

LEEDS BECKETT UNIVERSITY

# Transport Strategy

2012-2015

# Contents

---

1. Introduction .....	3
2. Past and Current Travel Behaviours .....	4
3. Ten Year Performance against Targets .....	5
4. 2012-2015 Key Performance Indicators .....	8
5. Implementation Plan .....	9
6. Governance, Reporting and Financing.....	10
7. Related Documents.....	11

# 1. Introduction

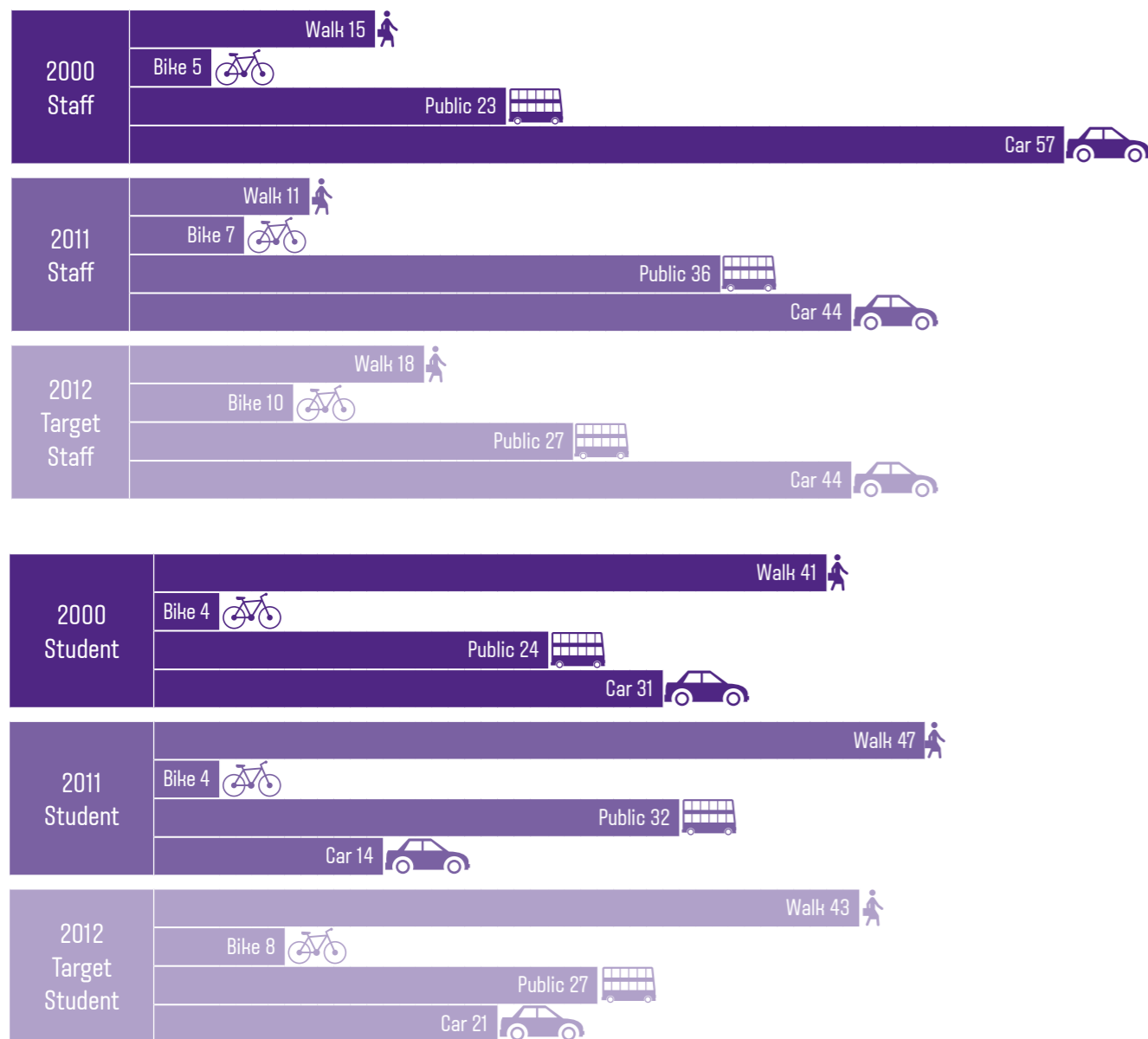
---

- 1.1 We make a significant contribution to the social, economic and cultural achievements of our region and beyond. As such, we recognise that our university is a major generator of travel and we have a responsibility to limit any negative impacts of these trips including congestion and emissions. We want to encourage more sustainable travel behaviour and reduce the need to travel without compromising our university's Strategic Plan, values and themes.
- 1.2 This, our second transport strategy aims to build on the success of our previous 2002-2012 strategy. Over this period we reduced staff single occupancy vehicle (SOV) travel to our university from 46% in 2000 to 35% in 2011 and student SOV travel from 24% to 10% over the same period. The focus of our efforts going forward will be on maintaining our current sustainable travel behaviour patterns, refining the delivery of existing measures and increasing awareness of smarter travel choices available through the provision of better, more targeted information and marketing.
- 1.3 **Vision**  
We would like all journeys to from and around our university made by our students, staff and visitors to be:
- Smart           • Reliable     • Healthy
  - Sustainable   • Accessible   • Safe
  - Affordable   • Informed
- 1.4 **Links and Partnerships**  
This strategy supports other key documents within our university and relies on close links with partners, also delivering transport strategies and travel plans:
- 1.5 **Leeds Beckett University**
- a) Strategic Plan (2011): Enabling our students to get around easily and economically maximises their participation, supporting our strategic commitment to enhance the student experience and put them at the centre of what we do.
