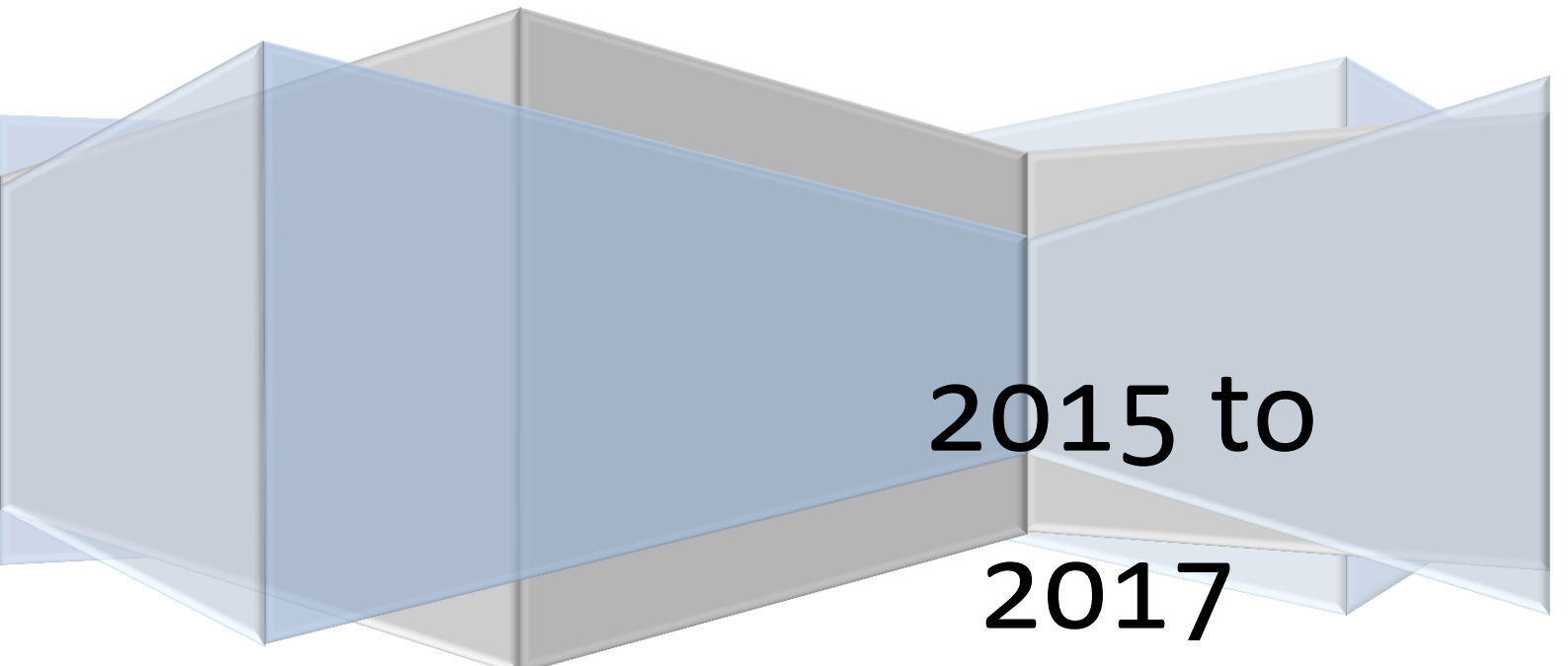




BIRMINGHAM CITY
University

Sustainable Transport Strategy

City Centre Campus



**2015 to
2017**

Issue and Revision Record

Revision	Date	Originator	Approver	Description
V1	22/06/15	Rebecca Cottington, Environmental Officer	Graham Rhodes, Director of Estates	Approved

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1.0 Introduction

1.1 Background

In November 2009 Birmingham City University commissioned Atkins to produce its first Sustainable Transport Strategy encompassing all eight of its key sites at that time. Since that time the University has undergone significant changes including a revision of its 'Estates Strategy' which has resulted in the closure of some campuses, (namely Gosta Green and part of the Perry Barr site to date) and the opening of other sites (The Parkside Building, University House and shortly the Curzon Building which will open to students in September 2015). Further future developments are also planned both in the City Centre, (the University is building a new Conservatoire in Eastside as well as an extension to the Curzon Building currently known as development part IIA) and at our City South Campus where a new building is being constructed for Life Sciences and Education.

In light of these significant changes the University has decided to update its Sustainable Transport Strategy (or Travel Plans) to reflect both the existing needs of our stakeholders and our future aspirations for the estate and its accessibility.

The University estate is moving towards having two distinct campuses one in the south of the city in the Edgbaston area, (known as City South Campus) and the other in the Eastside district of the City Centre itself (known as the City Centre Campus and also encompassing our existing sites in Margaret Street and Vittoria Street). The University also has another site in Bourneville currently being run by Navitas as an International College. With this in mind the University has decided to produce two new Sustainable Transport Strategies, to replace the existing one, to reflect the distinct nature and challenges of the two main campuses.

Interim Sustainable Travel Strategies have also been produced for our City North Campus, (in Perry Barr) which the University will vacate for teaching purposes in 2017 and the new Conservatoire (which will be part of the City Centre Campus) which recently went through the planning process. The latter plan for the Conservatoire will be superseded by this document once approved. Any commitments made in the earlier document will be honoured.

1.2 Government Travel Policy and Legislation

Sustainable travel is very much a part of Government transport policy but with the localism agenda introduced by the last Lib Dem and Conservative Coalition Government much of the power for implementation has shifted away from Central Government to the Local Authorities.

Under the Town and Country Planning Act and the National Planning Policy Framework, which requires the promotion of the use of sustainable travel options, there is a duty on Local Planning Authorities to favour developments that reduce congestion, reduce the release of greenhouse gases and that make good use of the sustainable travel options available. All developments that require a significant amount of movement therefore require a Travel Plan.

The Local Authority themselves were required to produce their own Local Transport Plan by the Transport Act 2000 and the Local Transport Act 2008 gave them the powers to take steps to meet the transport needs in their local area.

It is the aspiration of Birmingham City University that our Sustainable Transport Strategies will complement and make use of improvements that Birmingham City Council is aspiring to make in its Travel Plan for the City.

Other legislation applicable to this Sustainable Transport Strategy includes, but is not limited to the following:

- Road Traffic Reduction Act 1997 which requires Local Authorities to assess existing traffic levels in their area, forecast potential changes and proactively set targets to reduce the traffic levels (and/or the growth of traffic).
- Traffic Management Act 2004 which enables Local Authorities to enforce parking regulations with fines or by immobilising or removing vehicles.
- Disability Discrimination Act 1995 which requires all land-based public transport to be accessible by those with disabilities.
- Transport Act 2000 which allowed for increased co-operation between Local Authorities and bus service providers previously not allowed because of competition law.
- Railways Act 1993 which abolished the Strategic Rail Authority and transferred their functions to the Secretary of State, the Office of Rail Regulation and devolved administrators.
- Clean Air Act 1956 that introduced the requirement to reduce air pollution and specifically smoke.
- Environmental Protection Act 1990 which introduced controls emissions and discharges to the environment.
- Climate Change Act 2008 which committed the UK to reducing its net carbon account for all six greenhouse gases to at least 80% that of the 1990 baseline by 2050.

