

OXFORD
BROOKES
UNIVERSITY

**OXFORD BROOKES
UNIVERSITY
SWINDON
TRAVEL PLAN
JAN 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:

1. Staff and students in partnership



2. Inclusive practices which allow all students to reach their potential



3. A curriculum which is transformational



4. Collective continuing professional development



5. Assessment design which shapes learning



6. Integrated digital and physical environments and resources



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1. 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 this Travel Plan?

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

Integration with wider corporate objectives

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

- The Oxford Brookes University Strategy 2020 demands that all activities are sustainable.
- The Corporate Responsibility is to have a net positive impact as an institution. The corporate responsibility programme underpins the value that all activities should be sustainable.
- Environmental Management System provides the structured framework for managing all of the environmental impacts – including transport.
- Travel Plan Strategy 2010-15 sets out the strategic transport strategy, 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.

Oxford Brookes University Sustainability Report (May 2010) stated that “Some two thirds of carbon emissions are caused by transport. This includes the travel patterns of international students who make up a considerable proportion of students at Oxford Brookes University as well as the travel habits of staff. At the moment there is insufficient emphasis on reducing this carbon footprint albeit that Oxford Brookes University is a leading institution with regard to its travel planning for which it recently won an award. It is clear however that more can be done.”

Vision and objectives of the Travel Plan

The Vision which underpins the travel plan is: “To have a culture of sustainable travel embedded throughout Oxford Brookes 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 University Travel Plan Strategy 2010-15

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

Drivers

- Reduce the transport-related carbon emissions of Oxford Brookes University.
- Meet legislative requirements including the Climate Change Act.
- Contribute to the Corporate Responsibility Programme.
- Ensure Oxford Brookes 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.

Goals

- To continue to deliver a sector-leading Sustainable Travel Plan.
- To contribute to the Master plan.
- To meet carbon reduction commitments.
- To meet the Travel Plan targets.

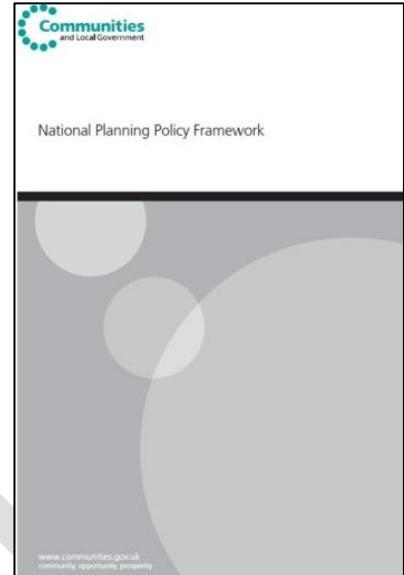
2. RELEVANT NATIONAL AND LOCAL TRANSPORT POLICIES

National Planning Policy Framework (NPPF)

The national planning policy for England is set out within the National Planning Policy Framework (NPPF) which was formally adopted during March 2012.

The NPPF superseded the former Planning Policy Guidance (PPG) and Planning Policy Statements (PPS) to provide a single simplified, concise and consolidated policy document.

The NPPF provides focus on the need to achieve sustainable development while also encouraging economic growth to stimulate the U.K. economy through planning and construction of new schemes.



"At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both planning and decision-taking..."
(NPPF, page 4, paragraph 14)

This presumption towards sustainable development is set out within 12 "core planning principles" of which point 11 relates directly to transport.

"actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable"...

(NPPF, page 6, paragraph 17, 11th bullet)

Effective transport planning is an important aspect to consider when seeking optimal sustainability and NPPF acknowledges this within a series of criteria which should be met by new development.

Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas.

(NPPF, page 10, paragraph 34)

All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plan and decisions should take account of whether:

- The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- Safe and suitable access to the site can be achieved for all people; and
- Improvements can be undertaken within the transport network that cost effectively limits the significant impacts of the development.

- Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."
- (NPPF, page 9 & 10, paragraph 32)

In accordance with NPPF, this travel plan provides an appraisal of the application site's accessibility to sustainable and vehicular modes of transport.

NPPF recognises the need to develop in rural locations and identifies that sustainable development is required to support rural communities. NPPF states:

Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:

Support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well-designed new buildings;.....

Support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres;.....

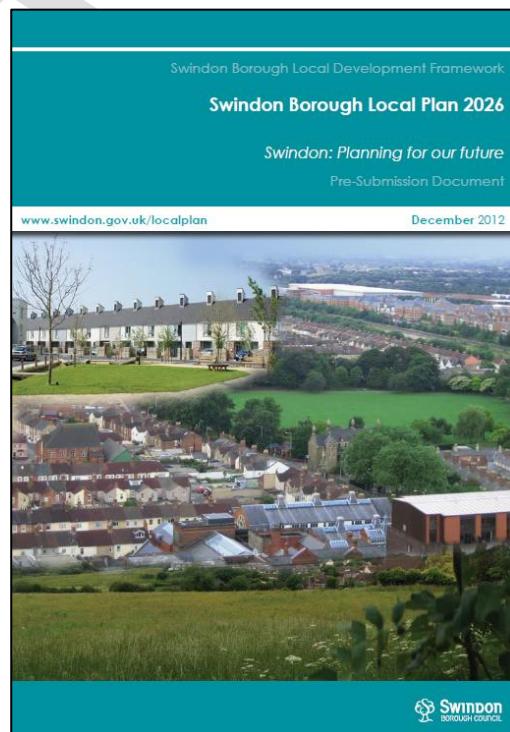
...the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.

(NPPF, page 9 & 10, paragraph 32)

Swindon Local Development Framework

Swindon Borough's Local Development Framework: Planning for our future Pre-Submission Document produced in December 2012 sets out policies to:

- improve key transport gateways and corridors;
- provide good access to Swindon Town Centre and key destinations;
- reduce severance caused by transport corridors and the dominance of the car on the street scene;
- minimise the environmental impact from transport (for example, vehicle emissions);
- minimise congestion and therefore journey time, noise and air quality;
- promote healthy lifestyles and travel choices and maximise opportunities to walk and cycle;
- support good public transport provision; and
- encourage innovative transport initiatives for rural areas.



Swindon Key Issues

The transport issues faced in Swindon are common to many other towns and cities across the country. These include, for example, traffic congestion at peak travel times, a lowering of air

quality during those peak times in certain parts of the town and maintaining an effective public transport (bus) service, particularly to and from rural areas outside the town.

New development will also pose further challenges such as good integration with and minimising impact on the existing transport network, extending public transport services into those areas and achieving good level access throughout the day.

Effective accessibility is important in all modes of transport, from walking and cycling to public transport to the private car and transportation of goods, to all ages and across all parts of the economy. Therefore, there remains a need to improve the transport network to improve accessibility and reduce journey times, but also to improve air quality and reduce transport emissions. Whilst maintaining and improving the existing network, being able to provide the opportunity for more people to take their shorter trips by foot or bicycle, and to do this safely, is still a key issue.

Policy TR1: Sustainable Transport Networks

The Council will use its planning and transport powers to help reduce the need to travel, and support and encourage the sustainable, safe and efficient movement of people and goods within and through the Borough. This will be achieved by:

- enabling a reliable and efficient transport network that:
 - minimises congestion;
 - maximises consistent journey times;
 - prioritises trips to and from Swindon Town Centre; and
 - supports the distribution and logistics employment sector.
- promoting and improving safety, security and healthy lifestyles through:
 - maximising opportunities to walk and cycle;
 - reducing severance caused by transport corridors and the dominance of the car on the street scene;
 - education, training and enforcement;
 - engineering and design and highway maintenance; and
 - overlooking and surveillance of bus stops, car parks, footpaths and cycleways to increase safety.
- promoting equality of opportunity and access to services and facilities for all by:
 - delivering walkable mixed use development;
 - inclusive design;
 - good public transport provision; and
 - encouraging innovative transport initiatives for rural areas.
- minimising emissions from transport by:
 - reducing the need to travel;
 - promoting more sustainable travel choices;
 - personal, workplace and school travel planning; and
 - designing the built environment to encourage healthy lifestyles and travel choices.
- supporting and contributing towards improving Swindon's sense of place and quality of life by:
 - integrating public realm and green infrastructure into the

- design of transport schemes;
- o minimising the impact of congestion, noise and air quality;
- o improving the legibility and ease of movement within Swindon Town Centre; and
- o improving the image and experience of using Swindon's public transport.

The aims for transport within Swindon Borough are to deliver a vibrant local economy, improve the sense of place and reduce the need to travel. Short distance trips by walking and cycling will be encouraged through design, mixed use development and housing density. Encouraging trips to Swindon Town Centre is important in supporting regeneration objectives, attracting investment and jobs and diverting trips that currently leave Swindon for other destinations.

Swindon's Transport Priorities

The Swindon Transport Strategy aims to reduce reliance on the car by improving travel choices. A combination of public transport, cycling and walking will maximise that choice, but infrastructure investment and a comprehensive parking strategy must support it.

