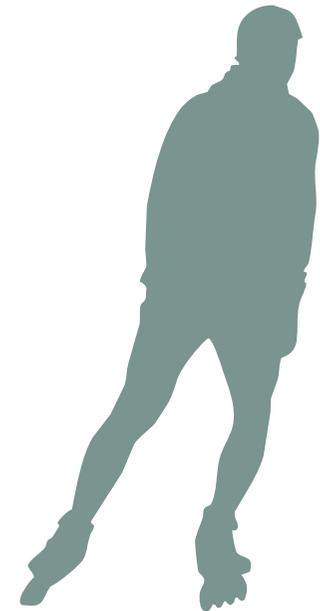
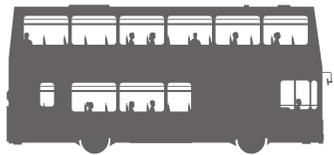




Phase 2

Travel Plan



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FOREWORD PROFESSOR DOMINIC SHELLARD

Chief Executive and Vice Chancellor
De Montfort University

Welcome to the De Montfort University Travel Plan.

DMU's commitment to sustainability is hugely impressive and the range of ideas and initiatives outlined in this plan to support our staff and students in making greener travel choices is an inspiring call to action.

In fact, it is one of our six visions in our Strategic Plan which calls on DMU 'to make a significant contribution to global efforts to achieve environmental sustainability'. I have no doubt that our Travel Plan helps to ensure that we achieve that aim.

The challenge for each of us at DMU is to take inspiration from these initiatives and resolve to make even just a small change to our travelling habits. If every one of us makes that personal pledge, the impact on the University and the city could be remarkable – and I am proud to be part of that change.



Professor Dominic Shellard
Chief Executive and Vice Chancellor
De Montfort University



EXECUTIVE SUMMARY

This 'Phase 2' Travel Plan has been written to follow on from Phase 1, which ran from 2003 – 2007. The plan is relevant to all DMU members; over 20,000 staff and students across the campus. It has been written to reflect the 10-year masterplan development of the city campus – started in 2004 – which will be running throughout the lifetime of the plan.

The aim of Phase 2 is to build on the results from Phase 1, which saw a reduction in the number of staff choosing their cars to come to DMU from 60 per cent to less than 50 per cent in five years. Phase 2 will continue this work but will also focus on the requirements of students to a greater extent in recognition of the absence of any student parking facilities on the campus.

The main priorities for Phase 2 include:

- Further development and expansion of cycle facilities
- Greater promotion of subsidised bus and rail services
- Improvement of the pedestrian environment
- Introduction of specialist transport user groups onto the Green Travel Plan Group
- Greater enforcement of parking restrictions on university controlled roads and car parks.

The Transport Co-ordinator is Dr Ian Murdey who can be contacted on Extension 7924 or at imurdey@dmu.ac.uk.

An abridged version of this plan is available from the above email address.