  - b) Estate Services Strategy 2010-2015 (2011): New facilities provided are likely to be part of property refurbishments rather than new builds as we rationalise and improve our existing estate.
  - c) Carbon Management Strategy (2012): Reducing emissions from transport is a key component of our carbon management strategy.
- 1.6 **Related Organisational Travel Plans**
- a) Local peers (University of Leeds, Leeds Trinity University, Leeds City College)
  - b) Leeds City Council
  - c) Various student accommodation (Downing, Opal)
  - d) Leeds Teaching Hospitals Trust
- 1.7 **Further Partnerships**
- a) West Yorkshire Travel Plan Network (member)
  - b) Environmental Association of Universities and Colleges (EAUC) Transport Group
  - c) Leeds City Council Travelwise team
  - d) Metro (West Yorkshire Combined Authority)
  - e) Bus Operators (First, Yorkshire Tiger and Geldards)
  - f) Taxi Operators (Amber)
  - g) Sustrans (National Sustainable Transport charity)

## 2. Past and Current Travel Behaviours

- 2.1 Our previous 2002-2012 Transport Strategy and subsequent site-specific travel plans (Broadcasting Place, Carnegie Village Halls, Rose Bowl, Headingley Pavilion and Headingley Stand) encouraged a step change in the travel behaviour of our staff and students.
- 2.2 Annual surveys of travel to university revealed we achieved our principal targets to reduce proportions of staff and students usually arriving at university by car in 2009, three years

early and have maintained low levels since. Car travel has decreased from 57 to 44% of staff, meeting our 2012 target and from 31 to 14% of our students, exceeding our target of 21%. The graphs below give a breakdown of how travel behaviour has been influenced since we started delivering our transport strategy. More detailed analysis of student and staff travel patterns can be found at on our website: [www.leedsbeckett.ac.uk/transport](http://www.leedsbeckett.ac.uk/transport)