Access to Services and Facilities

Swindon's communities should be walkable neighbourhoods, well served by public transport to ensure all people are able to access health and education facilities, employment, retail and leisure facilities. This is particularly important to people without access to a car, on low incomes, living in rural areas, with disabilities and young and old people. In general Swindon has good access to services and facilities and bus coverage is good to Swindon town centre.

Policy TR2: Transport and Development

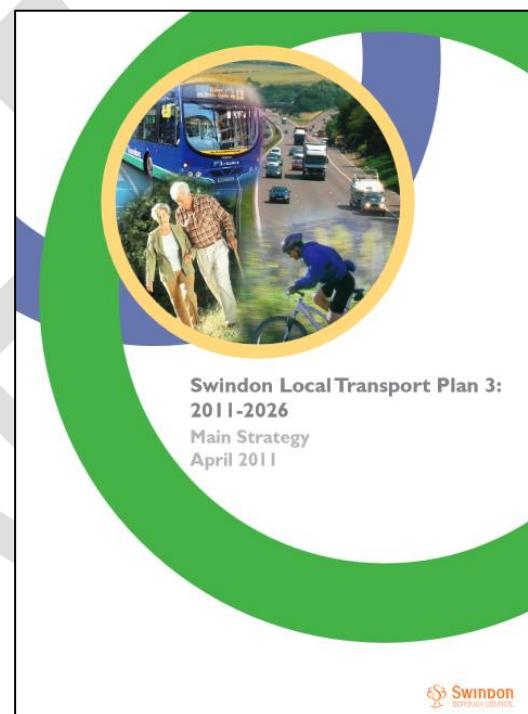
- New development should be located and designed to reduce the need to travel and to encourage the use of sustainable transport alternatives, particularly walking and cycling, and provide the potential to maximise bus travel.
- Development shall be permitted where proposals provide access that is appropriate to the scale, type and location without detriment to highways safety and local amenity, and where there is an existing safe and convenient pedestrian and cycle access or provision is made for such access.
- Development shall be permitted where proposals will not prejudice or impede an existing or planned cycle route, or provision is made for a more satisfactory route.
- Development that results in the loss of existing rights of way or their disruption shall only be permitted when adequate, acceptable alternative provision or diversions be arranged.
- Development shall be permitted where proposals do not remove, narrow or materially impair the approved line of the Thames Path or Ridgeway National Trails, and/or public access to them.
- Developments shall provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.
- To assess and mitigate the impact of development and to promote sustainable travel choices, the following information will be required to support planning applications:

- A Transport Assessment: where the proposed development is likely to have significant transport and related environmental impact (in accordance with Department for Transport guidance);
 - A Transport Statement: where the development has relatively minor transport implications (in accordance with Department for Transport guidance); and
 - A Travel Plan: where the proposed development is likely to have significant transport and related environmental impact (in accordance with Department for Transport guidance).
- Parking provision, including secure cycle and motorcycle parking, should be provided in accordance with the Council's adopted parking standards.

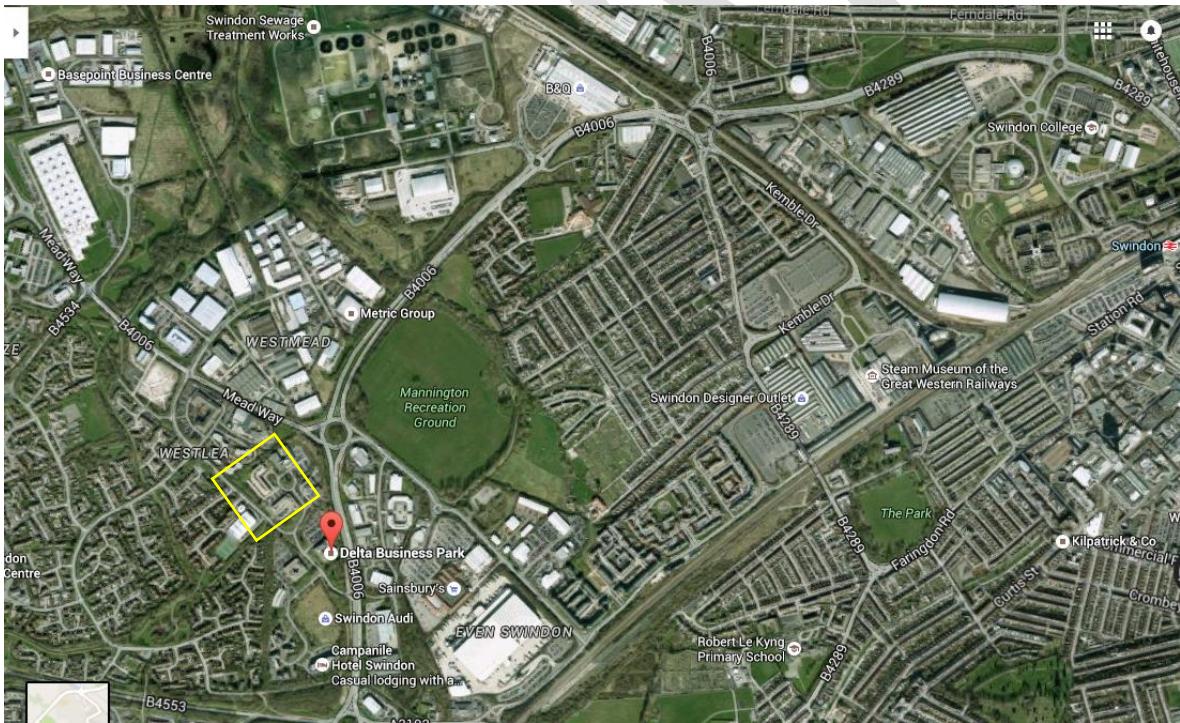
Swindon Local Transport Plan (2011-2026) April 2011

The vision for Swindon's third Local Transport Plan is to create: "A safe, effective and fit for purpose transport network that supports Swindon's ambitions for town centre regeneration and economic growth whilst protecting and enhancing quality of life and the environment for the benefit of local residents, visitors and businesses". It is intended that this vision will be delivered through the set of six transport policies:

- Policy A – Optimise the capacity of the highway network and improve journey time reliability for all forms of transport.
- Policy B – Improve road safety
- Policy C – Achieve and sustain a high quality, resilient and well-maintained highway network for all members of the community
- Policy D – Integrate land use planning and transport to reduce the need to travel and mitigate the impact of new development on the transport network
- Policy E – Deliver a high quality public transport network that is accessible, easy to use and supported by appropriate priority measures
- Policy F – Encourage behaviour change in transport by promoting alternatives to driving alone and develop supporting infrastructure where appropriate



3. SITE LOCATION AND DESCRIPTION



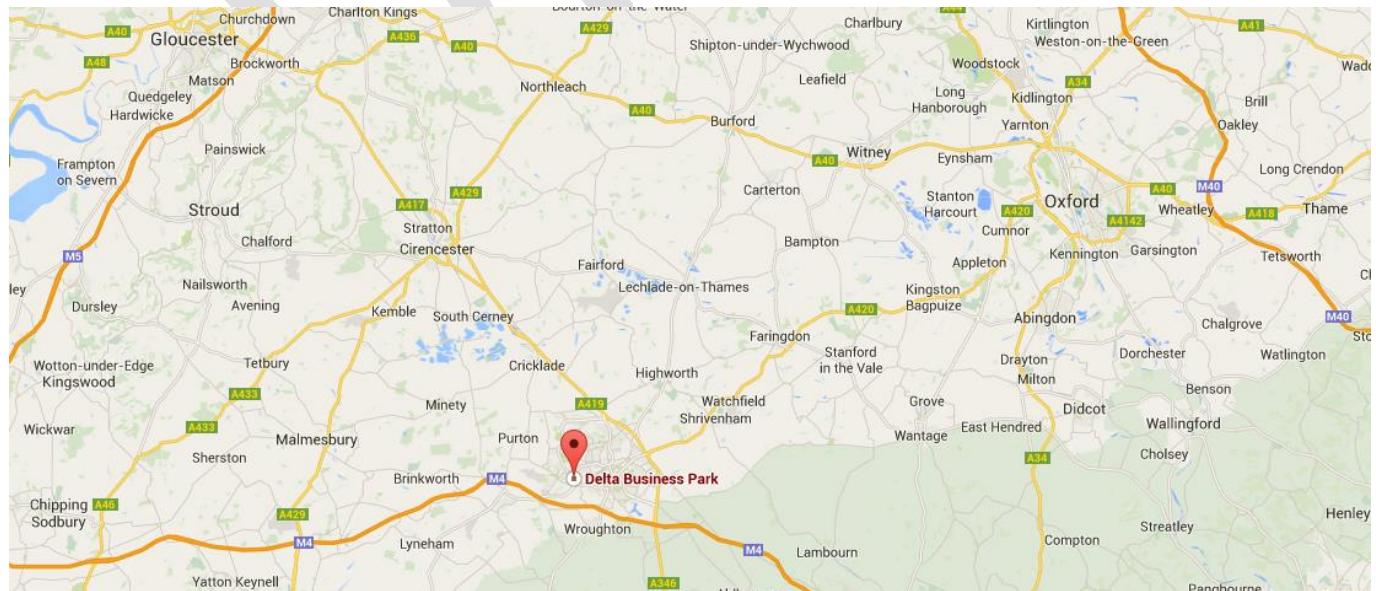


Delta 900 is an office building located off Welton Road, Swindon.

