

OXFORD BROOKES UNIVERSITY INTERIM TRAVEL PLAN 2016-2018



Oxford Brookes University Strategy for Enhancing the Student Experience –

At the heart of the strategy are **six key principles** which describe the distinctive teaching and learning environment at Brookes and shapes the way the University operates:

<p>1. Staff and students in partnership</p> 	<p>2. Inclusive practices which allow all students to reach their potential</p> 
<p>3. A curriculum which is transformational</p> 	<p>5. Assessment design which shapes learning</p> 
<p>4. Collective continuing professional development</p> 	<p>6. Integrated digital and physical environments and resources</p> 

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FOREWORD

Oxford Brookes University occupies a strong position in UK higher education. We have a sound and growing international reputation for the quality of our teaching, learning and research and we are a vital part of and contributor to the local and national economy and society. To support our operations, and as an environmentally sustainable and ethically responsible University, Oxford Brookes has invested considerable effort and resource into minimising the negative transport impacts of our activities. We will continue our commitment to managing the transport we generate in a sustainable manner as we realise our redevelopment aspirations over the next few years.

Oxford Brookes' Travel Plan has provided the framework for successful delivery of sustainable travel initiatives across the University over the past ten years. Significant progress has been made in encouraging use of alternatives to the car, such as the award-winning BROOKESbus service.

Oxford Brookes is the eighth largest employer in Oxfordshire. With approximately 2,500 staff and almost 19,000 students, the amount of transport we generate is significant but we strive to further improve both service frequency and route choice in response to unprecedented demand. There has also been an increase in use of active and healthy travel modes amongst both staff and students and as a result, improved facilities and infrastructure have been provided at all campuses to support both walking and cycling.

I now have pleasure in introducing the next Oxford Brookes University Interim Travel Plan for 2016-18. We have opted for an interim plan due to the changing nature of the University as explained fully later on in this document the University is evolving and this will have a big impact on the way that staff and students travel. Effective transport management through this travel plan will be key to ensuring smooth and efficient operation of the University as we move forward, and we have set ourselves some challenging targets within the travel plan.

I hope that all staff and students will join me in supporting the aims of the travel plan, and that each of you will play your part in ensuring that we continue to minimise our impact on the environment and the local communities in which we operate.

**Paul Large – Director of
Infrastructure Investment,
Oxford Brookes University
February 2016**



WHAT ARE TRAVEL PLANS FOR?

Travel plans are a strategy for managing the access to a development site with a particular focus on helping to meet the travel needs of the users of the site with an underlying target of reducing the impact of car travel. In association with this, the promotion for the greater use of public transport, cycling and walking and where possible reducing the need to travel are all important issues.

Aims and Objectives

The overall aim of the Travel Plan is:

“To raise the awareness of having a more sustainable environment for all users of the site, which promotes a range of lifestyle and travel choices and reduces reliance on the private car.”

The objectives of this Travel Plan are to:

- ❖ Reduce the impact and frequency of car travel, with particular focus on reducing single occupancy car trips;
- ❖ Increase the accessibility of the site to wide range of people;
- ❖ Improve the health and well-being of site users
- ❖ Promote and improve awareness of the travel plan process
- ❖ Prepare for geographical changes to the University as set out in our Estates Strategy [<https://www.brookes.ac.uk/space-to-think/estate-investment-plan/>]

WHY THE NEED FOR A BROOKES TRAVEL PLAN?

Ensuring that staff and students have good and easy access to all our campuses is an important part of an individual's working and learning experience at Oxford Brookes. Staff, students and visitors require certainty that they will have reliable and timely access to the University, and good transport choices must be offered. At the same time, the University needs to manage its limited car parking spaces in an effective, fair and responsible way. Our travel plan provides the mechanism for delivering these requirements.

Integration with wider corporate objectives

This Travel Plan supports a number of wider strategic policies at the University and is integrated into our corporate objectives. This includes:

- Brookes Strategy 2020 – which demands that all our activities are sustainable.
- Our Social responsibility – the fundamental aim of our social responsibility programme is to have a net positive impact as an institution, and that it is this positive impact that underpins Brookes' values in all of our activities.
- Our Environmental Management System – which provides the structured framework for managing all of our environmental impacts – including transport.
- Brookes' Travel Plan Strategy 2010-15 – which sets out the strategic transport strategy for the University, and upon which this travel plan builds.
- Our on-going redevelopment proposals – an effective travel plan is a condition of planning permission for our master planning applications.

