>
</tr>
<tr>
<td><strong>12 Reducing the need to travel</strong></td>
<td></td>
</tr>
<tr>
<td>12.1</td>
<td>Provide a blanket standard of accommodation</td>
</tr>
<tr>
<td>12.2</td>
<td>Provide more study bedrooms at Wheatley Campus</td>
</tr>
<tr>
<td>12.3</td>
<td>Matching hall allocation policy and courses more closely, so as to reduce need for inter-site travel</td>
</tr>
<tr>
<td>12.4</td>
<td>Explore relocation of the Business Faculty to Headington</td>
</tr>
<tr>
<td><strong>13 Visitors</strong></td>
<td></td>
</tr>
<tr>
<td>13.1</td>
<td>Encourage visitors to travel by alternatives to the car – do not automatically offer a parking permit.</td>
</tr>
<tr>
<td>13.2</td>
<td>Produce tailored sustainable travel leaflets for visitors</td>
</tr>
<tr>
<td><strong>14 Fleet/ Deliveries</strong></td>
<td></td>
</tr>
<tr>
<td>14.1</td>
<td>Ensure joint-working with those taking fleet aspects forward</td>
</tr>
<tr>
<td>14.2</td>
<td>Ensure safe movements for deliveries in development proposals</td>
</tr>
<tr>
<td><strong>15 Car park management</strong></td>
<td></td>
</tr>
<tr>
<td>15.1</td>
<td>Develop and implement a more robust car parking policy based on eligibility criteria and increased charging. Ensure monies are ring-fenced for travel plan measures</td>
</tr>
<tr>
<td>16</td>
<td>Monitoring</td>
</tr>
<tr>
<td>16.1</td>
<td>Undertake snapshot survey</td>
</tr>
<tr>
<td>16.2</td>
<td>Undertake more detailed survey</td>
</tr>
<tr>
<td>16.3</td>
<td>Monitor on-street parking</td>
</tr>
<tr>
<td>16.4</td>
<td>Monitor car occupancy</td>
</tr>
</tbody>
</table>
APPENDIX A

2007 STAFF TRAVEL SURVEY: QUESTIONNAIRE
Oxford Brookes University (WHEATLEY CAMPUS) Travel Survey

Oxford Brookes University would like to understand more about how staff and students travel to the WHEATLEY CAMPUS, and why they choose to travel the way they do. The information will be used to improve the options available for travel to the Campus, and to encourage travel by alternatives to the car. All completed questionnaires will be entered into a PRIZE DRAW to win: 1 x £250; 2 x £100; 3 x £50.

All information provided will be treated in strictest confidence. Please spare a few minutes to complete this important questionnaire.

SIGNED: Rex Knight (Deputy Vice Chancellor)

SECTION A: YOUR JOURNEY TO WHEATLEY CAMPUS – To be completed by ALL

1. How many times do you normally travel to the Wheatley Campus EACH WEEK? ________________.

2. What is the postcode of your TERM-TIME home/hall of residence address? If you do not know your postcode please specify: Street: ________________. Town: ________________.

3. What time do you normally arrive at Wheatley Campus? ________________.

4. How do you USUALLY travel to/from WHEATLEY CAMPUS (please indicate mode used for the longest part of your journey):
   a) Cycle
   b) Walk
   c) Brookes Bus
   d) Other Bus
   e) Motorbike/Scooter
   f) Train
   g) Car driver alone
   h) Car driver with others
   i) Car passenger (vehicle parked)
   j) Car passenger (dropped off)
   k) I live on site
   Other (please specify) ________________.

5. If you ever travel to or from WHEATLEY CAMPUS in a different way(s), please specify below (please indicate mode used for the longest part of your journey):
   Cycle………………… Car passenger (vehicle parked)…………………
   Walk ………… Train……… Car passenger (dropped off) …………
   Brookes Bus Car driver alone……… Other (please specify) ________________.
   Other Bus ….. Car driver with others

6. How long does your journey to Wheatley Campus (specified in Question 4) usually take?
   Less than 10 minutes 31 to 45 minutes 61 to 90 minutes
   11 to 20 minutes……… 46 to 60 minutes
   21 to 30 minutes……….. Longer than 90 minutes

7. Have road works in Oxford influenced how you travel?
   Yes pleas specify how___________. No ________________.
**SECTION B: IF YOU EVER TRAVEL TO WHEATLEY CAMPUS BY CAR**