Description - It is bordered to the north east and south by other industrial / office buildings and to the west by Welton Road. The L shaped, two storey building includes 2,813 m² office space.

Parking - Parking is located west and east of the building and includes 93 spaces.

Site in Relation to Regional Highway Network



Accessibility

Local facilities

Although the area immediately adjacent to the site mainly includes commercial development, there are some local facilities. The nearest supermarket is Sainsbury's on Paddington Drive, located 1.4 km from the site. The nearest restaurant is 650 south of the site while the nearest pub is on Penzance Drive, 1.6 km south east of the site.

Swindon town centre is located roughly 2.7 km from the site which is a 33 minute walk.

The town centre includes a large number of facilities including pubs, restaurants and shops. Swindon Designer Outlet is 2.1 km from the site and also includes a number of restaurants.

Walking

The Institution of Highways and Transportation (IHT) includes guidelines for acceptable walking distance in 'Guidelines for Providing Journeys on Foot' (IHT 2000).

Table: IHT Guidelines for Acceptable Walking Distances

Commuting/ School Elsewhere		
	Commuting/ School	Other
Desirable	500	400
Acceptable	1000	8000
Preferred maximum	2000	1200

A large section of the residential areas North West of Great Western Way are within the preferred maximum distance for commuting / school.

Welton Road generally has footways on both sides of the road although the section leading to Delta 900 only has a footway on the western side. A pedestrian and cycle underpass provides safe crossing of Great Western Way 600 metres south of the site. Another underpass crosses Mead Way 600 metres north of the site.

Cycling

Swindon has a large number of off-road cycle ways. Delta 900 benefits from proximity to this network.

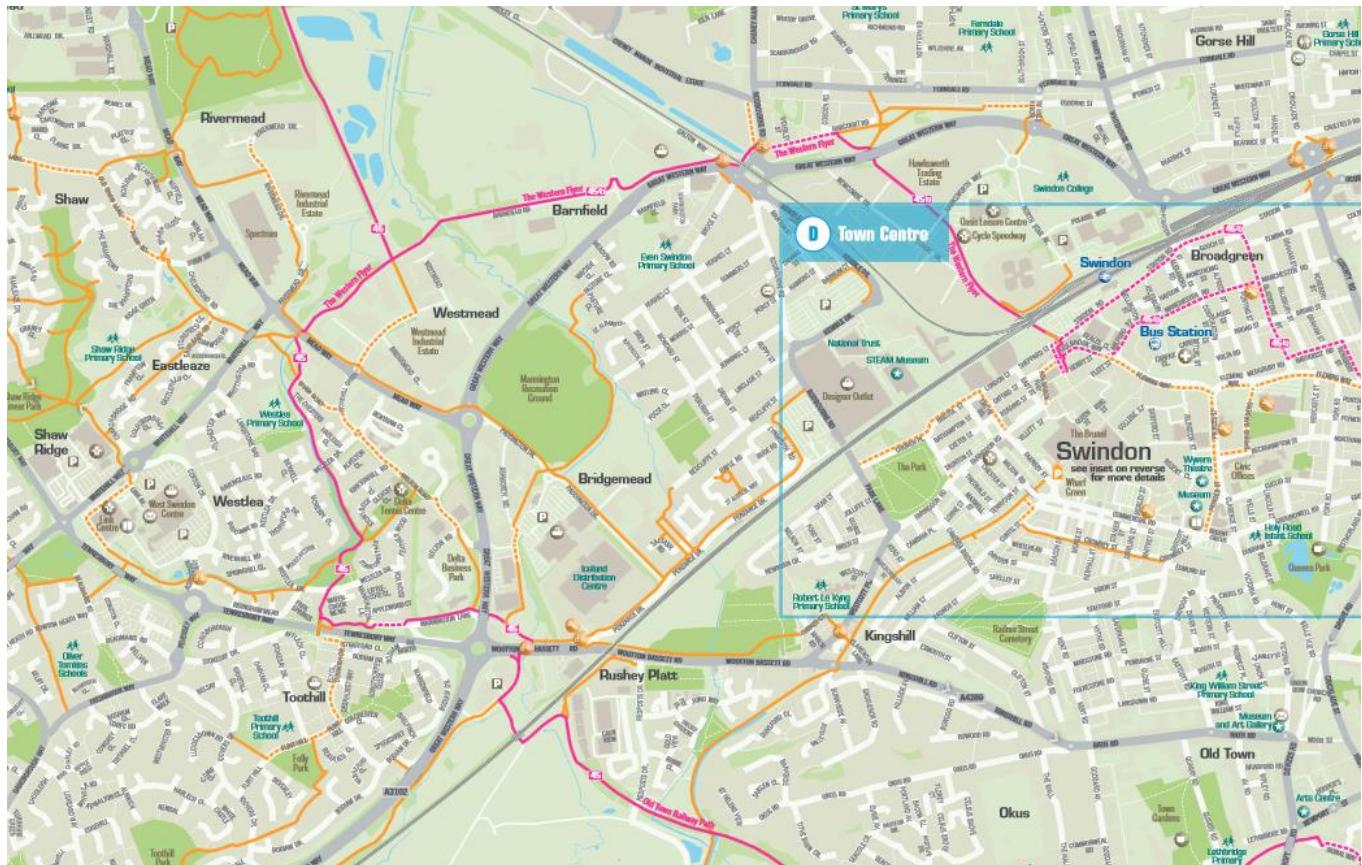
Route 45 of the National Cycle Network links Chester with Salisbury via Whitchurch, Ironbridge, Bridgnorth, Droitwich Spa, Worcester, Gloucester, Cirencester and Swindon. This route also provides a circular route round central Swindon. The 'Western Flyer' section follows the river Ray west of the site and then turn east towards the eastern side of Swindon.

A local off-road footway / cycleway starts 250 metres south of Delta 900 and connects the site to the town centre via safe, off-road cycle ways. Average cycle time from the site to the town centre will be in the region of 10 minutes.

The railway station can be reached mainly via off-road routes and a short section of on-road local and national routes near the station. Average cycle time from the site to the railway station is 13 minutes.

The new site will include cycle infrastructure on site in the form of secure cycle parking, showers and lockers.

Cycle Routes



Public Transport - Buses

The nearest bus stop to the site is located 750 metres from the site on Westlea Drive. A number of services use this stop. The 1/1A service between Fleming Way and the town centre operates with a 10 minutes frequency. In addition, the number 19 service operates a half hourly service. In total this bus stop 9 buses an hour provide a service from this stop to the town centre.

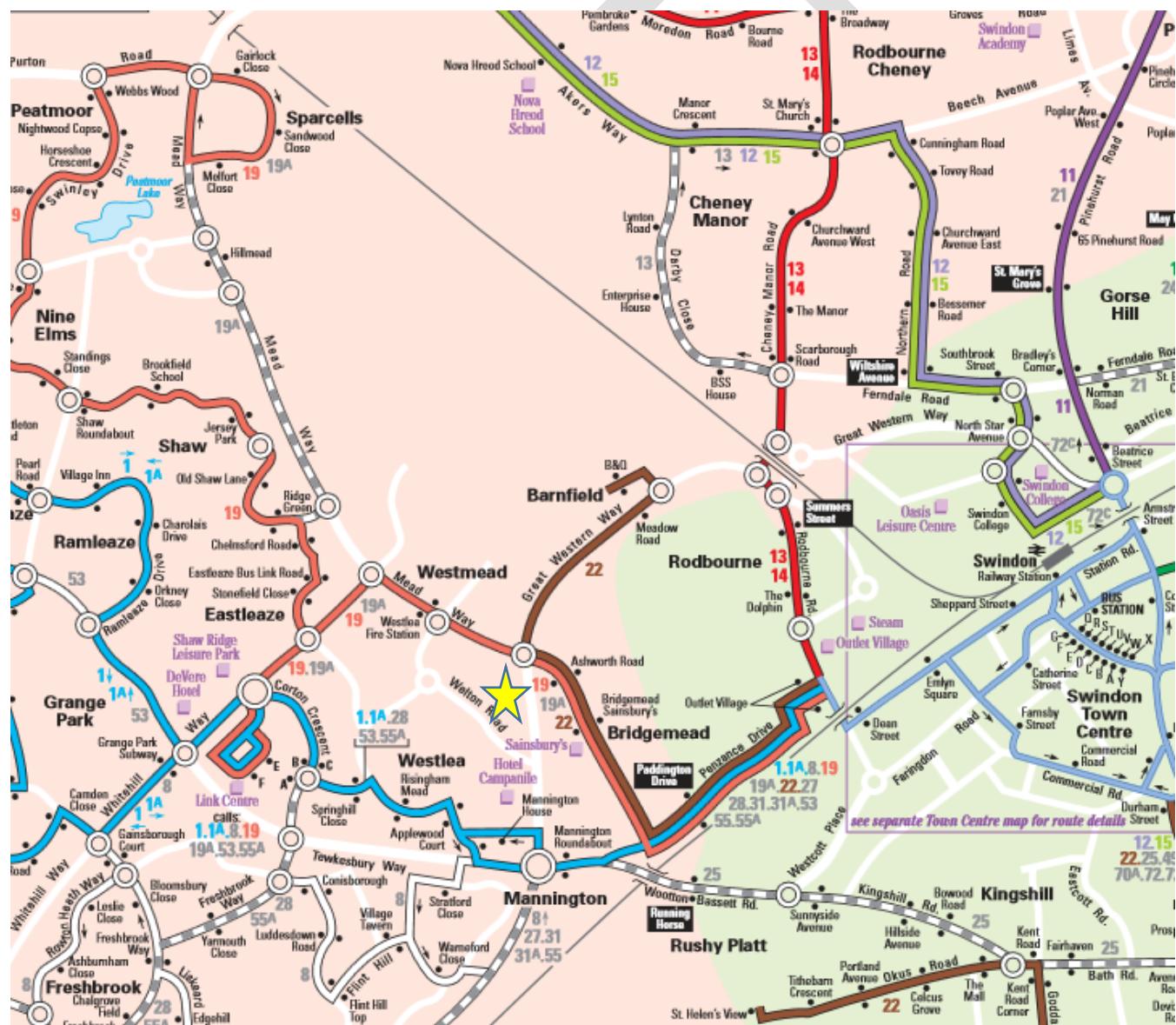
Another bus stop is located on Paddington Drive, 900 metres east of the site. This stop is used by the half hourly 22 service. A summary of the bus services is shown in table below.