## 3. Ten Year Performance against Targets

Mode	2002-2012 Targets		Apr 2000 (excl Harrogate campus)		March 2003	March 2004	March 2005	March 2006 (LCC)	Feb/Mar 2006 (HEEPI)	March 2008	April 2009		March 2010	December 2011			
	Staff	Student	Staff	Student	Staff	Staff	Staff	Student	Staff	Staff	Staff	Student	Staff	Staff	Performance against targets	Student	Performance against targets
Walk	18	43	15	41	7	10	9	13	23	10	14	45	13	11.4	Not achieved	47.1	Achieved
Cycle	10	8	5	4	4	4	4	7	1	7	7	3	7	7.1	Not achieved	3.9	Not achieved
Bus	22	24	18	21	22	19	23	20	13	16	20	21	22	18.6	Not achieved	21	Not achieved
Train	5	3	5	4	11	10	14	13	8	14	17	12	18	16.6	Achieved	11.3	Achieved
Motorbike	1.0	1.0	0.8	0.3	1.4	1.4	2.0	1.0	0.0	4	0.9	0.4	1	1.2	Achieved	0.4	Not achieved
Car (overall)	44	21	57	31	55	55	46	47	55	50	39	17	38	44.2	Achieved	13.5	Achieved
Car as driver	30	12	46	24	Category re-defined to "car as lone driver" (below)												
Car as lone driver					41	31	31	37	30		27	12		34.8	Not achieved	9.8	Achieved
Car as passenger	14	9	11	7	Category re-defined to "carshare" (below) – includes "carshare as driver" & "carshare as passenger"												
Carshare					14	14	11	10	25	15	12	5	10	9.4	Not achieved	3.7	Not achieved
Car with pupil					10	4	0										
Car/van alone or with children										35			27				
Taxi					0					0	0	1	1	0.1	N/A	1.1	N/A
Work at Home					0					0			0	0.4	N/A	0.6	N/A
Other						1	2	0		0	2	1	1	0.5	N/A	0.7	N/A
Sample Size			608	3045	851	441	571	605	108	164	854	2185	811	1030		4073	

Sample sizes are shown where known. Some are unrepresentatively low but figures are included for completeness. Car mode questions were asked slightly differently in different years. Hatched cells indicate this mode choice was not offered. Car as driver (2000) is compared with car as lone driver in subsequent years. Car as passenger (2000) is compared with car shared in subsequent years.

## Commentary on performance against targets:

### Car as a lone driver

- 3.1 Our main target of reducing the use of the 'car overall' was achieved in 2009 and 2011. However, 'car as a lone driver' has fluctuated between 2002 and 2012 and although we achieved our targets for staff and students in 2009 proportions have increased slightly since 2009. This may be due to;
- The way the survey was promoted, the word 'parking' being more emotive than 'driving',
  - Conducting the survey in November when more sustainable modes of travel are not as widely used,
  - Changes to support staff locations since 2009 from City to Headingley. This is likely to have had an impact on overall figures as there is less restriction on parking at Headingley and public transport links are not as good as they are for the City Centre.

### Car sharing

- 3.2 We have a car sharing database for staff and students which also links into carshare schemes of Leeds City Council, Metro and other partners. Success of the scheme relies heavily on marketing and maintaining the database funding for which has reduced over the years.

### Walking

- 3.3 There has been a decrease in the proportion of staff walking since 2009 (14% to 11%) which could be due to the survey dates changing from spring to winter and darker evenings in December compared to April. However, levels have fluctuated each year between 7 and 15% and have never been as high as they were in 2000 when the targets were set. We need to reassess the potential for proportions of staff walking in relation to where our staff live and what a reasonable walking distance would be. A target of 18% was perhaps too ambitious.

### Cycling

- 3.4 Staff cycling to work has increased since 2000 and a higher level maintained for over 5 years. Student cycling is the same as in 2002. We have only recently put significant measures in place to encourage students to cycle to university; such as the bike hire scheme (2009), 'Bike Hub' maintenance workshop (2010) and dedicated cycle training (2011). It is likely that we haven't seen the full impact of these measures.

Significant barriers to staff and students cycling are concerns about road safety, volumes of traffic, traffic speeds and cycling in the dark. Our sphere of influence beyond the campus boundary is limited. Current schemes include;

- Staff Cycle to Work Scheme**  
We have had a staff cycle to work salary sacrifice scheme in place since August 2007, through which 244 bikes and equipment (valued at £142k) have been loaned to staff as a tax free benefit. Casual / temporary staff not eligible for the staff scheme can now hire a Velocampus bike for the length of their contract.
- Student Bike Hire Scheme.**  
Since September 2008 353 students have hired bikes from our student Velocampus bike hire scheme. Students can hire a bike for 1 semester (£35), the academic year (£50) or longer.
- Short-Term Bike Hire for Staff, Students and Visitors**  
From 2012 bikes have been available to hire for periods of 1 week to 1 month (£20 for week 1, £5/week thereafter).
- Cycle skills training and bike maintenance training** are available for any member of staff or student and are also delivered from the Velocampus Bike Hub.