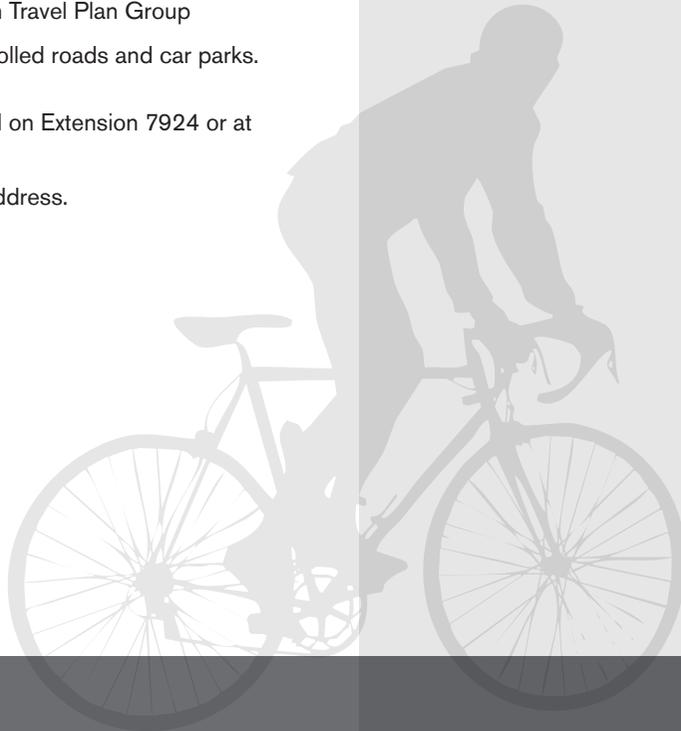
INTRODUCTION

This is Phase 2 of the Travel Plan developed in 2004 in support of the DMU Masterplan development proposals for the City campus site. The aim is to build on the foundations set by Phase 1, which ran from 2003 – 2007.

The Travel Plan aims to:

- a) Increase the number of staff and students who travel to the university or elsewhere on university business by public transport, bicycle, on foot or by shared car
- b) Apply the most recent research and best practise to enhance sustainable travel in connection with the university's business
- c) Improve awareness of the policies of the Travel Plan among staff and students

The target for Phase 2 is to reduce single-occupancy car use among staff to below 45 per cent.



TRAVEL FACT

The new Business and Law building has been designed to include staff showers and cycle facilities.

SITE INFORMATION

This travel plan deals with issues related to DMU's campus centred on Mill Lane on the western edge of the city. There are also two Halls of Residence, run by DMU, both within walking distance of the campus.

For 2007/2008 there were 16,942 students registered at the city campus (including postgraduates) and 2,105 registered at Charles Frears. Figures for September 2007 showed that 1574 full-time and 1083 part-time staff worked at the city campus. Figures for Charles Frears were 81 and 43 respectively. For the 2011/12 session, after the Charles Frears campus was no longer used by DMU, there were around 20,000 students who registered in October (not including distance learners) plus 1441 full-time and 1465 part-time staff.

Students resident at the private and university-managed halls are able to easily walk to the teaching facilities, the Leisure Centre, the cafes, bars and restaurants within the Student Union complex and nearby shops. There is, therefore, little need for most students to bring their cars to the university.

Students who are not resident at the halls are housed in private accommodation/lodgings or live at home.



DMU MASTERPLAN

In May 2004 the university received Outline Planning Consent for a 10 year development programme to regenerate its Leicester city campus, creating a lively mixed use university City Quarter. The developments include upgraded teaching facilities, new and improved catering facilities, new student residential accommodation, commercial developments associated with the university and a range of street level retail and service activities.

Developments which have been completed by the university include:

- The demolition of the unsightly James Went Tower
- Property acquisitions to secure plots for new buildings
- The construction of the Campus Centre Building – includes state of the art catering facilities on the ground floor, the university's Students' Union facilities on the first floor and teaching facilities and conference facilities on the second floor
- The construction of a new academic building – the PACE Building – a centre of excellence for the teaching of performance arts
- The Ring Road / Magazine Gateway project which involves the removal of subways and the remodelling of the highways to create an attractive tree-lined walkway into the city centre from the University Quarter
- Refurbishment of academic buildings including the conversion of Bosworth House into the Edith Murphy Building
- The construction of a new Business and Law School to accommodate consolidated teaching facilities from various buildings across the campus
- Public realm works to lay out 'Magazine Square' and 'Hawthorn Square'.

Developments which are currently under construction also shown on the approved Masterplan include:

- The construction of a new Leisure Centre adjacent to the existing John Sandford Sports Centre

Further developments to be submitted for planning approval with an associated Masterplan update include:

- The construction of a new Art and Design Building on the River Soar waterfront.

The Phase 2 Travel Plan reflects the overall Masterplan development concepts of improving the linkages between the university and the wider urban area, improving permeability, vehicular access, pedestrian routes, visual connections, noise and pollution.



TRANSPORT CHANGES DURING PHASE 1

Student and staff travel choice changes during Phase 1 can be seen in the table below.

Table Modal travel choices during Phase 1; per cent (to nearest 1 per cent).