WHY AN INTERIM PLAN?

Estate investment plan - Our ten year estate investment plan

Over the last few years, the Higher Education sector has become significantly more competitive. In order to continue to attract and retain high calibre staff and students, Oxford Brookes University needs to ensure that its excellent reputation for teaching and research is matched by a high quality estate. The University knows that the physical environment is an important factor for students when choosing where to study. 77% of students say that facilities play a significant role in their university choice. Staff and students at Brookes also know, from recent experience, the transformative impact of new facilities and buildings. Abercrombie and the John Henry Brookes buildings have significantly enhanced the learning environment, as well as the look and feel of Headington campus.

The University is keen to continue to invest in its estate. In order to achieve this, the Board of Governors has approved a ten year estates investment plan costing an average of £13m per annum. The plan includes a significant programme of refurbishment activity, some redevelopment projects and the intention to move all teaching, research and support activity from the Wheatley campus. More information on the plans for each campus as they currently stand are available below but the University will be dependent on feedback from staff, students and the local community to develop them further.

Wheatley Campus

We intend to move all teaching, research and supporting activity from Wheatley over the next few years. The plans for the Wheatley campus after this time will need to be considered and agreed in due course.

The Faculty of Business will move into the Clerici building and former library on the Gipsy Lane site after these buildings are modernised. The draft timeline of activities sees this move taking place in 2018. This move will not only improve the staff and student experience but will also allow for more cross-faculty and cross-University working.

The Faculty of Technology, Design and Environment provision will move from Wheatley at a later date, following consultation on location and the re-provision of specialist facilities. We currently expect that this will take place by 2021/22. We know that the best way to achieve a successful outcome for these subjects is to involve colleagues at each step of the decision-making process. A group including Faculty and student representation will be convened to discuss options. There will

also be a number of opportunities for the local community to input into these plans. The future provision for these STEM subjects is important to the University and the region, and this process will allow the time necessary to ensure specialist facilities are appropriately planned.

Catering, library and other support services will be maintained at Wheatley until the Faculty of TDE has moved.

Headington Campus

A ten year programme of refurbishment works will be undertaken to improve the quality of a number of buildings on the Gypsy Lane and Headington Hill sites. Some new build may also take place. The first buildings scheduled for modernisation are Clerici, the former library, Main Hall and Sinclair. The latter will improve facilities for the Faculty of Health and Life Sciences based in Gypsy Lane. The Main Hall will also be heavily refurbished. Much of the initial structure will be demolished to create a modern new hall in the same footprint. It will have modern facilities for multiple uses - such as graduation, exams, teaching and events.

Over the next 5 years, the University will also complete the refurbishment and modernisation of all of the floors of the Sinclair building, develop plans to improve Helena Kennedy, refurbish the original half of Abercrombie and modernise the Sports Centre. Refurbishments and modernisations for other buildings will be worked through from 2020 onwards. This includes Fuller, Headington Hill Hall, Main Hall, the old Refectory, Tonge and Gibbs.

Over the ten year period, the University will also consider how to better co-locate the Faculty of Health and Life Sciences.

Harcourt Hill Campus

The ten year investment plan sees the majority of Harcourt Hill's current buildings undergoing refurbishment during this time period. Staff and students will be consulted on the most appropriate prioritisation and scheduling of this refurbishment activity.

In addition, a group will be formed to consider the possibility of enhancing the Learning Resources provision on the campus, which could potentially see a new facility developed offering similar services to those found in the John Henry Brookes Building. The group will consider the conditions necessary to make this feasible, including the level of teaching and research activity carried out on the campus.

Ferndale Campus Swindon

The University will also see a change in location for the campus located in Swindon in 2016.

An evolving University...

Due to the transformations outlined above that detail the changing nature of the University and the many geographical changes taking place, we believe this this will have a large effect on the travel patterns of both staff and students. We see this as a real opportunity to try and change or influence the travel behaviours at the University.