### Bus

- 3.5 Proportions of staff and students choosing to travel by bus are the same as in 2000 which when compared with a downward national trend in bus use is probably an achievement and success in its self. Increase in bus fares is undoubtedly a contributing factor. Given national figures it could be said that our original target in 2002 was over ambitious.

- 3.6 Some highlights from the preceding ten years include:

- 2003** Staff and student **carshare** schemes launched (181 current staff members)
- 2006** Kickstart sponsorship of the **Leeds Free City Bus**
- 2007** **Staff cycle to work** scheme introduced (244 bikes and £141,500 to date)  
Needs based **car parking permit and charging** introduced  
Bespoke **How to Get to Leeds Beckett travel guide** introduced

- 2008** On site bus stop installed at Headingley campus with **real time** passenger information screens  
**Transport co-ordinator** recruited to manage delivery of the strategy

Partner in a BIG lottery funded UTravelActive promoting walking and cycling, including the first long-term UK **student bike hire** scheme (353 hires to date)

**Car Club** cars on or adjacent to our city campus.  
**Discounted public transport pass** schemes for staff (Metrocard, First Bus and Northern Rail)

- 2008-2010** Installation of high quality secure **cycle parking and changing facilities** helped several new buildings to achieve BREAAAM excellent

- 2009** On-site **cycle maintenance workshop** opened and;
- 2010** services expanded to include **cycle maintenance and cycle skills training**.  
Leeds Beckett **cyclist and walking map** produced

New **bus services** (including Kirkstall Brewery Halls and Headingley Stadium) to Headingley Campus offering cheap student day fares

Launch of Kirkstall Brewery to City Campus **cycle route**



## 4. 2012-2015 Key Performance Indicators

4.1 The focus of our 2012-2015 Transport Strategy will be to maintain support for sustainable travel, refine the types of initiatives we have introduced already and increase awareness of them. We will also ensure we are aware of emerging opportunities locally and nationally to implement innovative measures as they become available e.g. real-time travel information from smartphones, alternative fuel technologies. Despite our success to date there remains a need for a comprehensive transport strategy to address the following issues:

- Although we met our targets for car travel in 2012, the proportions of staff single occupancy car travel were lower in 2009 (27%) than 2011 (35%).
- More staff travel by non-car modes to City (73% staff and 89% students) than Headingley (37% staff and 83% students).
- Despite significant investment in on-campus facilities and access to bike schemes, there has only been a slight increase in cycling for staff (from 5 to 7%) but not for students (4%).
- In line with local and national levels bus usage has remained stagnant or fallen slightly in some years.
- Awareness of the full range of travel initiatives and offers could be improved amongst staff, students and visitors.

4.2 The transport strategy objectives for the next 3 years are:

	KPI No	Key Performance Indicators	2011 Survey Result	2015 Target
Single Occupancy Car Drivers	KPI 1	<b>City Campus</b> Maintain the number of staff traveling to City Campus as a single occupant of a vehicle	19%	19%
	KPI 2	Maintain the number of students traveling to City Campus as a single occupant of a vehicle	7%	7%
	KPI 3	<b>Headingley Campus</b> Reduce the number of staff traveling to Headingley Campus as a single occupant of a vehicle	53%	50%
	KPI 4	Reduce the number of students traveling to Headingley Campus as a single occupant of a vehicle	14%	10%
Carbon Reduction	KPI 5	Refine data collection for 2012-2013 carbon footprint and set relevant reduction targets by Dec 2013		
Business Travel	KPI 6	Establish a baseline data set of business travel modal split and costs in 2013 and set targets for increasing business travel by sustainable modes and reducing costs by 2014		
Travel Survey Response Rate	KPI 7	Maintain a good response rate to the travel survey by students and staff and staff	14% 36%	14% 36%

### Sustainable Travel Behaviour

- 4.3 Maintain low levels of single occupancy car travel by our staff and students to our university. Encourage the use of non-car modes (walking, cycling and public transport) to travel to university and improve the journey experience of those choosing these modes.