Table: Local Bus services

Service Number	Route	AM/ PM Weekday Peak Frequency	Weekday Frequency	Saturday Frequency	Operator
1/ 1a	Fleming Way –	6 buses an	6 buses an	6 buses an	Thamesdown

	Middlelease	hour	hour	hour	Travel
19/ 19a/b	Fleming Way – Sparcells	2 buses an hour	2 buses an hour	Hourly	Thamesdown Travel
53	Cricklade – Chippenham	1 bus	Every 1.5 hours	Every 1.5 hours	Stagecoach
55A	Swindon – Chippenham	~	Hourly evening service	Hourly	Stagecoach
22	Barnfield – Town Centre	2 buses an hour	2 buses an hour	2 buses an hour	Thamesdown Travel

Bus Route Map



Rail

The nearest railway station to the site is Swindon located 3.3 km away. It is managed by First Great Western and provides frequent services to Bristol, Cardiff, Swansea, Bath, Didcot, Reading, London and Cheltenham Spa. The railway station is located 200 metres from the bus station which means that Delta 900 has an excellent connection to the railway station.

Summary

Delta 900 benefits from excellent connections to the local cycle and bus network. Local bus services provide very good connectivity to the town centre and mainline railway station while an off-road route to the town centre is available from the site. The existing Oxford Brookes University campus can also be reached via mainly off-road cycle routes.

A small range of local facilities and amenities are within walking distance of Delta 900 while a significant proportion of the north western residential areas of Swindon is within maximum walking distance for commuting and education.

DRAFT

4. BROOKES IN SWINDON

What does Oxford Brookes do in Swindon?

The Faculty of Health and Life Sciences teaches Adult Nursing and Operating Department Practice. The faculty also works in partnership with Swindon College on a number of foundation and degree level programmes. Oxford Brookes has been teaching in Swindon since 1999.

About the faculty

The Faculty of Health and Life Sciences consists of five departments (please click on the links for more information about these departments):

- [Department of Applied Health and Professional Development](#)
- [Department of Biological and Medical Sciences](#)
- [Department of Nursing](#)
- [Department of Psychology, Social Work and Public Health](#)
- [Department of Sport and Health Sciences](#)

Oxford Brookes University has a long standing reputation for the quality of teaching and research, and offers a supportive environment in which to learn. This faculty provides foundation, undergraduate, post-qualifying, postgraduate and research study opportunities across a wide range of subject areas including biological and medical sciences, environmental sciences, health and social care, psychology, sport, exercise and nutrition.

More specifically courses taught specifically at our Swindon Campus are currently:

- Adult Nursing,
- Operating Department Practice (ODP) and

a range of Continuing Professional Development (CPD) courses.

5. UNIVERSITY WIDE TRAVEL TO WORK SURVEY RESULTS

The staff and Student Travel Survey was conducted in April 2017.

Staff / students main sites

Staff - Which is your main campus of work?	Total	%
Harcourt Hill	75	7.64%
Headington (Gipsy Lane and Headington Hill)	618	62.93%
Marston Road	67	6.82%
Other (please specify)	29	2.95%
Response	1	0.10%
Swindon (Joel Joffe)	18	1.83%
Wheatley	174	17.72%
Grand Total	982	100.00%
Student - Which is your main campus of study?	Total	%
Harcourt Hill	94	11.97%
Headington (Gipsy Lane and Headington Hill)	374	47.64%
Marston Road	99	12.61%
Other (please specify)	18	2.29%
Response	1	0.13%
Swindon (Joel Joffe)	29	3.69%
Wheatley	170	21.66%
Grand Total	785	100.00%

Main mode of travel to main campus

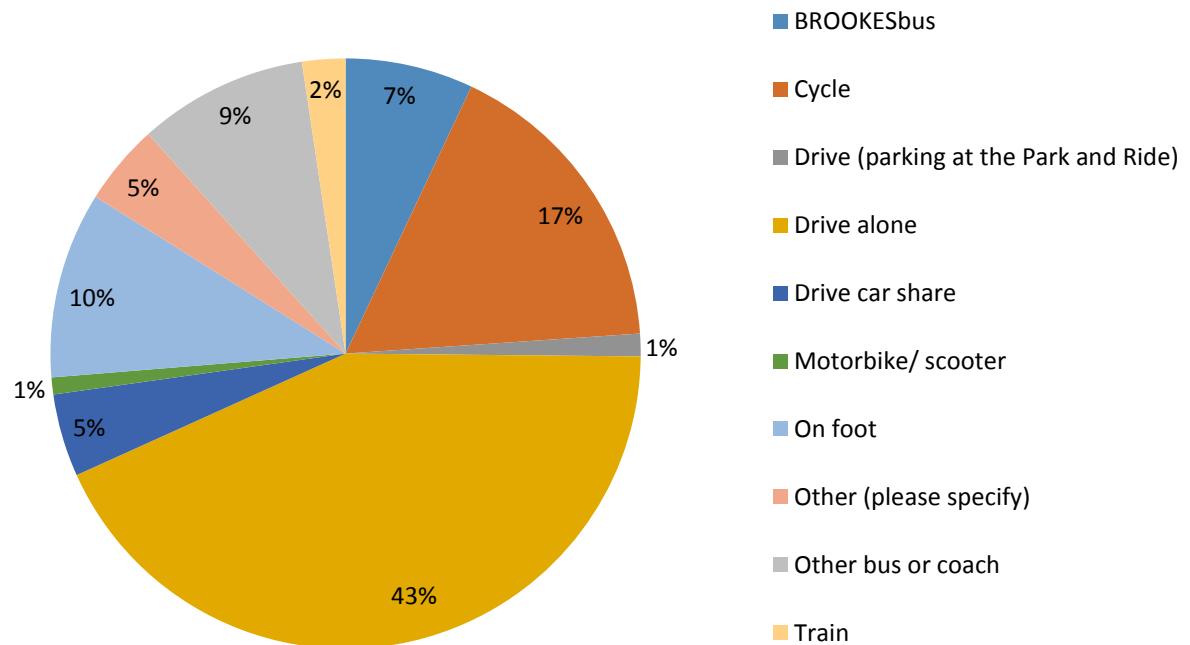
Respondents were asked to indicate their main method of travel to/from their main site, this has been analysed for both staff and students and the results are shown in the following diagrams:

Table 4: Staff / students mode of travel

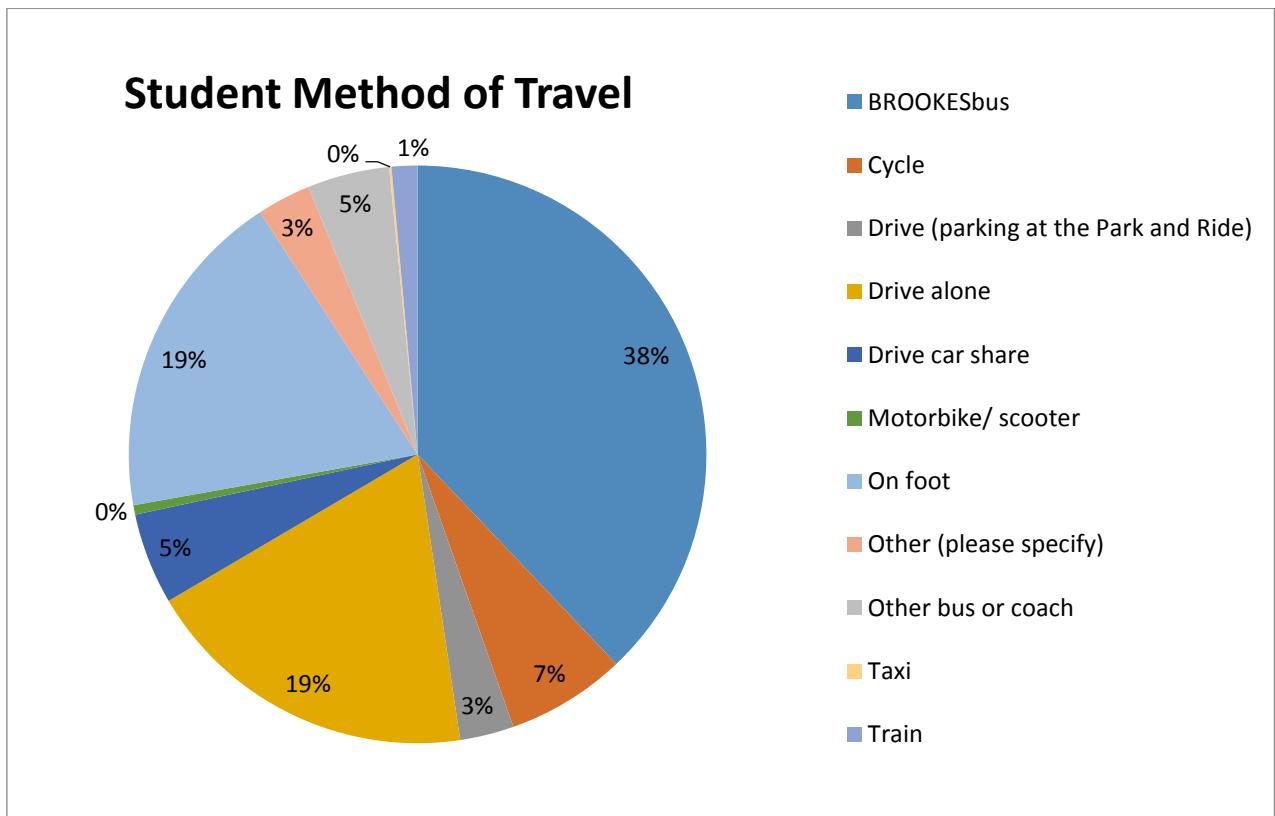
Staff - What is the main method of transport you use to travel to and from campus? Tick the one that most applies.	Total	%
BROOKESbus	68	7.00%
Cycle	164	16.89%
Drive (parking at the Park and Ride)	12	1.24%

Drive alone	418	43.05%
Drive car share	44	4.53%
Motorbike/ scooter	9	0.93%
On foot	99	10.20%
Other (please specify)	43	4.43%
Other bus or coach	90	9.27%
Response	1	0.10%
Train	23	2.37%
Grand Total	971	100.00%
Students - What is the main method of transport you use to travel to and from campus? Tick the one that most applies.	Total	%
BROOKESbus	289	37.88%
Cycle	51	6.68%
Drive (parking at the Park and Ride)	23	3.01%
Drive alone	144	18.87%
Drive car share	39	5.11%
Motorbike/ scooter	4	0.52%
On foot	142	18.61%
Other (please specify)	23	3.01%
Other bus or coach	35	4.59%
Response	1	0.13%
Taxi	1	0.13%
Train	11	1.44%
Grand Total	763	100.00%

Staff Method of Travel



The most commonly-cited mode of travel for staff is driving alone which accounts for 43% of staff. Cycling is the next most frequently mentioned at 17%, followed by walking with 10%. All car travel makes up approx. 50% of all main modes selected.



Around 19% students walk to their main campus, whilst 38% also use the BROOKESbus. 7% of students cycle and 19% drive alone.

Proportionally, students' use of sustainable travel modes is greater than that of staff.

Staff were then asked if any of the drop down reason influenced their mode of travel. The answers were:

Please tick which of the below apply to you	Total	%
I am a blue badge holder	10	0.57%
I have caring responsibilities that influence my transport decisions	278	15.90%
My work/study involves placements off site	281	16.08%
None of the above apply to me	1179	67.45%
Grand Total	1748	100.00%

Main mode of travel by Campus

What is the main method of transport you use to travel to and from campus? Tick the one that most applies.	Headington	Wheatley	Harcourt	Marston	Swindon	Other
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BROOKESbus	149	15%	13 4	40%	51	30%	14	8%	7	15%	14 3	33%
Cycle	154	16%	7	2%	9	5%	31	19 %	2 2	46%	21	5%
Drive (parking at the Park and Ride)	30	3%	15	4%	1	1%	3	2%	0	0%	1	0%
Drive alone	224	23%	16 2	48%	79	47%	58	35 %	8	17%	20 1	47%
Drive car share	41	4%	2	1%	7	4%	11	7%	3	6%	24	6%
Motorbike/ scooter	5	1%	5	1%	4	2%	1	1%	0	0%	3	1%
On foot	202	21%	7	2%	6	4%	25	15 %	3	6%	9	2%
Other (please specify)	40	4%	2	1%	6	4%	6	4%	2	4%	14	3%
Other bus or coach	101	10%	1	0%	5	3%	10	6%	3	6%	9	2%
Taxi	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%
Train	26	3%	1	0%	0	0%	6	4%	0	0%	2	0%
Grand Total	973	100 %	33 7	100 %	16 8	100 %	16 6	99 %	4 8	100 %	42 9	100 %

Staff

What is the main method of transport you use to travel to and from campus? Tick the one that most applies.

Which is your main campus of study or work?	BROOKE S bus	Cycle		Park and Ride		Drive alone		Drive car share		Motor bike/ scooter		On foot		Other (please specify)		Other bus or coach		Taxi		Train		Grand Total		
Harcourt Hill	13	18%	7	9%	0	0 %	41	55 %	1	1 %	4	5 %	2	3%	3	4 %	3	4%	0	0 %	0	0 %	74	10 0%
Headington (Gipsy Lane and Headington Hill)	31	5%	12 5	20 %	10	2 %	20 1	33 %	33	5 %	2	0 %	84	14 %	2 6	4 %	7 8	13%	0	0 %	21	3 %	61 1	10 0%
Marston Road	1	1%	15	22 %	1	1 %	29	43 %	4	6 %	0	0 %	8	12 %	5	7 %	4	6%	0	0 %	0	0 %	67	10 0%
Other (please specify)	1	4%	6	21 %	1	4 %	13	46 %	0	0 %	1	4 %	1	4%	3	11 %	1	4%	0	0 %	1	4 %	28	10 0%
Swindon (Joel Joffe)	0	0%	4	22 %	0	0 %	11	61 %	0	0 %	0	0 %	0	0 %	0	0 %	3	17%	0	0 %	0	0 %	18	10 0%
Wheatley	22	13%	7	4%	0	0 %	12 3	72 %	6	3 %	2	1 %	4	2%	6	3 %	1	1%	0	0 %	1	1 %	17 2	10 0%
Grand Total	68	7%	16 4	17 %	12	1 %	41 8	43 %	44	5 %	9	1 %	99	10 %	4 3	4 %	9 0	9%	0	0 %	23	2 %	97 1	10 0%

Student

What is the main method of transport you use to travel to and from campus? Tick the one that most applies.