8. What are your main reasons for using a car to get to Wheatley Campus? *Tick up to four boxes.*

- Time savings ........................................................................................................... 1
- Cost savings ............................................................................................................ 2
- Convenience/flexibility .......................................................................................... 3
- Personal safety ......................................................................................................... 4
- I use my car before/during/after work/study for Univ. business ......................... 5
- Public transport alternatives not available/ unrealistic .......................................... 6
- Public buses/Brookes bus too expensive ................................................................ 7
- Health reasons ........................................................................................................ 8
- I can park cheaply at/close to University ............................................................... 9
- Too far to walk/cycle .............................................................................................. 10
- I provide other people with a lift ........................................................................... 11
- Lack of information about alternatives ................................................................... 12
- Environmental reasons .......................................................................................... 13
- I just prefer the car .................................................................................................. 14
- Other (please specify) 

9. Do you have an Oxford Brookes Annual Parking Permit?

- Yes – For Wheatley Campus .............................................................. 1
- Yes – For All sites ................................................................................. 2
- Yes - Other type *(please specify)* .......................................................... 2
- No ......................................................................................................................... 3

10. How often do you use your car for the following purposes when working/studying at Wheatley:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Everyday</th>
<th>Once or twice per week</th>
<th>A few times a month</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Lunchtime trips/other trips during the day</td>
<td>[ ] 1</td>
<td>[ ] 2</td>
<td>[ ] 3</td>
<td>[ ] 4</td>
<td>[ ] 5</td>
</tr>
<tr>
<td>b) Other purposes on the way to Wheatley</td>
<td>[ ] 1</td>
<td>[ ] 2</td>
<td>[ ] 3</td>
<td>[ ] 4</td>
<td>[ ] 5</td>
</tr>
<tr>
<td>c) Other purposes on the way home from Wheatley</td>
<td>[ ] 1</td>
<td>[ ] 2</td>
<td>[ ] 3</td>
<td>[ ] 4</td>
<td>[ ] 5</td>
</tr>
</tbody>
</table>

11. How often do you park in the following locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Everyday</th>
<th>Once or twice per week</th>
<th>A few times a month</th>
<th>Occasionally</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) On the Wheatley Campus</td>
<td>[ ] 1</td>
<td>[ ] 2</td>
<td>[ ] 3</td>
<td>[ ] 4</td>
<td>[ ] 5</td>
</tr>
<tr>
<td>b) On roads close to the Wheatley Campus</td>
<td>[ ] 1</td>
<td>[ ] 2</td>
<td>[ ] 3</td>
<td>[ ] 4</td>
<td>[ ] 5</td>
</tr>
</tbody>
</table>

12. How long do you typically spend at Wheatley Campus on a day when you are studying/working there?

- Less than 2 hours [ ] 1  
- More than 2 but less than 4 hrs [ ] 2  
- More than 4 but less than 6 hrs [ ] 3  
- More than 6 hours [ ] 4  

**IF YOU EVER PARK ON-STREET GO TO Q13. OTHERWISE GO TO Q15.**

13. What is the main reason that you park on-street? *Tick ONE box only*

- I am not eligible for a University parking permit ........................................ [ ] 1  
- It is cheaper to park on-street than on the Campus .................................. [ ] 2  
- It is easier to find a space on-street ......................................................... [ ] 3  
- I only park on-street when I cannot find a space on-site ............................ [ ] 4  
- Other *(please specify)*

14. If the University introduced a system whereby instead of purchase of an Annual Car Park Permit, a Pay & Display scheme enabled payment of a charge only for the time you were actually parked on Wheatley Campus, would this encourage you NOT to park on-street? *Yes [ ] 1  No [ ] 2  Maybe [ ] 3*
15. What is your most viable alternative to the car (for longest component of journey) *Tick all that apply.*

- Walk/jog………
- Cycle…………
- Bus (Brookes)…
- Bus (public) …
- Car share………
- Motorbike……
- Train…………
- No viable alternative …
- Other *(please specify)*
- None of these

**SECTION C: ALTERNATIVES FOR TRAVEL – To be completed by ALL**

16. How important do you think the following should be in shaping transport options at Wheatley Campus?

<table>
<thead>
<tr>
<th>Option</th>
<th>High priority</th>
<th>Medium priority</th>
<th>Low priority</th>
<th>Neutral</th>
<th>Opposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Improved cycle routes in and around the Campus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Improved pedestrian routes in and around the Campus</td>
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<tr>
<td>c) Improved shower and locker facilities for cyclists/walkers</td>
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<tr>
<td>d) Improved cycle parking</td>
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<tr>
<td>e) Provision of cycle training</td>
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<tr>
<td>f) More frequent buses on existing routes</td>
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<tr>
<td>g) More buses on new routes</td>
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<tr>
<td>h) University to increase bus subsidy in order to reduce bus fares</td>
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<tr>
<td>i) More rigorous and effective car park management</td>
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<tr>
<td>j) New/improved scheme for encouraging car sharing</td>
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<tr>
<td>k) Fleet of University cars available for hire</td>
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<tr>
<td>l) Encouraging less people to drive to the Campus</td>
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<tr>
<td>m) Improved personal security</td>
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<tr>
<td>n) Better information about transport options</td>
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<tr>
<td>o) Deter people from driving to the Campus by increasing car parking charges</td>
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</tbody>
</table>