1.3 Local Travel Policy

Birmingham City Council has been developing its 'Birmingham Mobility Action Plan' for a number of years now and its latest white paper 'Birmingham Connected, Moving Our City Forward: Birmingham Mobility Action Plan' was released in November 2014. The University has been actively involved in the consultation process and has sought to provide consultation responses to all relevant proposed transport developments in the City.

The City has five core objectives which are to create:

- **An Efficient Birmingham:** improving connections across the City.
- **An Equitable Birmingham:** linking communities together and providing greater access to jobs and services across the City.
- **A Sustainable Birmingham:** reducing air and noise pollution throughout the City.
- **A Healthy Birmingham:** raising standards of health through encouraging active transport.

- **An Attractive Birmingham:** through enhancing transport corridors.

These objectives resonate with the University's own core values which include the following:

- **Excellence:** Delivering the highest quality standards of academic achievement and professional service delivery.
- **People Focused:** Valuing all our stakeholders and recognising that what we do is for the benefit of all those connected with the University.
- **Partnership Working:** Working constructively with each other, fellow students and wider University community to create strong and successful working relationships.
- **Fairness and Integrity:** Taking a fair and balanced approach to our activities, being mindful of the impact our actions have both on our community and the wider environment.

The University has an Environmental Policy committing it to promoting the use of sustainable travel modes and reducing emissions to the environment associated with our activities wherever practicable.

The University supports the City's aspiration to develop its mass transit network further and particularly the extension of the Metro line which long-term will result in a stop on Curzon Street, adjacent to our City Centre Campus, and a stop at Five Ways Station, a 15 minute walk from our City South Campus. The University recognises that this scheme will also bring the additional benefit of creating links between modes of sustainable transport in Birmingham as the Metro will also be extended to take in Birmingham New Street station which is the City's main national rail station and eventually also the High Speed Rail.

The University also supports the proposed improvements to the bus network and the addition of sprint buses along the Hagley Road which is a 5 to 10 minute walk from our City South Campus.

The University is therefore committed to promoting the use of both the existing public transport options to our staff, students and visitors as well as these future developments as they come on line.

1.4 Estates Strategy

The University has developed a two campus estates strategy the aim of which is to further develop our existing sites, in the Eastside area of Birmingham City Centre and the Edgbaston area in the south of the City. These developments will enable us to move away from older, less efficient building stock, such as our City North Campus at Perry Barr, and consolidate our teaching activities on these sites in order to create a greater 'campus feel' for staff and students. The University will also retain its specialist teaching facilities, such as the School of Art in Margaret Street, the School of Jewellery in Vittoria Street and Birmingham City University International College, currently run by Navitas, in the wider city centre.

Key to the success of this strategy is the accessibility of these sites and when formulating our own strategy we have also taken into account the wider aspirations of Birmingham City Council and their 'Birmingham Mobility Action Plan' referred to above which the university has provided feedback on.

The University is mindful of the potential negative environmental impacts associated with travel to, from and between its sites and has therefore made a commitment in its environmental policy, available on our website, to reducing those impacts. We are also committed to reducing traffic congestion in and around our sites wherever practicable. As a result, we actively promote both active forms of travel such as walking and cycling as well as the use of public transport, car sharing and low emission vehicles. We have also made a commitment to promote relevant city wide initiatives such as the Brompton bike hire scheme from Birmingham's main stations where they may be of benefit to our students, staff and visitors. We would welcome such a scheme at Five Ways Station.

Whilst this Sustainable Transport Strategy is being developed for short-term implementation it takes into account the future changes in university facilities and staff and student numbers between the present day and up to September 2017 and proposed improvements to travel facilities in and around Birmingham and the requirements of the planning process as we undertake these developments.

1.5 The University's Sustainability Led Approach

Birmingham City University has a strong commitment to sustainability demonstrated through its commitment to building new facilities to a minimum BREEAM standard of Excellent with a minimum EPC rating of B, a commitment to reducing our energy use in buildings by 48% by 2020 and obtaining and maintaining ISO 14001, the International Standard for Environmental Management Systems, across all its campuses. We also hold a 'Big Tick' 2015 award from Business in the Community for our Sustainable Products and Services. Our Environmental Policy and annual Objectives and Targets are publically available on our internet page as is the latest report on our progress to date. A copy of our formally endorsed Carbon Management Plan is also available here.

This Sustainable Transport Strategy for our City Centre Campus will play an essential role as the University looks to reduce its impact further by consolidating its estate and by looking to increase its influence in relation to the management of scope 3 carbon emissions associated with its operations. This Sustainable Transport Strategy will be produced and implemented by:

- Working in conjunction with the Estates Project Team for the City Centre Campus development.
- Working with other relevant colleagues across the university such as staff in the relevant Faculties, Campus Management and Services, Student Services and our Students Union to name a few.
- Having active partnerships with external stakeholders including Birmingham City Council, Centro, bus and rail operators.
- Having a clear marketing strategy which enables us to engage effectively with staff and students in relation to travel.
- Carrying out staff and student travel surveys at least every two years in order to determine current travel patterns, limitations to travel options and to capture modal shifts.

- Having a transparent staff and student car parking policy which is fair and is applied equitably across all university owned parking facilities.
- Having a cost effective and environmentally aware staff business travel policy which minimises the need to travel unnecessarily.
- Maximising the contribution of transport initiatives to the wider University corporate responsibility commitments and initiatives.