### Smarter Working and Technology

- 4.4 Reduce the need to travel through the increased use of smarter working practices and technology such as video / telephone conferencing, webinars.

### Carbon and Emissions

- 4.5 Monitor and benchmark carbon emissions from commuting and business travel, working with HEFCE, peers and sector bodies in line with the university's Carbon Management Strategy.

### Business Travel

- 4.6 Reduce the cost of business travel, without compromising the ability of staff to carry out their roles.

### Partners

- 4.7 To work with regional partners to increase travel options and help make these options more affordable and easy to access.
- 4.8 The key targets to be achieved by 2015 relate to the proportions of staff and students usually travelling to university as a single occupancy car driver, carbon reduction and business travel cost savings:

## 5. Implementation Plan

5.1 All initiatives and measures outlined in previous transport strategy documentation and site-specific travel plans were reviewed and progress against them documented in a 2011 Implementation Plan.

5.2 Any outstanding measures that are still relevant to our 2012-15 strategy have been brought forward. The following table outlines new measures and initiatives in addition to our existing suite.

	Measure	Internal Partner	External Partner	Target Year
<b>Walking</b>				
W1	Provide walking route information from key public transport nodes and halls of residences to campus (e.g. Headingley train station to Headingley Campus). Both photo walking guides and on-street signage	Marketing	LCC, Metro	2012-2013
W2	Feasibility study looking at the layout of Headingley Campus and the potential to incorporate 'shared space' principals.	N/A	N/A	2012-2013
W3	Investigate the feasibility of improving pedestrian crossings on Woodhouse Lane to Broadcasting Place	N/A	LCC	2013-2014
W4	Improved lighting across Beckett Park	N/A	LCC	2013-2014
<b>Cycling</b>				
C1	Review and develop the existing initiative (Velocampus) offering students access to affordable bikes	UTravelActive	Sustrans	2012-2013
C2	Expand the Velocampus cycle maintenance facilities by offering a mobile workshop / Dr Bike at Leeds Beckett Campuses	UTravelActive	Sustrans	2012-2013
C3	Cycle maintenance courses for staff and students	UTravelActive	Sustrans	2012-2015
C4	Cycle skills and confidence training for staff and students	UTravelActive	Sustrans	2012-2015
C5	Provide secure cycle parking facilities for students at both campuses	N/A	N/A	2013-14
C6	Deliver an annual cycling event as an incentive for staff and students	CARES Marketing & Communications	TBC	2012-2015
<b>Public Transport</b>				
PT1	Improve the provision (frequency, reliability) of bus services to Headingley Campus	Marketing & Communications	Bus operators and Metro	2012-13
PT2	Provide incentives to encourage staff and students at Headingley to use public transport	Marketing & Communications	Metro, bus operators	2012-2015
<b>Travel and Transport Information</b>				
I1	Review and redesign the "Leeds Beckett Campus Maps" downloadable guide incorporating "How to Get to Leeds Beckett" information as a simplified 'How to Find Us' guide for all staff, students and visitors.	Marketing & Communications	N/A	2012-2013
I2	Personalised Travel Information offer for new staff starters.	Human Resources	N/A	2012-2013
I3	Increase and improve information about sustainable travel initiatives and offers to student applicants before they arrive	Marketing & Communications	N/A	2013-2014
I4	Provide dedicated travel and transport information points at key campus locations e.g. Helpzones, libraries	Student Services	N/A	2013
I5	Provision of real-time travel (public transport and congestion) information at key campus locations e.g. Helpzones, libraries	Libraries, CARES	Metro	2015
<b>Driving</b>				
D1	Install pay on exit car parking system at Headingley campus pay and display car park	N/A	N/A	2014-2015
D2	Review membership of Liftshare staff and student carshare schemes and either replace or re-launch	Marketing & Communications IMTS	LCC Metro	2012-2013
<b>Business Travel</b>				
B1	Staff Pool Metrocard – roll out to all faculties and departments			
B2	Review and revise our travel and subsistence policy to encourage the use of sustainable modes and incorporate an intercampus travel policy	Finance	N/A	2012-2013
B3	Greener driver training for staff driving on university business (particularly in university owned vehicles).	CARES	LCC	2012-2015
B4	Review and improve university fleet vehicles in terms of usage, fuel efficiency and the potential to include alternative fuel vehicles.	Finance CARES	N/A	2012-2015
<b>Reducing the Need to Travel</b>				
R1	Increased video conferencing or online alternatives.	IMTS	N/A	2013-2014