17. Which of the above options do you think should be given the highest priority?

18. If you drive, which of the above would make you seriously consider moving to other modes such as public transport?

**IF YOU ARE A MEMBER OF STAFF, CONTINUE TO SECTION D.**
**IF YOU ARE A STUDENT GO TO SECTION E.**
SECTION D: FOR STAFF ONLY

19. Would you take advantage of any of the following initiatives if they were available, and would they encourage you to change your means of travel to/from work or for journeys undertaken in the course of work?

<table>
<thead>
<tr>
<th>Would you use?</th>
<th>Encourage mode change?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Not sure</td>
</tr>
<tr>
<td></td>
<td>Already use</td>
</tr>
</tbody>
</table>

a) Flexi-time – making it easier to e.g. fit in with public transport timetables or car share

b) Cycle mileage allowance for ‘business mileage’

c) Provision of pool car for business travel off-site

d) Home-working

NOW GO TO SECTION E

SECTION E: ABOUT YOURSELF – To be completed BY ALL

20. Which of these best describes you:

<table>
<thead>
<tr>
<th>Staff: Academic - Lecturer</th>
<th>Staff: Research</th>
<th>Staff: Academic-related e.g. admin/library/IT</th>
<th>Staff: Clerical</th>
<th>Staff: Ancillary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate student (1st year)</td>
<td>Undergraduate student (2nd year)</td>
<td>Undergraduate student (3rd year)</td>
<td>Undergraduate student (4th year)</td>
<td>Postgraduate student</td>
</tr>
</tbody>
</table>

Other (please specify) _____________________________

21. Please state your Department/School _____________________________

22. Are you: Male ☐, Female ☐

23. Which of the following age groups are you in?

| Under 25 ☐ | 25 - 34 ☐ | 35 - 44 ☐ | 45 - 54 ☐ | 55 and over ☐ |

24. Are you employed/do you study: Full-time ☐, Part-time ☐

25. Do you have mobility difficulties? Yes ☐, NO TO Q26, No ☐, GO TO Q27

26. Are you a Blue Badge holder? Yes ☐, No ☐

27. Are you aware that the University has a Sustainable Travel Plan: Yes ☐, No ☐

Please return your completed question by **FRIDAY 26TH OCTOBER** to Lucy Millard, Environment Coordinator in any of the following ways:

- **Internal post:** simply place completed form in the internal post to Lucy Millard, Environment Coordinator, RH1.38, HDH
- **Hand back to any of the surveyors** who will be on-site at Wheatley Campus (and on some Brookes’ buses) from Monday 8th October until Friday 12th October
- **Place in one of the boxes** at Wheatley Campus marked ‘TRAVEL SURVEY RETURNS’
- **Return to the following FREEPOST address** – no stamp is needed: FREEPOST (TK218), SDG Research, 28-32 Upper Ground, London, SE1 9YA

To be entered into the PRIZE DRAW TO WIN ONE OF SIX CASH PRIZES, please fill in your name and contact details:

Name _____________________________ Phone and/or email: _____________________________

MANY THANKS FOR YOUR CO-OPERATION

If you have any queries about this survey please contact Lucy Millard on 01865 484634 or lmillard@brookes.ac.uk
APPENDIX B

PARKING CHARGES AT WHEATLEY CAMPUS
Directorate of Estates and Facilities Management

Staff Parking Permit Application 2007/2008
Wheatley Campus Only

<table>
<thead>
<tr>
<th>Permit no.</th>
<th>Personal Details:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T:____ I:____ S:___</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staff Number</th>
<th>Internal/Mobile telephone contact number</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>School / Directorate:</th>
<th>Room No.</th>
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</thead>
<tbody>
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</table>

<table>
<thead>
<tr>
<th>Home Address:</th>
<th></th>
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<tbody>
<tr>
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</table>

<table>
<thead>
<tr>
<th>Town /City:</th>
<th>Post Code:</th>
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</tbody>
</table>

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Tick this box if you require an All Sites Permit & give reason for needing one

---

The fee for your permit will be deducted direct from your salary by payroll in accordance with the salary related fees shown below. Indicate clearly in the box which salary band you are in. No cash or cheque payments can be accepted.