1.6 University Development (City Centre Campus)

1.7 The Conservatoire and Plot IIA

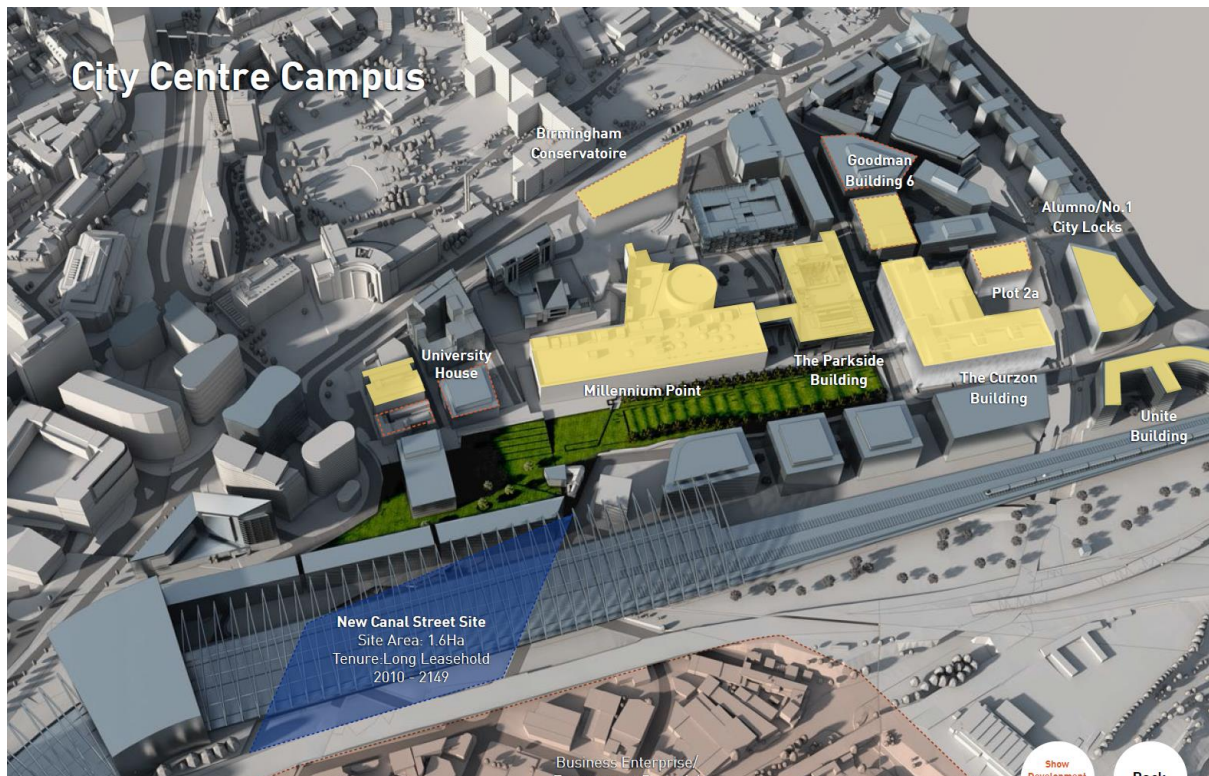
The City Centre Campus is currently made up of the following 6 buildings:

1. University House which is the University's registered address and is home to the Vice Chancellor's Office, our Marketing Team, the Centre for Learning and Teaching and the International Office amongst others.
2. Millennium Point currently housing our School of Acting and the Faculty of Computing, Engineering and the Built Environment.
3. The Parkside Building home to our Faculty of Art, Design and Media.
4. The School of Art on Margaret Street.
5. The School of Jewellery on Vittoria Street.
6. The Curzon building which will open to our students in September 2015 and will include our main Library, main refectory, Student Services, Students' Union and the Faculty of Business, Law and Social Sciences.

The University also has a lease on a small unit on Hennage Street used predominantly by the School of Acting to store props and costumes.

In addition to the above the University is currently going through the planning process to erect its new Conservatoire, (which will replace the existing Conservatoire in Paradise Forum) adjacent to Millennium Point and to build an extension to the Curzon building currently known as Plot IIA.

The following plan illustrates the location of the University's existing sites in the Eastside area of Birmingham, (1, 2, 3 and 6 above) as well as the location of the new Conservatoire and Plot IIA both currently planned to be open in September 2017.



Attribution: Plan of Birmingham City University's Eastside Campus provided by Associated Architects, 2015

Also shown is the 'Goodman building 6' which the University plans to lease to house some of its 'back office' services including Estates, Campus Management and Services, Finance and Human Resources. These professional services departments currently based at the University's Perry Barr site are likely to relocate post the summer of 2016.

Opposite the University's Curzon Building is the No. 1 City Locks student accommodation development which Birmingham City University Students will be able to utilise once construction is complete in 2016. It is likely our Conservatoire students will be located here as many of them have heavy/bulky instruments to transport on a daily basis.

1.8 Structure of the City Centre Sustainable Transport Strategy

Following this introduction the remainder of this travel plan will be split into the following sections:

2.0 Existing Travel Provisions

3.0 Current Travel Behaviour (Staff)

4.0 Current Travel Behaviour (Students)

5.0 Objectives and Targets

6.0 Action Plan 2015 to September 2017

2.0 Existing Travel Provisions, Birmingham City Centre

Birmingham City University's City Centre Campus locations are shown on the map below in relation to key transport links.

Birmingham City University City Centre Campus Locations in Relation to Main Transport Links



Legend

- Main bus interchanges
- ★ Digbeth Coach Station
- Train Stations
- City Centre Campus Locations

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GB 1936 British National Grid).

By Rail:

Our City Centre Campus locations are all well served by rail services. Birmingham New Street station is a 15 to 20 minute walk from our Eastside location and is the City's main national train interchange. Moor Street station is an even shorter 10 minute walk and many local services use this line.

The School of Art in Margaret Street is a short 10 minute walk from Birmingham New Street and Snow Hill Station and the School of Jewellery also benefits from the Jewellery Quarter station though services are often less frequent here.

By Metro:

The Metro currently runs directly from Wolverhampton to Birmingham Snow Hill Station which is a 15 to 20 minute walk from the University's Eastside Campus and a shorter 10 minute walk to our Margaret Street School of Art.

The Metro also has stops at St Paul's and the Jewellery quarter to serve our School of Jewellery.

The full Line 1 metro route can be found here on the Network West Midlands website along with details of fares:

[Network West Midlands Metro Line](#)

By Bus:

Birmingham City Centre is extremely well served by bus routes from the wider greater Birmingham area. The Eastside site is highly accessible by bus. There are a large number of services which stop in close proximity to the site. The closest bus stops to the site are on Cardigan Street, Jennens Road, Lawley Middleway and Vauxhall Road. Currently these stops serve the 14, 94, 90, 72, and 55 towards Saltley and the 66 towards Lichfield.

This site is also a 5 to 10 minute walk from the main bus interchange points including Moor Street Queensway. From here bus users can access a wider range of destinations across Birmingham and the wider West Midlands including Chelmsley Wood, Solihull, Sutton Coldfield, Castle Vale and Perry Common. Radial routes such as those that travel down the Coventry Road, Warwick Road, Bristol Road and Dudley Road can also be accessed here.

Our Margaret Street campus is right in the heart of the City Centre and is well served by buses passing close to the campus along Livery Street, Navigation Street and Broad Street.

Our School of Jewellery is perhaps the most difficult of these three locations to get to by bus however there are a limited number of buses that run down Vittoria Street itself and the site is within a 20 minute walk to some of the larger interchanges such as Livery Street.

A map of the bus routes and stops in the City Centre can be found on the Network West Midlands website along with up-to-date details of ticket options and prices.

www.networkwestmidlands.com

By Coach:

The National Express coach station for Birmingham is located in Digbeth which is a 10 minute walk from the University's Eastside base. Coaches from all over the UK travel to this station.

Cycling:

The University's Eastside developments are well connected to a number of local and national cycle routes and the University provides cycle racks, showers and lockers for staff and students at all its sites.

The City Council has recently invested considerable sums of money in improving routes for cyclists and particularly along the canal network. There are now numerous opportunities to use the canal network to cycle to the City Centre and some of these routes do form part of the National Cycle routes. Route 53 passes near to the south of the University's Eastside developments.

Curzon Street to the rear of Birmingham City University's Eastside Campus is also one of the City Council's advisory cycle routes.