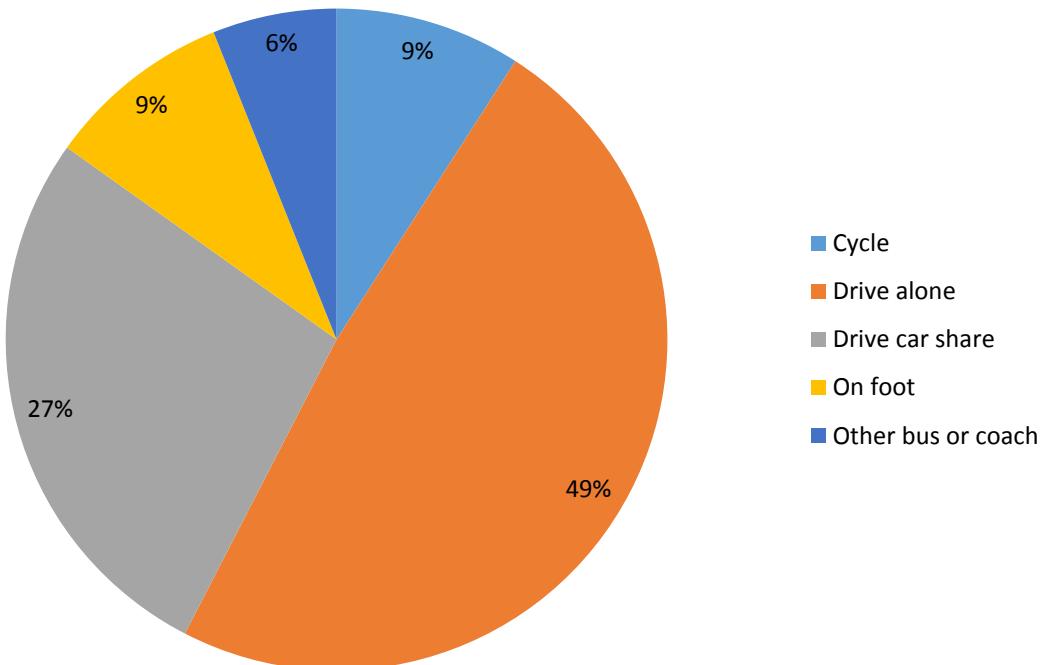
Which is your main campus of study or work?	BROOK ES bus		Cycle		Park and Ride		Drive alone		Drive car share		Motor bike/scooter		On foot		Other (please specify)		Other bus or coach		Taxi		Train		Grand Total	
Harcourt Hill	38	41 %	2	2%	1	1 %	38	41 %	6	6%	0	0 %	3	3%	3	3%	2	2 %	0	0 %	0	0 %	93	100%
Headington (Gipsy Lane and Headington Hill)	11 8	33 % %	29	8%	20	6 %	23	6%	8	2%	3	1 %	11 8	33 %	14	4%	2 3	6 %	0	0 %	5	1 %	36 1	100%
Marston Road	13	13 %	16	16 %	2	2 %	29	30 %	7	7%	1	1 %	17	17 %	1	1%	6	6 %	0	0 %	6	6 %	98	100%
Other (please specify)	8	47 %	1	6%	0	0 %	4	24 %	1	6%	0	0 %	0	0%	1	6%	2	12 %	0	0 %	0	0 %	17	100%
Swindon (Joel Joffe)	0	0 %	3	10 %	0	0 %	11	38 %	8	28 %	0	0 %	3	10 %	3	10%	1	3 %	0	0 %	0	0 %	29	100%
Wheatley	11 2	68 % %	0	0%	0	0 %	39	24 %	9	5%	0	0 %	1	1%	1	1%	1	1 %	1	1 %	0	0 %	16 4	100%
Grand Total	28 9	38 % %	51	7%	23	3 %	14 4	19 %	39	5%	4	1 %	14 2	19 %	23	3%	3 5	5 %	1	0 %	1	1 %	76 3	100%

6. SWINDON SURVEY RESULTS

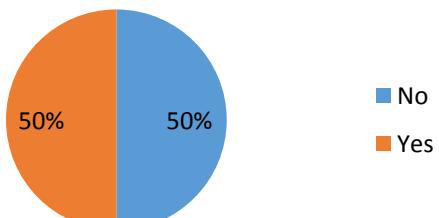
Swindon Students

Based on 33 respondents

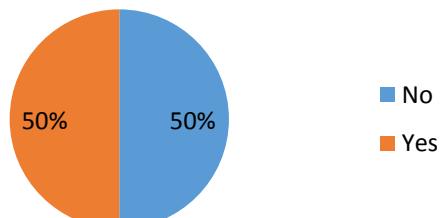
Swindon Students Travel to and From Campus



Do you have an Oxford Brookes University virtual parking permit?



Do you ever park on nearby streets when visiting an Oxford Brookes site/ campus?



Why do you use on-street parking?

Response

I only attend campus infrequently for short blocks

If I park on the road, I don't have to pay an extra £1 every day to park, when I have already paid £30 for a permit.

It's cheaper

I'm not eligible for a permit

Permit is so expensive

It's cheaper

It's cheaper

It's cheaper

I'm not eligible for a permit

For the amount of time we are on campus it isn't worth paying for a permit

I'm not eligible for a permit

If you have any other feedback please give it below

Open-Ended Response

There is no bus route from the SN25 area direct to Joel Joffe campus, making the journey time between 1hr to 1.5hr. The campus is only 3 miles from SN25 but you have to go into town to come back out on another bus.

Swindon campus parking should be first come first served cheap parking then the car park would be used. Otherwise those of us travelling from the SW will not use it.

I would be open to car sharing if it was other uni students and there was a financial incentive. However, I have started parking on the road as I have paid £30 for a parking permit and this still does not guarantee me a space and I also have to pay an extra £1 a day which is an added expense. I live over 25 miles away in a small town so we have no buses or trains stations in our area. So driving is my only option.

There is not enough parking spaces at the university. The prices are too high for the permit AND the daily ticket - it didn't use to be like that. No one wants to pay when you can park on the road for free. It already takes me half hour some days to get to uni which is only the other side of Swindon - I will not then park somewhere else and walk another 10mins to uni. We are being harassed by the residents because students have nowhere else to park when the road is full. Residents have been seen to damage cars for parking near that area - there is no double yellow lines it's perfectly ok to park there. We need to get rid of the daily parking charge and go back to how it used to be with just a permit. Then people who qualify would be able to park without being ripped off, and the road would be quieter.

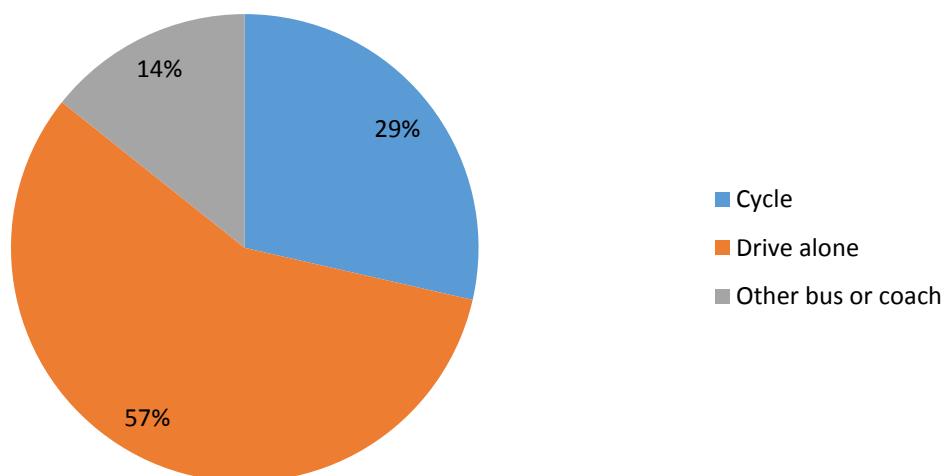
Increasing car park charges is an ineffective way of preventing people from driving to campus, if they have no alternative due to distance, lack of bus routes and commitments outside of university. This is particularly pertinent to students at Swindon campus. I had a permit last year when it was £40 for the year and I always parked on-site. I couldn't afford it this year with the increase and the daily charges added. I have 2 children and live 12 miles from Swindon in a small village with no direct bus route to get to Swindon for the times and days I would need to attend lectures etc. and because of my commitments and being full time, I don't have time or the childcare available to work in order to afford the parking permit and charges. The Transport dept. needs to review this new parking policy because Swindon students have been verbally harassed and intimidated with notes being left on their car windscreens. This is unacceptable, as students didn't decide to move campus, the university did and it is the university's responsibility to safeguard the students but also plan moves like this with transport and parking being better planned. If the

university could put pressure on Swindon Council to re-instate the Park and rides which they closed about 5 years ago, and introduce a bus route which is close-by to campus, this could really improve the use of public transport by students and decrease pressure on parking in Welton Road.
There is no Park and ride or BROOKESbus or cycle route as alternative options for my journey sadly.
Too many charges made for parking permits, so far this year I've paid £30 on top of the cost of fuel as there's no other transport options from my home
I think parking on site at the Joel Joffe building should be on a first come basis as everyone in my cohort parks offsite and the car park is always nearly empty.
A Brookes bus for Swindon campus would reduce people coming by car.
Parking at Swindon campus is awful for students, local residents are causing issues, (I am local) even the new political campaign includes 'parking' it's crazy
It's not nice walking from town to Joel Joffe in winter, so I always leave before dark if possible.
The Joel Joffe building is on an industrial estate 'in the middle of nowhere'. The only hotel nearby is very expensive and the University didn't/couldn't make a reasonable deal with them for students. I now stay at the GW Hospital but this is the other side of Swindon - next Motorway Junction.
The 1/1A bus is a better route for Delta Swindon than the 19. And you did not ask about bus passes

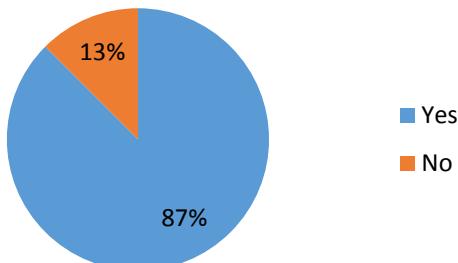
Swindon Staff

Based on 14 respondents

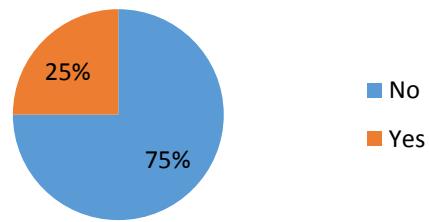
What is the main method of transport you use to travel to and from campus?