	STUDENTS		STAFF				
	2006	2007	2003	2004	2005	2006	2007
Single car driver	20 ^a	20	60 ^a	55 ^a	60 ^a	54 ^a	44
Car share as driver		2					5
Car share as passenger	3	2	5	5	5	5	4
Hospital Hopper	n/a	1	n/a	n/a	n/a	n/a	1
Other Bus	14	16	11	11	9	10	11
Train	8	6	4	4	5	9	9
Bicycle	4	4	6	9	6	6	10
Walk/Run	51	49	12	14	12	14	15
Motorcycle	0	1	1 ^a	2 ^a	1 ^a	2 ^a	1
Other	0	1	1 ^a	2 ^a	1 ^a	2 ^a	1

A number of important points are raised by these results. On the positive side is the number of students at the city campus who chose to walk or run to the university. This was not unexpected given the close proximity of many of the halls of residence.

At the campus there are no facilities for student parking and with 1-in-5 reporting that they use a car to get here this remains a problem for Phase 2. Greater enforcement of parking restrictions in the car parks and along The Gateway may form part of the solution but it is clear that with only 4 per cent of students cycling that much work needs to be done to promote this as a suitable method of travelling to DMU. The improvement of cycle parking facilities will form part of the solution. It is also necessary to work with the Students' Union (DSU) and the Local Authority to ensure that cycling routes to the university are safe and perceived to be so.

Bus transport remains a relatively easy but expensive method of travelling for students and these figures show that there is room for improvement in this area. This is especially true given the low numbers of students who chose the Hospital Hopper as their primary mode of transport at the end of Phase 1. It is possible that more promotion of this free service is needed among the student population and this should be a priority for Phase 2. Greater promotion of the discount schemes offered by FirstBus and Arriva may also help to make significant increases in this area. This should include both buses and trains as 22 per cent of students reported that they travel over 10 miles to reach the university.

It is striking and encouraging that in 2007 the number of staff who described themselves as single car drivers fell to less than 45 per cent and the number who described themselves as any sort of driver was just 49 per cent; below the 50 per cent target that was set for Phase 1.

In 2003 60 per cent of staff respondents reported that they normally drove to work so it would therefore appear that the policies of the Green Travel Plan Group (GTPG) were successful in changing some travel behaviours. Particular increases appear to have been made in the numbers who cycle, which may be in response to the introduction of shower and changing facilities and the inclusion of lockers and puncture repair kits in the cycle lock-up.

TRAVEL FACT

By choosing to 'Park and Stride' staff members can add approximately 2,500 steps to their daily total.

TRAVEL FACT

There are currently spaces for over 600 bicycles to park within the DMU campus and Halls of Residence.



TRANSPORT INITIATIVES

This section highlights the policies that have helped to achieve the results shown above and also sets out how the Phase 2 plan will build on the progress made.

Promotion of the Green Travel Plan Group

PHASE 1

- Attendance at Fresher's Fair and Open Days
- Production of the GTP identity
- Freebie giveaways:
 - Wristbands
 - Car tax disc holders
 - Pens made from recycled car parts.

PHASE 2

- Greater use of university publications such as DMYou
- Greater use of social networking
- Greater use of university notice boards
- Improved association with the Students' Union.

Car Parking

PHASE 1

- Introduction of car park charges; revenue ring-fenced for sustainable travel
- Expansion of Pay and Display facilities
- Affiliation to leicestershare.com car share database.
- Development of car share parking area.

PHASE 2

- Further expansion of Pay and Display provision
- Timetabled changes to the number of car park spaces
- Review of university parking policy.