Although smaller sites both the School of Jewellery and the School of Art also have cycle racks, lockers and at least one shower available to be used by staff and students,

The university has also recently launched a pool bike hire scheme running from its City Centre Campuses where staff and students can hire a bike, free of charge, along with all the required safety equipment in order to try cycling to the campus before having to commit to buying their own bike. It is hoped that this can be extended to our smaller sites during 2016.

The University also provides cycling and maintenance training courses free of charge to its staff and students.

Pedestrians

Given the nature of the City Centre location of University's sites, it is likely that currently the majority of pedestrian trips will originate at the local public transport interchanges. The city centre's three main rail stations, (New Street, Moor Street and Snow Hill) and nearby bus stops are all local interchange points. All these are within a 15 to 20 minute walk of our City Centre sites (as described in more detail above).

As the bulk of our City Centre buildings are also within the 'Eastside' regeneration area, there are a number of developments in this area which are currently progressing which, when completed, will further improve the movement of pedestrians into and around this area. The recent creation of Eastside City Park along Curzon Street at the front of Millennium Point has created a new green space for pedestrians and along with improvements in way-finding infrastructure in the wider city centre will help to develop a clearer network of pedestrian routes between our main site and the wider city centre area.

Car

With the exception of the School of Jewellery in Vittoria Street, which has around 20 parking spaces on site, the University does not routinely provide parking at any of its City Centre locations. Drop off facilities are provided for deliveries to the sites at Millennium Point, University House, Parkside, Curzon and the new Conservatoire, (once built) and there is also a pedestrian drop off bay in front of Millennium Point for those being brought by car.

Disabled drivers are able to park at the adjacent Millennium Point multi-storey car park, and can access the site on the same level, or the University has a limited number of disabled spaces at its Parkside and Curzon buildings.

Margaret Street is a public highway and does have a limited number of parking metered spaces outside it as well as two electric changing points.

The University does accept that some staff and students will have no option but to drive to our City Centre Campus and where this is the case we will work with those individuals to ensure that travel is not a barrier to them attending the University.

3.0 Future Travel Provisions, Birmingham City Centre

Rail and Metro

Birmingham City Council has proposed as part of their strategy for improving the City's mass transit links, to link Curzon Street and the High Speed Rail (the station for which is proposed to be opposite the University's site at Eastside) to the Metro system benefitting the University's Eastside Campus which is also on Curzon Street. A stop will also be created at Birmingham New Street making it easier for staff and students to make the journey from the station to the Eastside district and indeed from our nearby Margaret Street Campus to the Eastside Campus.

Bus

The City is introducing sprint buses along some of the key routes travelling into and out of the City. This will start with sprint services along Broad Street and the Hagley Road in 2016 which will mean people who travel along this route being able to travel to and from the City Centre quicker than when using a standard bus service (which stop in more locations).

Cycling

The City is also in the process of upgrading its provision for cyclists as part of its 24 million pound 'cycling revolution' programme starting with those routes within a 20 minute cycle of the City Centre. Towpath routes are also being upgraded.

The Big Birmingham Bike Project, part of the above Cycle Revolution project, has also resulted in a number of cycle centres being set up which have bikes available for free of charge cycle training and in some cases available for short term loan. More information on these schemes can be found here www.birmingham.gov.uk/bbb

The University itself will ensure that cycling provisions for all our new buildings including the new Conservatoire and the Part IIA building, both to commence construction shortly subject to planning requirements, meet the requirements of BREEAM Excellent as a minimum ensuring that the number of cycle racks, showers and lockers are suitable for the number of

people based on site. The University is also looking into the provision of a number of Brompton bikes for the use of staff and students.

Pedestrians

The University will also ensure that any improvements to the site are mindful of pedestrians and that lighting and pathways are such that pedestrians feel safe and comfortable to access and egress our sites on foot.

Parking for the New Development

There will be no additional parking at our new Conservatoire or Part IIA buildings.

4.0 Current Travel Behaviour (Staff)

The University has sought to determine the current travel patterns and attitudes of staff towards travel by undertaking a travel survey across all its campuses. The most recent survey was designed and implemented by Mott MacDonald, using an on-line (snap) survey tool, on behalf of the university. Any staff that did not have a university e-mail account was sent a paper form to complete instead. Responses were sent directly to Mott MacDonald who then collated and analysed by them. A report titled 'Birmingham City University Travel Survey Analysis' dated August 2014 was produced summarising all the responses. For the purposes of this travel plan the key findings of that report in relation to the City Centre Campus, (including Eastside (including University House, Millennium Point, Parkside), School of Jewellery, School of Art and the existing Conservatoire) have been referred to wherever possible.

The survey was available for staff to complete from the 3rd June 2014 to the 2nd July 2014 and there was in total 905 respondents (the University has approximately 2000 full time staff with an additional 600 or so part-time staff and/or visiting tutors all of whom had access to the survey). In total 25% of staff who responded were based at the City Centre Campus (12% at Millennium Point, 8% Parkside, 3% existing Conservatoire, 1% School of Art and 1% School of Jewellery). An additional 55% were based at City North Campus at the time of this survey. A number of these staff, The Vice Chancellor's Office, Marketing Department, International Department and the Centre for Learning and Teaching, were then relocated to University House during the summer of 2014. The Faculty of Business, Law and Social Sciences, Library, Student Services and the Students Union will also be relocating from City North Campus to the City Centre Curzon Building in Eastside during the summer of 2015. These changes will be captured in future surveys in 2015 and 2017.

For the purposes of this Sustainable Transport Strategy the key findings of that report in relation to the existing City Centre Campus have been referred to wherever possible. The current travel behaviours of those expecting to move to the new developments namely Curzon, (opening in September 2015 and the new Conservatoire and the Part IIA extension to Curzon opening in September 2017) have also be referred to as applicable but it is noted that these may change once relocated.

Postcodes of staff currently based at our City Centre Campus at Eastside, the School of Jewellery and the School of Art are shown below along with those moving to the Curzon building in September 2015 and those currently at the Conservatoire at Paradise Forum who will relocate to Eastside in 2017.