Do you have an Oxford Brookes University virtual parking permit?



Do you ever park on nearby streets when visiting an Oxford Brookes site/...



Why do you use on-street parking?

Response

It's cheaper

I park on-street solely when I can't find a space

If you have any other feedback please give it below

Open-Ended Response

I commute from Aylesbury to the Swindon and Oxford Campuses. I use park and Ride when at Oxford. The only way to cut my journey is to move to Swindon, of which I am and hope the university will help financially with relocation due to the distance travelled daily.

Whilst I am a permit holder and use the car park when in work, there is a real problem in Swindon with the car park being half empty most of the time but staff and students parking on nearby streets to avoid the cost. This is causing tension with neighbouring businesses and neighbours. The main complaint received on sites is the unreliability of the meters-frequently do not recognise car regs and this makes it hard to enforce the parking policy.

Swindon Car parking needs changing. A number of students don't/can't park on site after driving up to 4 hours to get here. The system needs changing to allow these students parking as at present they have to drive around for ages to try to find parking nearby!

I live 4 miles from Swindon campus but it takes anywhere from 1 hr 15 to 2 hrs 30 to get to and from campus. There is no direct link from North Swindon to West Swindon even though 22% of the Swindon population live in the SN25 North Swindon area. Now that Thamesdown Transport are under new ownership the university should get back in contact to negotiate. I have a mobility fatigue based disability and can only use public transport.

7. JOEL JOFFE SWINDON PARKING

Since occupations in Swindon various issues have occurred with the parking situation, especially along Welton Road and in the local area of the Delta Business Park where Oxford Brookes' Swindon Campus is based.

The majority of Swindon students are mature healthcare professionals who work in local NHS services and although the University encourages the use of public transport, some campus users do park on local roads, which they do so legally.

Oxford Brookes actively encourages all its students and staff (including at Swindon) to use sustainable means of transport with generous incentives for rail users and cyclists, and take proactive steps to manage the car parking for those who need to drive to campus.

The University has been looking at a range of solutions to improve parking at the Swindon Campus and the surrounding area, which has included reducing student parking fees by 50% from £1 per day to 50p.

Oxford Brookes has a strong commitment to sustainable travel and we continue to promote and support both students and staff to use public transport, car share, or other forms of travel.

Students and staff who live within a 45-minute public transport travel time of the Swindon campus are expected not to bring their cars and are encouraged to use alternative ways of travelling to the campus.

The Swindon Campus is easily reached from most parts of the town, either by foot or bicycle and we provide plenty of cycle parking.

The University would be supportive of measures to manage parking on Welton Road.

Challenges

- Complaints from residents
- Complaints received from students about residents' behaviour
- Tension building between residents and students
- Residential roads do not have any parking restrictions, therefore students and staff have a right to park there
- Reports from residents and police of parking obstructively/dangerously (blocking driveways, across T junctions).
- Reports from resident that a fire engine was not able to access road due to high volume of cars double parked
- Tigers Nursery staff had concerns for parents with young children crossing Welton Road safely, as cars are parking in the allocated Nursery car park
- Staff and students choosing to park for free on residential roads, rather than pay for a parking permit
- Swindon campus car park can sometimes get full

- Residents do not favour a residents parking only schemes or double yellow lines

Action Plan

Parking issues in Swindon

Causes:

- People parking in surrounding area to save money
- People are not eligible to park
- The car park is full
- No alternative modes available

Topic	Action:	Cause (see above)	Impact	Progress
Exclusion Zone	Remove 45 minute by public transport restriction - change to 1km (same as Wheatley and Harcourt)	2	High	Ongoing Investigation to considered whether this is a priority – this could actually encourage people to park when the car park is already busy
More Parking spaces	Take out 3 of the 6 disabled bay and introduce more 'general' parking spaces	3	Med	More investigation needed concerning the minimum requirement for accessible parking
Flyers	Produce flyers and posters to inform staff and students of travel options	1	High	Flyers and posters have been created
Info on Identifying Busy Days	Obtain and coordinate a list of busy days on campus. Send out email to inform staff of busier paring days and encourage other modes	3	High	Faculties to share and coordinate. These emails should be sent out at any busy times, esp. beginning of year and exams
Promotion	Parking/ Travel promotional events - Sue and Helen	1	Med	Need to book in a schedule of dates that coincide with

				busy times at the campus
Student Charge	Confirm student daily charge of 50p and publicise to students	1	Med	Comms to be sent out to - liaise with SU
Manage Busy Days	Work with Faculty to stagger busy events/ Inductions	3	High	Faculties to share and coordinate
Car Sharing	Introduce a car sharing incentive scheme	3	Med	Transport to action based on matching postcodes of current Swindon parking permits. Staff and students would need to opt in.
Walking & Cycling	Work with the Council to join up walking and cycle ways (Inc. dropped kerbs)	4	Med	Ongoing with Council
Parking Restrictions	Encourage Swindon Borough Council to introduce parking restrictions	1	High	Ongoing with Council. Phase 1 is Welton Road
Police/ PCSO & Fire	Encourage Police/ PCSO and Fire Brigade presence	1	Med	Ongoing Investigation – liaise with Police & Fire
Park & Walk	Investigate park and walk options	4	Med	Ongoing Investigation to considered locations - e.g. KFC/ M4 J Hilton
Park & Ride	Investigate park and ride options - either to a different car park or rail station	4	Med	Ongoing Investigation to considered whether this is a priority

Non Semester Parking	Open Car Park to non-staff and students during vacation time	1	Low	Work with surrounding businesses to encourage more parking during vacation time to alleviate parking in the vicinity
Bus Discount	Work with Go-Ahead to encourage bus routes and price discounts (like BROOKESkey)	4	High	Ongoing – Transport to pursue
Travel Planning	Update Swindon Travel Plan	4	Med	Published January 2018

8. PROGRESS AGAINST TRAVEL PLAN MEASURES

Impact		Cost		
HIGH: Potential to make a significant contribution towards achieving Travel Plan objectives		HIGH: Could not be implemented in single year using existing funding		
MEDIUM: Potential to make some contribution towards achieving Travel Plan objectives		MEDIUM: Could be implemented in single year using existing funding, with some extra funding		
LOW: Potential to make a small contribution towards achieving Travel Plan objectives		LOW: Could easily be implemented in single year using existing funding		
Measure	Responsibility	Impact	Cost	2018 Update
Walking				
Identify Walking Champions	Oxford Brookes University	LOW	LOW	Transport Team to pursue
Introduce a Walking Buddy Scheme	Oxford Brookes University	LOW	LOW	Transport Team to pursue
Walking Maps specific to site	COUNCIL	LOW	LOW	Council – spoken to Swindon Borough Council
Improve on-site Pedestrian Signage	Oxford Brookes University	MEDIUM	LOW	Communications to pursue
Ensure there is enough lighting for safety reasons	Oxford Brookes University/ COUNCIL	MEDIUM	MEDIUM	There is a cycle shed that has adequate lighting and other lighting is located around the site
Cycling				
Monitor Cycle Parking Usage	Oxford Brookes University	LOW	LOW	Facilities Team monitor usage
Provide more cycle parking if necessary	Oxford Brookes University	MEDIUM	MEDIUM	Cycle parking is more than adequate, no more cycle parking will be provided after occupation
Remove any abandoned	Oxford	LOW	LOW	Facilities Team will

bikes and recycle them	Brookes University			undertake this at regular intervals
Improve on site cycling routes/ access	COUNCIL	HIGH	MEDIUM	Council – Spoken to Swindon Borough Council – specifically we have asked for a dropped curb at the back of the property to access the shop
Improve lighting at key cycling points	Oxford Brookes University/ COUNCIL	MEDIUM	MEDIUM	There is a cycle shed that has adequate lighting and other lighting is located around the site
Provide cycle lockers	Oxford Brookes University	LOW	LOW	Locker are provided
Consider cycle training	Oxford Brookes University	LOW	LOW	Transport Team to pursue if there is an appetite
Improve on-site cycle signage	Oxford Brookes University	MEDIUM	LOW	Communications to pursue
Free Dr Bike maintenance sessions	Oxford Brookes University	LOW	LOW	Transport Team
Cycle map specific to site	COUNCIL	LOW	LOW	Council – Spoken to Swindon Borough Council
Promote business mileage cycle scheme	Oxford Brookes University	LOW	LOW	Long term measure
Ensure processes are in place to report cycle defects	Oxford Brookes University	LOW	LOW	Either through Brookes Facilities or through Swindon Borough Council
Public Transport - Bus				
Regular monitoring to ensure on-site bus stops are in good condition with up-to-date timetables displayed	COUNCIL	MEDIUM	LOW	Work with the Council to ensure this is carried out on a regular basis
Explore the introduce real-time info at all bus stops serving the site	Swindon Bus Operators	MEDIUM	HIGH	Work with the bus operators in Swindon to pursue this
Improve pedestrian routes to bus stops	COUNCIL	MEDIUM	MEDIUM	Council – Spoken to Swindon Borough Council – specifically