However we feel that with all the changes afoot it is difficult to predict what impact these changes will have. Therefore we have opted to produce an interim plan to cover the years that the changes are occurring.



VISION AND OBJECTIVES OF THE TRAVEL PLAN

The Vision which underpins our travel plan is:

“For Oxford Brookes University to have a culture of sustainable travel embedded throughout the University; for everyone to be actively involved in reducing their transport emissions and to expect the same level of provision for sustainable travel at their future places of study/workplaces.” Oxford Brookes Travel Plan Strategy 2010-15

The following ‘Drivers’ and ‘Objectives’ support achievement of this Vision:

KEY DRIVERS

- Reduce the transport-related carbon emissions of the University.
- Meet legislative requirements including the Climate Change Act.
- Contribute to the Brookes’ Social Responsibility Programme.
- Ensure the University is accessible for staff, students and visitors, therefore facilitating a student experience of the highest standard possible.
- Improve the health of staff and students by encouraging active travel.

OBJECTIVES

- To contribute to the Masterplan.
- To meet Brookes’ carbon reduction commitments.
- To introduce an innovative, sector-leading initiative.
- To meet the Travel Plan targets.

WHAT HAS BEEN DONE SO FAR?

Oxford Brookes has introduced a range of measures as part of its travel plan to offer staff, students and visitors real transport choices and to encourage use of alternatives to the car. Key measures introduced as part of the travel plan include:

Walking and cycling

- Additional cycle parking provided, including the opening of a new secure bicycle compound at Headington Campus.
- Salary sacrifice scheme for cycle purchase introduced for staff with Cyclescheme.
- Brompton folding bike hire from Oxford Railway Station.
- Introduction of the OXONbike cycle hire scheme.
- Discounts for EASIT members in cycle stores, cycle hire and bike insurance.
- Business mileage rate for bicycles introduced to encourage staff to use their bikes for business.
- Cycle parking facilities have been well maintained - including removal of abandoned bikes.
- Continued promotion of bicycle maintenance sessions ('Bike Doctor').
- Pool bikes introduced at Marston Road.
- Cycle safety events at all campuses.
- Clear, accessible information about cycle parking facilities provided for all campuses.

Public transport

- New state of the art buses were introduced with low emissions ratings and desirable features such as Wi-Fi, air conditioning and Smartcard ticketing. See case study on next page.
- New bus timetable introduced with more buses and longer routes to better accommodate the movements of staff and students.
- Bus route refinement.
- Increase in the interest free loan available to staff for public transport passes –from £2000 to £5000. [<http://www.brookes.ac.uk/travel/staff-travel-offers/>]
- Real time information available at bus stops.
- Discounted train tickets for EASIT members.

Business travel

- Provision of inter-site passes (free to staff) to encourage staff to travel between sites by the BROOKESbus.
- Introduction of a new car club scheme and vehicles located on Gipsy Lane and Clive Booth Student Village in partnership with Co-wheels.

CASE STUDY: THE AWARD-WINNING BROOKESBUS

The BROOKESbus service was first introduced in 2004 and since 2009 has been a successful partnership with the Oxford Bus Company. Since then all of new fleet have been installed with the innovative Gyro Drive System, resulting in up to 17.9% fuel saving and a 17% reduction in CO2 emissions. The technology is the first in the country to be installed on a commercial bus services and has been developed by an Oxford Brookes Alumnus working with Williams Formula 1.

The new BROOKESbus vehicles are the first Euro 6 buses in Oxford. This technology saves up to 95% of the harmful NOx emissions compared to a Euro 5 vehicle, and in doing so exceeds the minimum standard for operation in the Oxford Low Emission (Zone which is set as Euro 5)

This project combines a number of firsts:

- ❖ The first commercial deployment of flywheel technology to service buses in the UK.
- ❖ The first examples of the ADL Enviro 400 MMC brought into commercial service.
- ❖ The first Euro 6 vehicles brought into service in Oxford.

Other BROOKESbus carbon saving impacts are:

- ❖ Almost 12 million passengers since 2009, saving an estimated 1.4 million car trips each year.
- ❖ The University experienced a 50% increase in students commuting by BROOKESbus between 2009 and 2014 (e.g. 15% modal shift increase in students using the BROOKESbus).
- ❖ A 40% decrease in students commuting by car between 2009 and 2014 (e.g. 10.5% modal shift decrease in students commuting by car).