Postcodes of Staff Based at University House, Millennium Point and Parkside



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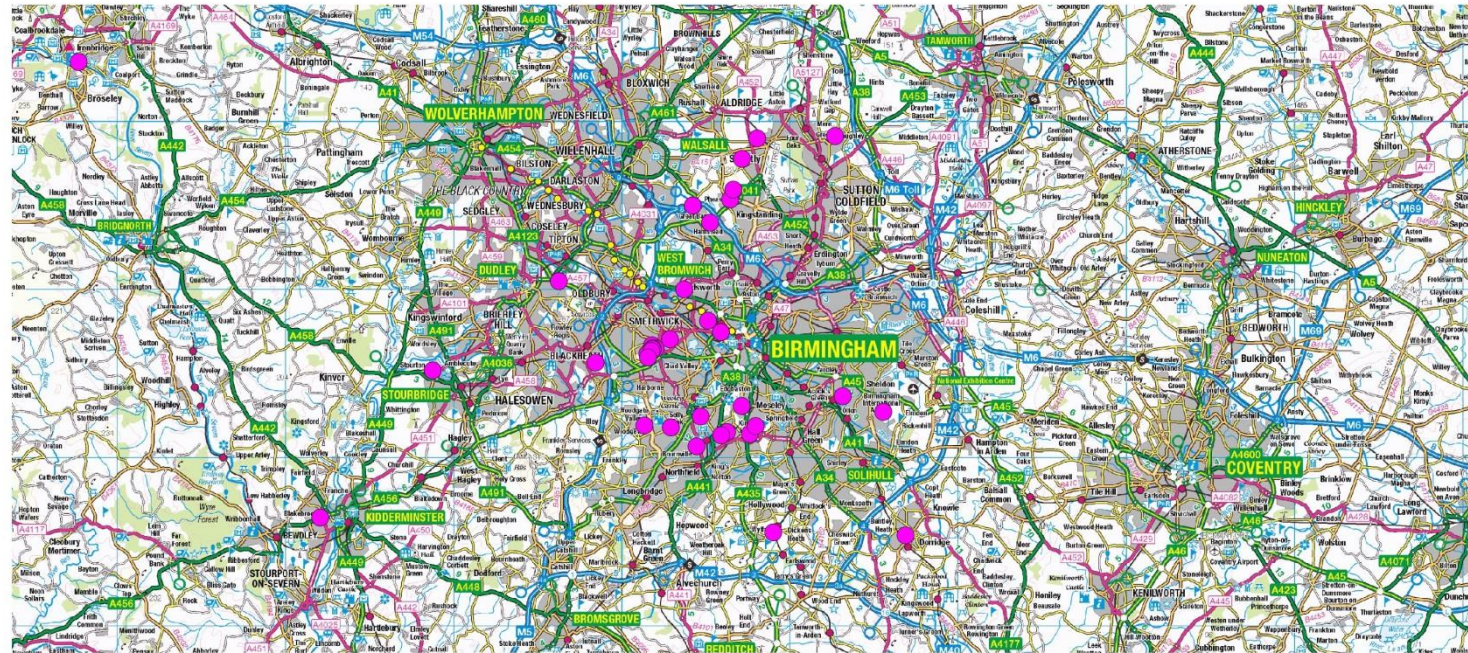
- ★ City Centre Campus
- Millennium Point
- Parkside Building
- University House



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Postcodes of Staff based at the School of Jewellery



Legend

- School of Jewellery Staff Postcodes
- ★ School of Jewellery



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Postcodes of Staff based at the School of Art



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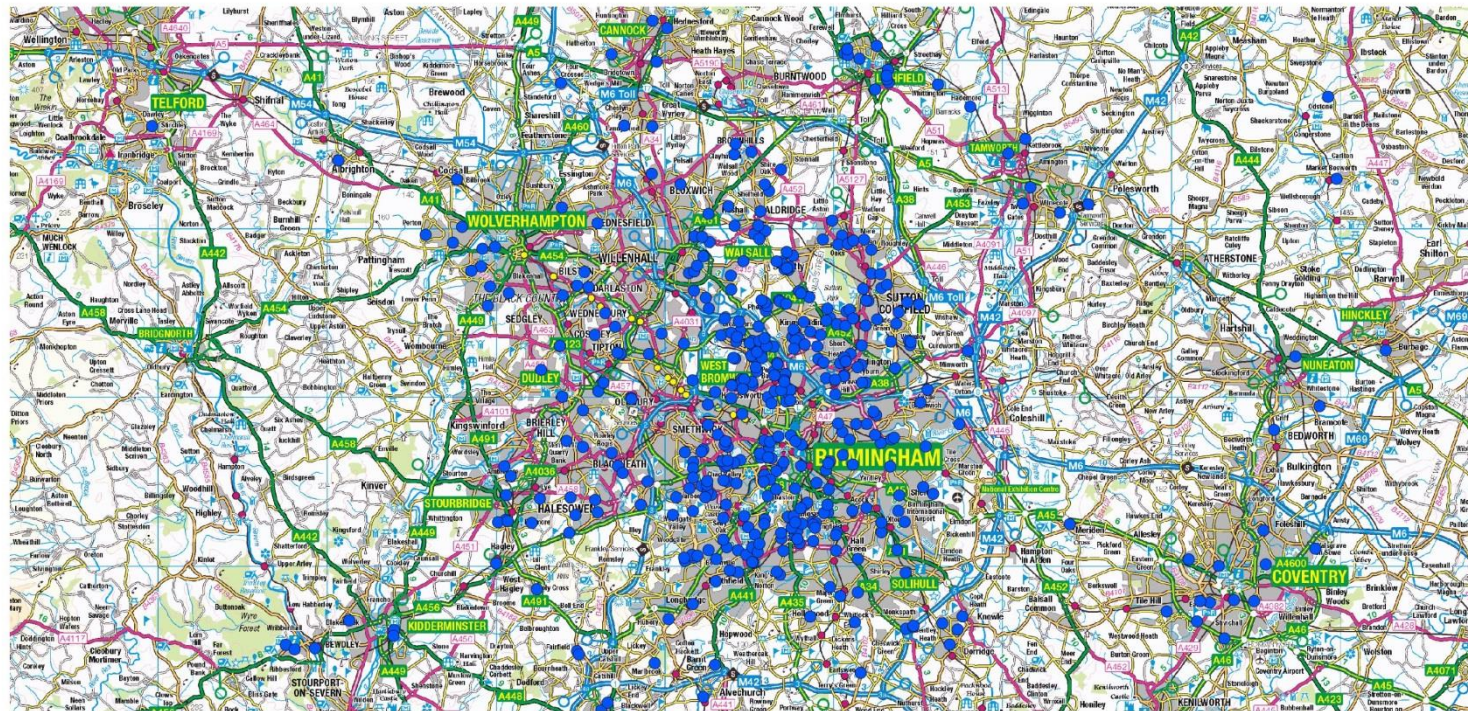
- ★ School of Art
- Margret Street



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Postcodes of Staff Relocating to Curzon September 2015



Legend

- City North Campus Staff (relocating to Curzon)
- ★ City Centre Campus



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Postcodes of Staff based at Birmingham City University's
Conservatoire



Legend

- ★ City Centre Campus
- Conservatoire



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4.1 Survey Findings

Of the staff who responded to the survey 80% were employed full-time, 17% part-time and the remainder in another capacity. The majority of respondents (62%) were female and the remainder male.

The majority of staff at all City Centre Campuses travel to work 5 days a week and arrive between 07:01 and 08:00 or 08:01 and 09:00 as follows:

Site	% Staff arriving 07:01 to 08:00	% Staff arriving 08:01 to 09:00
Millennium Point	22	46
Parkside	8	51
University House	33	33
Conservatoire	7	66
School of Jewellery	13	75
School of Art	14	71

Base = 905 respondents

Staff currently based at the City North Campus also predominantly arrives between these times (17% and 59% respectively).