**SALARY BANDS FOR WHEATLEY STAFF 2007 / 2008**

<table>
<thead>
<tr>
<th>Salary Band</th>
<th>Fee Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Up to £15,000</td>
</tr>
<tr>
<td>B</td>
<td>£15,001 - £20,000</td>
</tr>
<tr>
<td>C</td>
<td>£20,001 - £25,000</td>
</tr>
<tr>
<td>D</td>
<td>£25,001 - £30,000</td>
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<tr>
<td>E</td>
<td>£30,001 - £35,000</td>
</tr>
<tr>
<td>F</td>
<td>£35,001 - £40,000</td>
</tr>
<tr>
<td>G</td>
<td>£40,001 - £45,000</td>
</tr>
<tr>
<td>H</td>
<td>£45,001 - £50,000</td>
</tr>
<tr>
<td>I</td>
<td>£50,001 - £55,000</td>
</tr>
<tr>
<td>J</td>
<td>£55,001 - £60,000</td>
</tr>
<tr>
<td>K</td>
<td>£60,001 - £65,000</td>
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<tr>
<td>L</td>
<td>£65,001 - £70,000</td>
</tr>
<tr>
<td>M</td>
<td>£70,001 - £75,000</td>
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<tr>
<td>N</td>
<td>£75,001 - £80,000</td>
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<tr>
<td>O</td>
<td>£80,001 - £85,000</td>
</tr>
<tr>
<td>P</td>
<td>£85,001 - £90,000</td>
</tr>
<tr>
<td>Q</td>
<td>£90,001 - £95,000</td>
</tr>
<tr>
<td>R</td>
<td>£95,001 - £100,000</td>
</tr>
</tbody>
</table>

Higher salary fees continue in same way - 0.22% of the high end of each £5k bracket

**SPECIAL ANNOUNCEMENT**

Before applying please be aware that parking at Wheatley Campus is severely restricted and that the issue of a permit DOES NOT guarantee a parking space. Reserved parking spaces will only be permitted for genuine visitors. Staff may not reserve spaces for own or other staff use on any Campus nor use visitors parking areas at any time.

---

Tick this box if you are a Blue Badge holder and attach a copy of your certificate. **No Fee Payable**

Please continue overleaf.
1. The issue of a permit does not give any guarantee whatsoever of a parking space on any Campus or Site at any time. Staff are not permitted to reserve spaces for themselves or any other staff member on any Campus or Site at any time.

2. Vehicles are parked at all times at owners risk. The University does not accept liability for loss or damage however caused.

3. Vehicles may only park on the location stated on the permit to allow staff to carry out their duties. Long term parking, the dumping of damaged or unlicensed vehicles, parking of caravans, mobile homes and trailers of any other kind IS STRICTLY PROHIBITED. Any vehicle found contravening this regulation will be removed at Owners risk and expense without the University needing to make contact with the owner.

4. Any false declaration on this application will lead to refusal or withdrawal of a permit.

5. Lost or stolen permits or swipe cards must be reported immediately to the Car Parking Office. There is a charge, WITHOUT EXCEPTION, of £25.00 for the replacement of lost or stolen permits and/or barrier swipe cards.

---

**Car Park Management**

The University will be employing a licensed contractor to patrol parking areas to ensure only those with valid permits are entering. Any vehicle not displaying a current permit for the location at which it is parked, vehicles blocking roadways, fire exits or causing any other form of obstruction to roadways or other users; vehicles parked in contravention of any other parking restriction which may be in force at the time of the request with requests from parking attendants or other University officials will be liable to penalty, either by wheel-clamping or Civil Penalty Notice. Release fee is £80.00 payable to the Contractor. University staff cannot release wheel-clamped vehicles.

---

**Declaration**

I declare that all information given on this form is correct. I agree that:

- On receipt of the permit to remove all earlier permits and affix the new permit to the front windscreen of the vehicle where it can be clearly seen by parking management staff.
- To display the permit at all times whilst parked on University property.
- To ascertain and comply with University rules on parking and speed limits.
- Possession of a permit does not guarantee a parking space.
- Vehicles which are illegally parked will be clamped or ticketed with a release fee charged prior to release by the Contractor. University staff cannot release clamped vehicles.
- By obtaining a permit I agree to abide by the University parking rules and regulations, available to download from www.brookes.ac.uk/travel/parking

I have read and accept the above: Signed ___________________ Date __________

---

**Deduction of Fees from Payroll**

I authorise Finance Payroll to deduct car parking permit fees from my salary in respect of Staff number until further notice.

Signed: ____________________________ Staff number: __________________________

Thank you for completing this application, please check that all questions have been correctly answered and send the form to: Caretakers Office, Entrance Lodge, Wheatley Campus

Any communication regarding parking queries or problems will only be dealt with by Email carparking@brookes.ac.uk

Information collected is only used for parking administration.