This project won the Green Apple Award for Carbon Reduction in 2015 and was a finalist for the Green Gown Award for Carbon Reduction in 2015.



ACHIEVED TRANSPORT MEASURES

Walking & cycling

- Introduced walking-buddy scheme.
- Improved and promoted shower sites at all Oxford Campuses.
- OXONbike station at Headington campus.
- Secure bicycle parking facility introduced at Gipsy Lane.
- Continued promotion of Bike Doctor.

Public transport

- Real-time information introduced at foyers and campus bus stops.
- BROOKESbus fleet fitted with CO2-reducing Gyrodrives (see case study).
- Introduced U1X - new express route between Wheatley and Harcourt Hill campus.
- Increased the interest-free staff loan from £2000 to £5000.
[\[http://www.brookes.ac.uk/travel/staff-travel-offers/\]](http://www.brookes.ac.uk/travel/staff-travel-offers/)

Parking, vehicle and emission reduction

- Worked with Co-wheels to introduce car club car on-site, one is located on Headington campus and another at Clive Booth Student Village (John Garne Way).
- New parking policy agreed to introduce daily charging for parking at all sites.

Progress in travelling sustainably (2009 – 2014)

Development of the University and the expansion of its halls of residences have altered the needs of staff and students at the University, placing greater need on the BROOKESbus service and introducing the need for stronger promotion of sustainable alternatives and the incentives available for taking them. External factors, such as the rising costs of housing within the city, as well as development of Oxford city itself, have added complications to our efforts to encourage sustainable travel.

Despite these challenges, positive trends have been seen regarding sustainable travel amongst staff and students. Some of the most notable include:




- 8 percentage point decrease in total car usage amongst staff
- 10.5 percentage point decrease in total car usage amongst students

- 15 percentage point increase in the number of students using the BROOKESbus service.

The targets set in our previous travel plans were monitored with annual (now bi-annual) travel surveys conducted amongst staff and students and the trends identified, along with the University's own plans for development, will shape our focuses and targets moving forward. The data collected from these surveys, as well as their reflective trends and proximity to our targets are shown in the tables below:

University-wide (main mode of travel to campus)

KEY

	Sustainable travel trend achieved AND target achieved
	Sustainable travel trend achieved BUT target not achieved
	Sustainable travel trend not achieved AND target not achieved

University-wide (staff)

	2009	2012	2014	2009 – 2014 trend	2014/15 target
Cycle	17.5%	18%	17.5%	+0 percentage points	21%
Walk	11%	12%	15%	+4 percentage points	12%
Bus (public)	9%	8.5%	10.5%	+1.5 percentage points	12%
BROOKESbus	7%	11%	10%	+3 percentage points	9%
Car alone	43%	36.5%	38%	-5 percentage points	31%
Car share	9%	11%	6%	-3 percentage points	10%
TOTAL CAR	52%	48%	44%	-8 percentage points	41%
Other (incl. train/mbike)	3%	3.5%	3%	+0 percentage points	5%

University-wide (students)

	2009	2012	2014	2009 – 2014 trend	2014/15 target
Cycle	10%	10.5%	8%	-2 percentage points	12%
Walk	27%	30%	23%	-4 percentage points	29%
Bus (public)	5.5%	6%	7.5%	+2 percentage points	6%
BROOKESbus	31%	34.5%	46%	+15 percentage points	38%
Car alone	15%	10%	10.5%	-4.5 percentage points	4.5%
Car share	10%	6%	3.5%	-6.5 percentage points	6.5%
TOTAL CAR	25%	16%	14.5%	-10.5 percentage points	11%
Other (incl. train/mbike)	1.5%	No data available	1%		4%

Positive sustainable trends were more prevalent amongst staff than students despite offers for sustainable travel alternatives being offered to both groups. The decrease in parking staff and students was reflected across all Oxford-based sites with the exception of Marston Road which saw a slight increase for both despite there being no student parking available at the site. This is likely due to the limitations of existing public transport links to the site from areas other than the city centre.