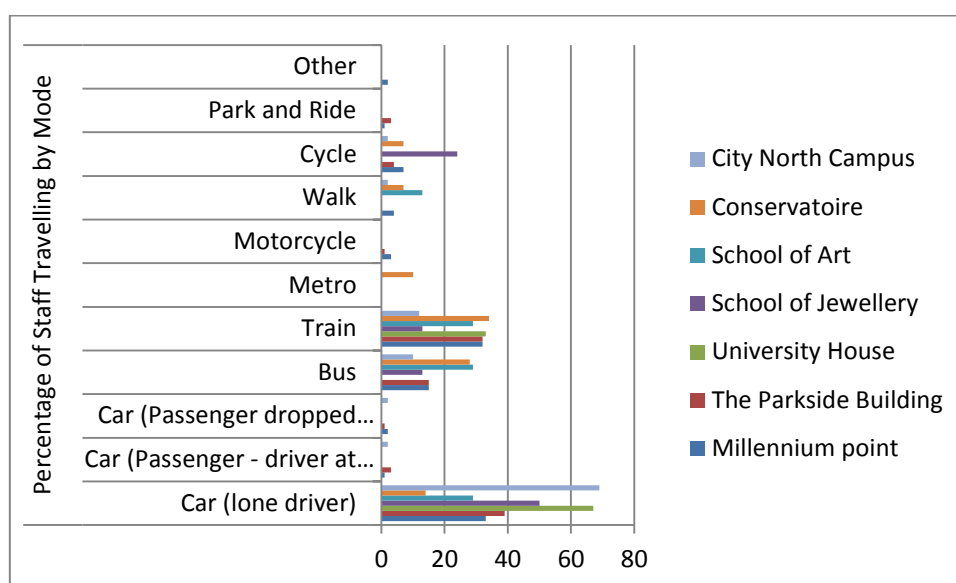
In terms of leaving our campuses there is a greater variation with the following three periods being the most common:

Site	% Staff departing 16:01 to 17:00	% Staff departing 17:01 to 18:00	% Staff departing after 18:00
Millennium Point	36	42	12
Parkside	18	53	19
University House	33	33	33
Conservatoire	31	31	31
School of Jewellery	38	38	24
School of Art	14	29	29

Base = 905 respondents

City North Campus shows a similar pattern with 34% of staff leaving between 16:01 and 17:00, 44% leaving between 17:01 and 1800 and 11% leaving after 18:00. The vast majority of staff travel is therefore during the 'rush hour' periods.

The modal share for transport used by staff based at each campus is shown on the chart below.



Base = 905 respondents

To summarise, the largest number of staff arriving at the campus by car are based at University House, (67%) followed by the School of Jewellery (50%). Both these sites have a limited number of parking spaces for staff. Car usage is also high at the City North Campus (69%) which is further outside the City Centre and where parking is also provided.

The use of active forms of travel are highest at the School of Jewellery where 25% of staff cycle and Millennium Point and the Conservatoire where 7% cycle to work. Of the staff based at the School of Art, 14% walk to the University and this is followed by 7% of staff at the Conservatoire, 4% of staff at Millennium Point and 2% of staff at City North who also walk.

Staff using the bus are greatest at the School of Art, (29%) followed by the Conservatoire (28%), Millennium Point and Parkside (both 15%) and the School of Jewellery 13%. At City North Campus 10% of staff currently travel by bus.

Train travel is greatest amongst those staff travelling to the Conservatoire, (34%) (many of the staff being specialist visiting tutors travelling significant distances) followed by the staff at University House (33%), Millennium Point and Parkside (both 32%) and School of Art (29%). Use of the train is lower at the School of Jewellery which is further from the main stations at 13%. Likewise train usage is lower amongst staff currently based further out of the City at City North Campus (12%).

In terms of distance travelled the profile across most sites was very similar with the majority of staff living 0 to 10 miles from the site at which they are based. The exception to this was University House where all staff respondents lived over 15 miles away.

Generally the trend between distance travelled and mode of transport utilised shows that car use increases with distance as does rail travel. Walking is most common amongst those who live less than 1 mile away (64%) and cycling is also more common in those staff travelling shorter distances (specifically a decrease is seen under 10 miles).

In relation to time spent travelling most staff responded that their journey takes them over 30 minutes and 50% said that their journey took between 31 and 60 minutes.

When those staff who travelled by work were asked why they chose this mode the majority (47%) said that it was quicker, easier or more convenient, 19% said they did not have access to suitable public transport, 12% said they needed the car to drop off/pick up children and 9% said they needed the car to perform their job. Another 3% of staff indicated that they travel by car for health/disability reasons.

When asked how they would travel to work if the car was unavailable the majority of staff said train (37%) and bus (34%) although a significant 14% said they would not be able to get to the University.

Staff who car share on occasions varied between City Centre sites ranging from 38% at the School of Jewellery and 33% at University House to 3% at the Conservatoire.

When staff across the University were asked whether anything would encourage them to walk to the University they indicated that feeling safer and having safe places to cross roads was of the greatest importance.

When asked what might encourage them to use public transport more frequently staff indicated that cost (47%), frequency of services (38%) and more direct services (34%) were the things that were of greatest importance to them.

Bicycle ownership amongst staff in the City Centre is relatively low with 58% at Parkside not owning a bike, 59% at Conservatoire, 50% at Millennium Point, 43% at the School of Art, 38% at the School of Jewellery and 33% at University House 39%.

When staff across the University were asked what might encourage them to cycle 27% indicated improved cycle routes, 17% slower traffic and 17% access to showers. Secure cycle parking and somewhere safe to store their equipment were both also deemed important at 16% each.

5.0 Current Travel Behaviour (Students)

The University has also sought to determine current student travel patterns and attitudes towards travel by undertaking an annual travel survey across all its campuses. The survey was designed by Mott MacDonald, using an on-line (snap) survey tool, on behalf of the university and distributed to our students by our Students' Union. Responses went directly to Mott MacDonald who then collated and analysed them.

The postcodes of current students have not been mapped due to the transient nature of the population.

5.1 Survey Findings

To avoid coinciding with the National Student Survey the student travel survey was run in November 2013, just after the new Parkside building was opened and students relocated from Perry Barr, and a total of 1004 responses were received.

The University has run another survey since but as the response rate was deemed too low for the results to be taken as an indication of student opinions generally the 2013 survey results are therefore being used here. However it is acknowledged that response levels are still relatively low so these results have not been used in isolation to inform travel related decisions.

The survey process will be repeated in house, and in conjunction with our Students' Union in October 2015, with a view to gaining a higher student response rate.

The University has approximately 23,500 students in total. Responses were received from students at all the university's sites and 366 responses or 35% were received from students at City Centre sites (222 Millennium Point, 83 Parkside, 23 School of Art, 14 School of Jewellery, 19 % Conservatoire, 5 University House). An additional 355 responses were received from students at the City North Campus many of whom will be relocating to the Curzon Building in Eastside from September 2015.

The majority of respondents to the survey were female (85%) and a significant 10% of students responding to the University survey indicated that they had a disability that affected their ability to travel. Of those who responded 93% were studying full-time.