				we have asked for a dropped curb at the back of the property to access the shop
Ensure clear signage to bus stops	Oxford Brookes University	MEDIUM	MEDIUM	Communications to pursue
Liaise with the Council to improve bus stops	COUNCIL	MEDIUM	MEDIUM	Work with the Council to ensure this is carried out on a regular basis
Ensure public transport info is readily available to all	Swindon Bus Operators	MEDIUM	LOW	Work with the bus operators in Swindon to pursue this
Promote season ticket loan	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Explore the provision of real-time information in foyers	Oxford Brookes University/ COUNCIL	MEDIUM	MEDIUM	Transport Team to pursue
Promote online journey planners for public transport	Oxford Brookes University	LOW	LOW	Ongoing promotions for transport alternatives
Promote bus links to rail stations	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Public Transport – Train				
Liaise with train operators for promotions and discounts	Oxford Brookes University	LOW	LOW	Ongoing promotions for transport alternatives
Liaise with outside companies to negotiate discounts e.g. EASIT	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Car Sharing				
Promote Car Share Schemes	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Consider Provision of car share bays	Oxford Brookes University/ COUNCIL	LOW	LOW	Transport Team to pursue if necessary
Carry out consultation with car sharers and monitor scheme progress	Oxford Brookes University	LOW	LOW	Will be undertaken if necessary
Ensure an effective reporting system is in	Oxford Brookes	LOW	LOW	Will be undertaken if necessary

place for reporting car share issues	University			
Car Clubs				
Promote car clubs to students	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Electric Vehicles				
Explore installation of electric charging points	Oxford Brookes University	MEDIUM	MEDIUM	Transport Team to pursue if necessary
Promote the use of electric vehicles to staff and students	Oxford Brookes University	LOW	LOW	Will be undertaken if necessary
Reducing the Need to Travel				
Explore and address barriers to use of tele and video conferencing	Oxford Brookes University	HIGH	MEDIUM	Undertaken by the Faculty
Improve processes and promote technology for reducing the need to travel e.g. Skype	Oxford Brookes University	HIGH	MEDIUM	Undertaken by the Faculty
Promote flexible working and working from home	Oxford Brookes University	HIGH	LOW	Undertaken by the Faculty
Visitors				
Provide good quality information for visitors	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Encourage sustainable travel	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Info Provision & Marketing				
Co-ordinate an approach to provide travel info to staff & students at recruitment stage	Oxford Brookes University	MEDIUM	LOW	Ongoing promotions for transport alternatives
Review travel info on website to ensure comprehensive info across all modes and keep it updated.	Oxford Brookes University	MEDIUM	MEDIUM	Ongoing promotions for transport alternatives
Promote the use of Journey Planning websites	Oxford Brookes University	LOW	LOW	Ongoing promotions for transport alternatives
Explore Personalised	Oxford	MEDIUM	MEDIUM	Ongoing promotions

Travel Planning for staff & students	Brookes University			for transport alternatives
Explore setting up discussion forums	Oxford Brookes University	LOW	LOW	Ongoing promotions for transport alternatives
Explore provision of information through technology e.g. smart phone apps, Twitter, Foursquare	Oxford Brookes University	MEDIUM	MEDIUM	Ongoing promotions for transport alternatives
Car Park Management				
Undertake consultation to inform future policy	Oxford Brookes University	HIGH	LOW	Consultations scheduled as part of the travel planning process
Develop & implement revised policy	Oxford Brookes University	HIGH	MEDIUM	Will be undertaken if necessary
Introduce parking charges and ring-fence monies for travel plan measures	Oxford Brookes University	HIGH	LOW	Complete
Explore collection of more robust data at car park entrances	Oxford Brookes University	MEDIUM	LOW	Will be undertaken if necessary
Other				
Ensure more integration of the travel plan with master planning activities	Oxford Brookes University/ COUNCIL	HIGH	LOW	Work with Council as and when necessary
Explore options for carbon off-setting	Oxford Brookes University/ COUNCIL	MEDIUM	MEDIUM	Work with Council as and when necessary

9. 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.

An example of some of the initiatives to achieve going forward are:

Walking

- Work with BROOKESactive to launch walking-buddy scheme and promote active walks.
- Produce new walking maps showing routes between campuses, and key locations in the city.
- Develop more pedestrian signage

Cycling

- Agree semi-regular Bike Doctor sessions as and when necessary

Public transport

- Re-evaluate eligibility of groups of students for Inclusive Bus Passes – for example, Swindon students & post-grad
- With the bus company develop new timetable / routes for services
- Monitor season ticket costs and raise staff loan limit if necessary.
- Liaise with train operators to provide additional discount for staff and students.
- Continue to work alongside EASIT to develop discounts for staff.

Car Parking

- Review car Parking System
- Encourage more car sharing
- Work with Swindon Borough Council to introduce more restriction and patrolling

10. FUTURE TRAVEL PLAN MEASURES

The Oxford Brookes University aims to meet the transport needs of staff and students through continuous improvement and through introduction of new and innovative measures specifically in Swindon.

By listening and responding to views provided through travel plan monitoring surveys, through ad-hoc feedback received from staff and students, and via a Travel Plan Steering Group based onsite.

Also Oxford Brookes University ensures close working with other stakeholders including local Council's and other major employers in the area, in the implementation of our travel plan and the measures included within it.

Travel Plan Actions:

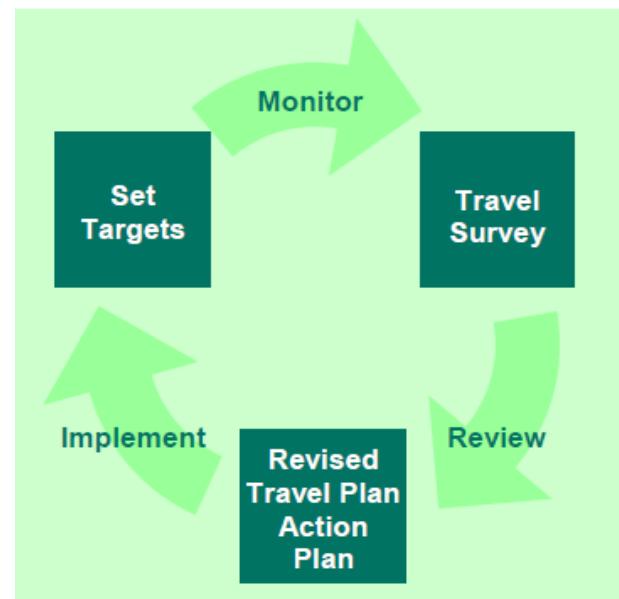
- Promoting walking, cycling and public transport - Introduce infrastructure such as secure cycle parking, lighting and changing areas and lockers together with schemes to help employees purchase bikes and season tickets for public transport.
- Car sharing - Promote car share schemes such as www.carshareswindon.com, to enable staff to pair up and save money.
- Improved working conditions - Technology now makes it easier for staff to work from home, work from remote locations or have flexible working hours. Video, web and teleconferencing can connect people together without needing to travel.
- Business Travel - Offer pool cars, pool bikes and reviewing policies that encourage employees to travel by car for work purposes can all help to reduce the mileage undertaken in private cars.
- Marketing and PR - Widespread awareness of the travel plan, with regular events, activities and rewards helps employees to engage with the plan.



Monitoring this Travel Plan is an essential part of the travel planning process. Monitoring means regularly checking progress towards targets, through activities such as staff travel surveys or vehicle counts. It enables us to see whether or not the Travel Plan initiatives are having the desired effect on people's travel behaviour.

Only when we have reviewed the progress of the Travel Plan can we start to plan the next actions. The results of surveys are used to see what areas are working well and what initiatives need more time spent on them.

Comprehensive University-wide travel plan monitoring surveys have been undertaken in 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 travel plan.

We will ensure that when the surveys are carried out that the Swindon results will be segregated and investigated separately for site-specific issues. As a result of this Oxford Brookes University will liaise with Swindon Borough Council's Travel Plane team when reviewing the results and of the survey and future targets.

After occupation a more site specific Travel Plan will be drawn up to demonstrate the specific issues that occur. At this stage e.g. before occupation, it is unclear what issues (aside from general modal shift measures) will need to be implemented. By working with the Council and analysing/ interpreting data we will be able to plan and implement more tailor made travel planning measures.

What tools will we use to monitor this Travel Plan?

There are several different methods of gathering the data that we will use to monitor this travel plan:

- Travel questionnaire - aimed at staff and students every 2 years
- On site vehicle counts – every year
- Business travel audits – for example looking at mileage claims, requests for public transport tickets, cycle mileage claims and distances travelled.
- Accessibility assessment – investigate how accessible the site is for all different modes of transport and abilities

Management of the travel plan

The University 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.

An appropriate process and management structure for overseeing implementation of the travel plan will be developed by the Corporate 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 'Visiting Us' on the internet
- Provision of a 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

11. 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/>