The increase of BROOKESbus usage amongst both groups is a reflection of the developments made to the route as well as the expansion of the University's halls of residence to include areas that students prefer not to walk or cycle from.

With planned redevelopments, Wheatley, Harcourt Hill and Swindon will be key focus areas for the travel plan moving forward. Considering the trends revealed at Marston Road extra considerations for this site will also be made.

THINGS TO ACHIEVE GOING FORWARD

Oxford Brookes University takes the transport needs of its staff and students very seriously. With the development of both the University and the city, we realise that the needs of everyone who comes to Brookes will change. For this reason, we encourage staff and students to provide us with feedback on existing services as well as those they would like to see brought into effect, either by contacting us directly or by completing our bi-annual travel surveys. Moving forward, we will continue to consult regularly with the Travel to Work Group to address any issues that have been raised.

Walking

- Work with BROOKESactive to relaunch walking-buddy scheme and promote active walks.
- Update existing walking maps.
- Produce new walking maps showing routes between campuses, Halls of Residence, and key locations in the city.
- Develop pedestrian signage for Harcourt Hill, showing distance/time to nearby amenities.

Cycling

- Encourage the installation of more covered bicycle parking at all sites (linked to the implementation of the Estates Investment Strategy).
- Evaluate demand for existing bicycle parking and expand / relocate as necessary.
- Agree semi-regular Bike Doctor sessions for new Swindon site.
- Renew Bike Doctor contract.
- Encourage the installation of lockers at all sites for use by cyclists (and walkers) to store commuting clothes.
- Introduce new charging scheme for Bike Bins.
- Work with Oxford County Council to introduce electric bikes to Headington's Oxonbike station.
- Facilitate sale of puncture repair and basic maintenance kits.
- Work with Bike Doctor to create basic maintenance classes for staff/students.
- Work with Facilities to develop feedback system for cyclists (e.g. request for provisions, highlight obstacles/concerns).

Public transport

- Re-evaluate eligibility of groups of students for Inclusive Bus Passes – for example, nursing and post graduate courses.

- Develop new timetable / routes for services to/from Wheatley in line with the site's closure.
- Explore possibility of introducing salary sacrifice scheme for those wishing to park at a Park & Ride.
- Monitor season ticket costs and raise staff loan limit if necessary.
- Promote Oxonbike application.
- Liaise with train operators to provide additional discount for staff and students.
- Continue to work alongside EASIT to develop discounts for staff.
- Explore possibility of developing discount bus pass for Swindon students.
- Monitor CO2 reduction and savings on BROOKESbus fleet following Gyrodrive implementation.

Car share

- Introduce new Co-Wheels vehicles at agreed sites.
- Actively promote new car hire scheme with Co-Wheels.

Electric vehicles

- Install additional charging points at Headington to encourage more staff to use electric vehicles.
- Explore the possibility of introducing electric vehicles into the University's working fleet.

Visitors

- Make information regarding accessing the University simpler and more accessible to visitors.
- Promote BROOKESbus and sustainable travel options and offers at Open Days.

Car Parking

- Implement the new car parking policy (see case study on next page), as adopted by Executive Board in 2015.

Information provision and marketing

- Ensure information on transport pages remains up-to-date.
- Promote existence of Transport's Twitter page to encourage more followers.
- Sustainable transport (events and activity e.g. cycle safety events).

Other

- Develop specialised travel plan for Delta 900 (Swindon) site.

CASE STUDY: OXFORD BROOKES UNIVERSITY PARKING POLICY

Oxford Brookes University has limited car parking spaces, with no option of expanding car parks. The University is currently implementing a policy that is fair for everyone and increases the chance that parking spaces are available for those that need to park.

The principles are:

- There will be a flat rate daily charge that is linked to salary;
- There will be an online process linked to a virtual permit for car parking.
- Permits will be required for parking during core hours (7am and 4.30pm Mon-Fri).
- Visitors will pay for car parking.
- Permit holders will be exempt from car parking charges outside the core hours.