To monitor the impact of our strategy, we will conduct regular travel to university surveys as follows:

	Staff	Student	Survey Type
November 2012	√		Snapshot
November 2013	√	√	Full
November 2014	√		Snapshot
November 2015	√	√	Full

## 6. Governance, Reporting and Financing

- 6.1 The Director of Estates will be responsible for the overall strategic direction of the Transport Strategy, agreeing the resources to be devoted to its implementation plan with members of the Corporate Management Team, where support from other service areas is needed, reviewing progress against KPIs and reporting to the relevant group(s).
- 6.2 The Transport Co-ordinator and Sustainability Manager will be responsible for developing and implementing the Transport Strategy with the Transport Co-ordinator managing annual travel surveys and progress on the implementation plan.
- 6.3 The Estate Services admin team will provide support in terms of permit applications, reports and management information.
- 6.4 CARES security staff will have operational responsibility for car park barriers and the issuing of Civil Parking Notices.
- 6.5 This strategy document will form the main travel plan document for any new developments requiring planning permission in this period with an additional appendix containing site-specific information being added as appropriate and in agreement with Leeds City Council (LCC). The implementation plan will be reviewed and updated at least annually by the Transport Co-ordinator and the Sustainability Manager and signed off by the Director of Estates. Reports on progress towards the KPIs and the implementation plan will be made to the Estate services Leadership Team and the university's Corporate Management Team as and when relevant.
- 6.6 The Transport Strategy and implementation plan will be supported by its own financial plan and the Sustainability team's marketing plan. Financing of the transport strategy measures will be transparent in its hypothecation of car parking charges and reinvestment of this income in measures to support sustainable transport choices.
- 6.7 The environmental co-ordinators group will assist in communicating the commitments of the strategy to the wider university audience. The environmental co-ordinators group has representatives from all service and faculty areas.
- 6.8 The following external bodies will also receive information about the progress of the Transport Strategy:

Body	Frequency	Reason
WYTPN	Annual	Membership Requirement
HESA (EMS statistics)	Annual	Mandatory
Leeds City Council	Quarterly	Planning Conditions
British Parking Association	Annual	Benchmarking
EAUC Transport Group	Ad Hoc	Benchmarking
Local Resident Groups	Ad Hoc	Consultation

## 7. Related Documents

### Leeds Beckett University

- Strategic Plan 2011
- Transport Strategy 2002-2012
- Travel Survey Reports (2009, 2011)
- Estate Strategy 2010-2015
- Estate Services Plan
- Leeds Beckett Design Guide
- Carbon Management Strategy 2012-2015

### Local and Regional Policy

- West Yorkshire Local Transport Plan 3: My Journey 2011-2026
- West Yorkshire Local Transport Plan Implementation Plan 2011-2014
- Getting Transport To Work: West Yorkshire Local Sustainable Transport Fund Key Component Bid
- Public Transport Improvements and Developer Contributions Supplementary Planning Document (2008)
- Investing in Public Transport: A Framework For Leeds (LCC, 2009)
- Leeds Unitary Development Plan (LCC, 2006)
- Travel Plans Supplementary Planning Document DRAFT (LCC, 2011)



SUBJECT/TITLE: Transport Strategy 2012-2015  
LAST REVISED DATE: May 2012  
NEXT REVISION DATE: May 2015  
ORIGINATING BODY: Sustainability Team  
APPROVING BODY: ESLT & CMT  
CONTACTS: Rachael Elliott, Transport Co-ordinator  
Mark Warner, Sustainability Manager