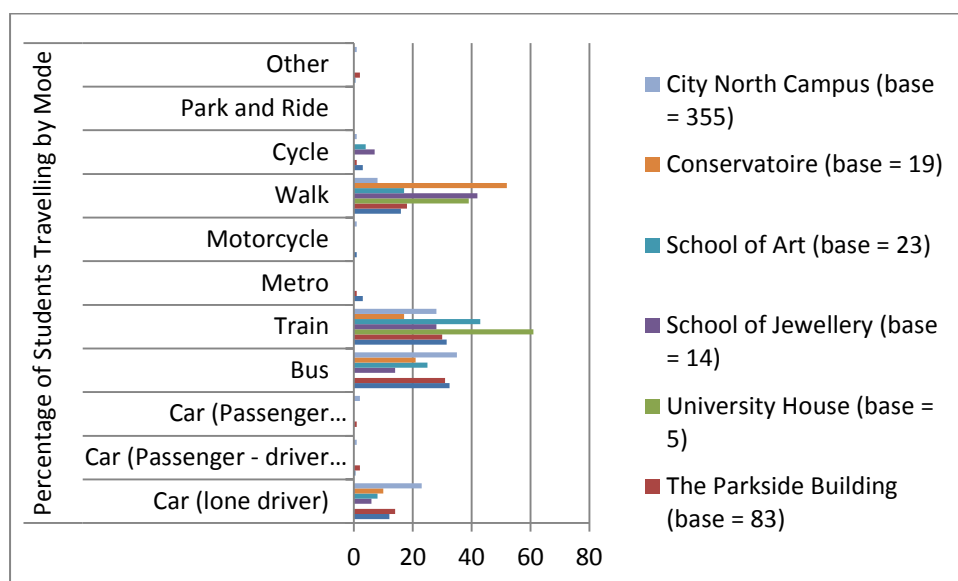
The results showed that, when looking at all the campuses combined, the majority of students travelled four days a week to the University (35%) and 32% travelled three days a week.

Students were asked what time they arrive at the University. Across all campuses the largest proportion of respondents said they arrive between 0801 and 0900 (47%). Between 0901 and 1000 31% of respondents arrive and 10% arrive between 1001 and 1100. University House had the highest number of respondents who said they arrive between 1101 and 1200 (20%) and the School of Art had the highest number of respondents who said they arrive between 1001 and 1100 (26%). Very few students arrive before 0700, with Birmingham Conservatoire having the most students who arrive at this time (5%).

Students were then asked what time they leave university. Across all campuses the results showed that the largest proportion of respondents (32%) left between 1601 and 1700. A further 21% of respondents said they left between 1501 and 1600 and 20% leave between 1701 and 1800.

University House has the larger number of students leaving between 1701 and 1800 (60%). The School of Art has the largest proportion of students leaving after 1800 (43%) when compared to the other campuses.

Modal breakdown by percentage per mode for student travel to each of the City Centre Sites, (as well as City North) was as follows:



For those students who drive, the majority said they did so because they felt it was 'quicker, easier or more convenient'. At the School of Art, a higher number of students who drive said they did so because the car is essential to travelling to and from the university.

The overwhelming majority of students said that they did not car share to university. There were however a few students who did car share at Millennium Point, School of Art, Birmingham Conservatoire, Parkside and City North.

When asked what would encourage them to walk to the University 45% said feeling safer and 29% said having somewhere to put their things when they arrived at the University. Having safe places to cross, improved lighting and improved footpaths also scored highly (26%, 23% and 20% respectively).

Students were also asked what would encourage them to use public transport more frequently. Similar to staff surveyed they said that cheaper fares, more frequent services, more direct services and services which ran closer to the University were the main factors.

Cycle ownership amongst students at the City Centre Campus is low with School of Jewellery having the highest bike ownership at 14% of respondents, School of Art 13% and then Millennium Point at 4%. Aside from owning a bike, improved cycle routes and somewhere to store equipment on arrival were the main things that would encourage students to cycle followed by slower traffic and secure cycle parking.

6.0 Objectives and Targets

Ultimately the purpose of carrying out staff and student travel surveys, and producing a Sustainable Transport Strategy, is to ensure that the University is able to set itself objectives and targets for improvements in this area that are in keeping with the priorities for the University, the needs of staff and students and are SMART (Specific, Measurable, Achievable, Realistic and Time-bound). Our overarching objectives are as follows:

6.1 Objectives

- To reduce our impact upon the environment and our local communities through a reduction in the use of single occupancy cars.
- To increase the use of public transport amongst staff and students working with our local providers to improve services to, from and between our campuses.
- To promote walking and cycling as part of a sustainable and healthy lifestyle and to encourage the City to improve the provision for cyclists and walkers across Birmingham.
- To promote the use of new technologies to reduce the need for business travel wherever practicable and encourage the use of the most sustainable mode of transport where travel is unavoidable.

6.2 City Centre Targets

In order to achieve the above objectives the University has set itself modal shift targets for all its sites and produced an action plan to achieve these shifts. The University remains committed to maintaining and improving on current travel patterns to all its sites. The targets below take the University up to September 2017, when the final staff and student campus relocations will have taken place, when the next Sustainable Transport document will supersede this one. Future documents will also include targets for business travel.

Staff

Target	Baseline (2014)	Year 1 (2015)	Year 2 (2017)
Reduce the number of staff travelling to the university by single occupancy car by:			
City Centre Campus (Eastside including University House, Millennium Point, Parkside and Curzon*)	52	40	35
School of Jewellery (Vittoria Street)	49	47	45
School of Art (Margaret Street)	29	27	25
Conservatoire	14	13	12
Increase the percentage of staff using the bus, train and metro by:			
City Centre Campus (Eastside including University House, Millennium Point, Parkside and Curzon*))	38	48	52
School of Jewellery (Vittoria Street)	26	28	29
School of Art (Margaret Street)	57	59	60
Conservatoire	72	73	73

Increase the number of staff using active forms of travel (cycling, walking, running etc) to get to work.			
City Centre Campus (Eastside including University House, Millennium Point, Parkside and Curzon*)	5	7	8
School of Jewellery (Vittoria Street)	25	25	26
School of Art (Margaret Street)	14	14	15
Conservatoire	14	14	15

*City North figures have been used to give indicative rates for Curzon as the majority of these staff will relocate to the City Centre in the summer of 2015

Note: Some forms of transport such as those categorised as 'other', park and ride and car passenger have not been included in these figures hence not all totals add up to 100%. Totals should however be consistent for each location.

Students

The following are broad targets for student travel to the University taking into account the limited survey responses and therefore limitations of the baseline information used.