Cycling

PHASE 1

- Cycle routes through the city campus linking to Charles Frears
- High frequency of Sheffield stands around both campuses
- 10 Cyclesafes for students outside the Fletcher Building
- 14 cycle lockers plus D-lock loans for users of the John Sandford Sports Centre
- Refurbished lockable cycle storage at the New Wharf Halls of Residence and free locks available to all key holders
- An 80 space cycle lock-up for staff next to the Main Car Park
- Helmet lockers, puncture repair kits, pumps, tyre levers, oil, and GT85 all available for free use within the cycle lock-up
- Showers and changing facilities within the Campus Centre Building (7.30am – 8.45am) and the Sports Centre (all day) on the city campus and within Brookfield House at Charles Frears
- 'Cycling to Work: a beginner's guide' available free from the Transport Co-ordinator
- Locks and cycle lights available to borrow from the Transport Co-ordinator
- Puncture repair kits available for free
- Reflective 'slap-bands' available for free
- Hi-viz waistcoats available
- Sheltered motorcycle parking next to the car share area
- Regular attendance of Bikes 4 All second-hand cycle sales and Dr Bike sessions.



PHASE 2

- Covering of some Sheffield stands
- New cycle lock-ups
- Expansion of the provision of safety equipment
- Improved traffic calming on the campus
- Introduction of a Bicycle Users Group (BuG)
- Fully subsidised cycle training.

Public Transport

PHASE 1

- Free staff and student use of the Hospital Hopper shuttle service that visits both campuses and the train station
- 10 per cent DMU staff discount off a range of FirstBus season ticket prices
- Discounted Arriva bus Saver tickets for DMU staff
- Student deals on bus tickets: see arrivabus.co.uk/students and firstforstudents.co.uk
- Leicester Rail Station less than 1 mile from both campuses.

PHASE 2

- Subsidised local bus and rail use.



Pedestrians

PHASE 1

- Some traffic calming measures and road closures introduced
- The Wednesday Park and Stride scheme at the Walkers Stadium that allows motorists to park away from the campus and walk to campus, adding some exercise to their weekly routine. This scheme included free pedometers
- An Umbrella Pool in key university buildings that allows staff to continue to walk around campus on wet days
- A pedestrian map showing visitors appropriate routes to the university from the bus and train stations (see map on page 10)
- 10,000 Steps/Day Initiative maps that show the number of steps it takes to walk around campus

PHASE 2

- Divert ring-road to provide ground-level access to campus via the historic Magazine building
- Increased traffic calming
- Creation of landscaped squares
- Increased number of safe crossing points for pedestrians
- Introduction of a Walkers' Group.



ADDITIONAL INFORMATION

Green Travel Plan Group (GTPG)

The group represents as many different groups within the university as possible, including the Transport Co-ordinator, representatives from Estates and the unions, academics, professional services staff and a DSU Executive Officer.

GTPG Mission Statement

De Montfort University is committed to moving towards more sustainable forms of development and to ensure that accessibility to its campus is improved for all students, staff and visitors.

Current national and regional transport policy is aimed at promoting more sustainable travel patterns in order to help minimise congestion and reduce pollution. De Montfort University supports the aims and objectives of current transport policy, and is committed to assisting in meeting these objectives within its development strategy, as well as within its normal day to day activities.

The Green Travel Plan seeks to improve sustainable forms of transport, and to make the use of these easier, safer, cheaper and more desirable. The plan aims to reduce congestion, both by reducing the need to rely on cars, and by encouraging more efficient use of the car, for example through car sharing.

TRAVEL FACT

The most successful way to give up some car journeys is to be flexible with your travel. Don't feel you have to use the same method every day

Transport Co-ordinator

The Transport Co-ordinator is Ian Murdey (imurdey@dmu.ac.uk) who is employed to work 18.75 hours per week (0.5 FTE). The purposes of the role include the following:

- To co-ordinate the activities of the Green Travel Plan Group
- To act as focal point for all staff and students on transport issues, and to regularly consult staff and students on the GTP
- To publicise current and proposed transport services
- To assess relevant facilities on site, monitor their condition and seek improvements where necessary
- To publicise the health benefits of walking and cycling
- Where other means of transport are not practical, to encourage car sharing
- To monitor the progress of local authority and other transport schemes in the area, to hold regular meetings with the local authorities and to ensure participation in any local transport initiatives
- To liaise with other travel co-ordinators in the area
- To organise regular travel surveys of staff and students
- To undertake an annual review of the GTP and assess progress towards targets.