2018 TARGETS

For staff

	Headington (GL/HH)		Wheatley		Harcourt Hill		Marston Road		Uni-Wide	
	2014 figure	2018 target	2014 figure	2018 target	2014 figure	2018 target	2014 figure	2018 target	2014 figure	2018 target
Cycle	20%	21%	13%	14%	10%	11%	20%	22%	16%	17%
Walking	19%	20%	5%	6%	10%	11%	8%	9%	11%	12%
Bus (Public)	11%	12%	2%	3%	3%	4%	13%	14%	7%	8%
BROOK Ebus	10%	12%	15%	17%	15%	16%	2%	3%	11%	12%
Car alone	30%	25%	60%	55%	54%	49%	51%	46%	49%	44%
Car share	8%	8%	4%	4%	3%	4%	4%	4%	5%	5%
TOTAL CAR	38%	33%	64%	59%	57%	53%	55%	50%	54%	49%
Other	2%	2%	1%	1%	5%	5%	2%	2%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

For students

	Headington (GL/HH)		Wheatley		Harcourt Hill		Marston Road		Uni-Wide	
	2014 figure	2018 target	2014 figure	2018 target	2014 figure	2018 target	2014 figure	2018 target	2014 figure	2018 target
Cycle	10%	11%	2%	3%	2%	3%	12%	13%	7%	9%
Walking	37%	38%	3%	3%	6%	7%	16%	17%	24%	25%
Bus (Public)	8%	9%	2%	3%	1%	2%	14%	15%	7%	8%
BROOK Ebus	37%	38%	76%	78%	64%	66%	25%	26%	46%	47%
Car alone	5%	3%	10%	6%	23%	18%	24%	20%	10%	4%
Car share	2%	0%	6%	6%	3%	3%	7%	7%	4%	4%
TOTAL CAR	7%	3%	16%	12%	26%	21%	31%	27%	14%	8%
Other	1%	1%	1%	1%	1%	1%	2%	2%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MONITORING TRAVEL PLAN PROGRESS

Comprehensive University-wide travel plan monitoring surveys have been undertaken on an on-going basis since 1999.

We have put significant effort into ensuring we achieve good participation in all our travel plan surveys to ensure a robust data set; each survey year has seen increased response rates amongst both staff and students. The next University-wide travel survey will be undertaken in Autumn 2016, with surveys undertaken bi-annually thereafter. Findings from the monitoring surveys will inform reviews of the Brookes travel plan.

MANAGEMENT OF THE TRAVEL PLAN

Brookes has had senior level management support for its travel plan for many years. The University now invests over £200k per annum in its travel plan and associated measures, with all income from car parking charges ring-fenced for sustainable travel initiatives. This includes employment of a full-time Sustainable Travel Co-ordinator, dedicated to effective implementation of the travel plan.

An appropriate process and management structure for overseeing implementation of the travel plan will be developed by the Social responsibility Steering Group. It is essential that we take a strategic approach to delivering the travel plan as it continues to evolve, if we are to achieve our challenging travel plan targets.

COMMUNICATIONS PLAN

Communication of the measures contained within the travel plan will be critical to achieving the desired outcomes of the Plan. The University will continue to provide and improve the provision, promotion and access to sustainable travel information. This will be done through a variety of means:

- University's Travel webpages
- Sustainable travel information on 'Visit Us' (web page)
- Provision of public transport maps and guides
- Sustainable travel information included in staff induction packs

- Sustainable travel information included in staff training courses.
- Regularly promote sustainable travel at a variety of events.
- Regularly promote sustainable travel through emails and newsletters.

LINKS:

Estates Investment Plan:

<https://www.brookes.ac.uk/space-to-think/estate-investment-plan/>

Oxford Brookes University Travel Plan 2010:

<http://www.brookes.ac.uk/documents/about/sustainability/sustainabletravel2010/>

Sustainable Travel Plan:

<http://www.brookes.ac.uk/documents/about/sustainability/sustainabletravel/>

Sustainable Travel:

<https://www.brookes.ac.uk/travel/do-you-need-to-travel-/>

Staff Travel Offers:

<http://www.brookes.ac.uk/travel/staff-travel-offers/>

Student Travel Offers:

<http://www.brookes.ac.uk/travel/student-travel-offers/>

BROOKESkey:

<http://www.brookes.ac.uk/travel/brookeskey/>