Target	Baseline (2013)	Year 1 (2015)	Year 2 (2017)
Reduce the number of students travelling to the university by single occupancy car by:			
City Centre Campus (Eastside including University House, Millennium Point, Parkside and Curzon))	12	10	5
School of Jewellery (Vittoria Street)	6	5	3
School of Art (Margaret Street)	8	7	5
Conservatoire	10	9	7
Increase the percentage of students using the bus, train and metro by:			
City Centre Campus (Eastside including University House, Millennium Point, Parkside and Curzon))	63	64	66
School of Jewellery (Vittoria Street)	42	43	44
School of Art (Margaret Street)	68	69	70
Conservatoire	35	35	36

Increase the number of students using active forms of travel (cycling, walking, running etc) to get to the University.			
City Centre Campus (Eastside including University House, Millennium Point, Parkside and Curzon))	22	23	26
School of Jewellery (Vittoria Street)	49	49	50
School of Art (Margaret Street)	21	22	24
Conservatoire	55	56	57

7.0 Action Plan 2015 to 2017

In order to achieve the modal changes above the University has committed itself to implementing the following actions which have been developed to identify as many of the issues identified through the travel survey process as possible.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Reducing car use					
Promote car sharing benefits	The survey indicated very few staff and students currently car share	Staff Sept 2015 Students Sept 2015	Environmental Officer	Travel surveys to capture number of staff and students car sharing	Predominantly staff time
Work with local travel providers to look at reducing the cost and improving local service provision.	The survey indicated reduced costs and more frequent services would encourage use.	Ongoing	Director of Campus Management and Services Environmental Officer	Travel surveys to capture number of staff and students using public transport	Predominantly staff time
Review fleet usage to see whether it is practicable for a pool of cars to be made available to staff at City Centre Campus sites.	The travel survey indicated that for some staff use of a car is essential to their job but they would use a pool car is available.	April 2016	Assistant Director of Campus Management and Services Category Buyer/Analyst	Use of pool cars will confirm success of scheme.	Predominantly staff time as there is the option to relocate a car from City North initially following the migration of some staff to Curzon Building in Sept 2015 potentially reducing demand.
Encouraging cycling					
Pilot a pool bike scheme for staff and students.	A large number of staff and students do not own a bike. A pool bike scheme will give these people the opportunity to try cycling before committing to buying a bike. Commuters can also use the bikes to travel to and from the train station or between University campuses.	Underway Promote during Welcome Weeks	Environmental Officer	Success can be monitored through the number of members of the scheme and bikes hired.	Cost of expanding to double the current size of scheme if successful could be in the region of £7k Ongoing insurance and maintenance costs approximately £1500 annually to maintain the existing scheme.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Provide cycle training. Promote cycle revolution events and training in the city	A large number of staff and students do not own a bike and therefore may require cycle training before cycling.	Two to three times a year.	Environmental Officer	Success can be monitored through the number of staff and students attending training.	Funded until March 2016 through the LSTF. Ongoing costs potentially £3k/y dependent on the uptake.
Provide Dr Bike schemes	To provide staff and students with basic maintenance skills	September during the Welcome Fayres.	Environmental Officer	Monitor attendance	Currently funded through LSTF until March 2016. Ongoing cost at £1000 per year.
Promote the University's existing City Centre Campus facilities such as showers, lockers and bike racks along with new facilities for the new Conservatoire and Plot IIA buildings once constructed.	The survey indicates that some staff and students are unaware that these facilities are already available at our sites.	Add this information to our icity and internet sites. August 2015	Environmental Officer	Ascertain whether awareness has increased following next travel survey.	Free of charge.
Include the provision of covered cycle spaces at City Centre Campus as part of the new development in line with the requirements to meet BREEAM Excellent.	Surveys indicate that a relatively large number of staff and students cycle to City Centre Campus and numbers here are likely to increase significantly as staff and students are relocated from Perry Barr and eventually the old Conservatoire.	Sept 2017	Estates Project Team	Ascertain whether the usage of racks increases during utilisation surveys.	To be included in project costs.
Ensure the City Centre developments have adequate cycle facilities including shower(s) and lockers for storage of equipment on arrival.	The staff and student travel survey indicated that these facilities are essential in order to encourage cycling.	Sept 2017	Estates Project Team	Surveys will indicate whether the number of staff and student cyclists has increased	To be included in project costs.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Encouraging Walking					
Ensure that the lighting at our City Centre Campus sites is such that it creates a feeling of safety and security for users. Lighting should be provided for all walkways, steps & ramps.	The survey identified that feeling safe was essential to staff and students feeling comfortable to walk into site.	Sept 2017	Estates Project Team	Surveys will indicate whether more staff and students are happier to use this entrance	To be included in development project costs.
Awareness Raising					
Ensure staff and students are aware of the new Sustainable Transport Strategy once signed off and make it publically available on our website.	To ensure staff and students are aware of initiatives.	September 2015	Environmental Officer	Monitor whether awareness levels of initiatives have increased in next survey	Predominantly staff time
Provide travel information to new starters prior to their arrival	To ensure staff and students are in a position to make informed travel decisions from day one.	Staff May 2015 Students Sept 2015	Environmental Officer in conjunction with Human Resources and our Students' Union	Travel surveys will indicate staff and student travel patterns.	Predominantly staff time as information is sent out electronically
Provide regular updates on the Sustainable Transport Strategy and initiatives via social media, the intranet and newsletters	To ensure staff and students are aware of initiatives.	Quarterly or as appropriate in conjunction with particular initiatives.	Environmental Officer in conjunction with our Marketing Team and our Students' Union	Monitor whether awareness levels of initiatives have increased in next survey	Predominantly staff time as information is sent out electronically
Provide travel information to new students at the Welcome Fayres.	To highlight travel options to new students	International Fair Sept 2015 Welcome fair Sept 2015 plus equivalent events in subsequent years.	Environmental Officer	Monitor student travel patterns through periodic surveys	Predominantly staff time. Production of posters/literature. £200 annually
Provide information on travel at University open days for new students as appropriate.	To highlight travel options to new students before they start at the University.	From Oct 2015	Environmental Officer	Monitor number of potential students requesting information.	Predominantly staff time at open days.

Action	Justification	Target date	Responsibility	Monitoring	Cost
Other					
Travel surveys and data analysis	To monitor the modal shift for the duration of the travel plan	Staff June 2015 June 2017 Student Nov 2015 Nov 2017	Environmental Officer	Survey results to be incorporated into travel strategy updates	The June 2015 surveys have been created, implemented and analysed in house. Approximately £6,000 every two years if not done in house.
Provision of public transport real-time travel information in the new buildings lobby area for staff and students.	To enable staff and students to better plan their journeys and encourage use of public transport.	Sept 2017	Estates Project Team	Survey results will capture the modes of transport used by staff and students	To be included in the project cost.
The University should continue offering season ticket purchase for public transport via salary sacrifice.	To enable staff to make a saving on public transport tickets	Already in place	Administered by the payroll team.	Numbers of staff using this scheme annually to be monitored.	Already set up.
Promote the use of additional public transport options as they become available such as the additional metro stops at New Street Station and Curzon Street and new bus services.	To make staff and students aware of the full range of travel options available to them and thereby encourage those who can use public transport to do so.	As and when new options become available.	Environmental Officer	Survey results will capture the modes of transport used by staff and students	Predominantly staff time.
Promote the use of flexible working in line with HR policies and in particular the use of facilities such as video and teleconferencing to reduce unnecessary travel.	To reduce unnecessary travel and costs to the university. Reduce our impact on the environment from travel	Every year	Environmental Officer	Records of communications	Staff time.
Travel plan co-ordinator	Given the scale of the work in delivering the above measures, and to meet the University's commitments, it will require a dedicated resource to focus on this activity and to monitor progress.	2015 ongoing	Director of Estates	Job vacancy advertised and filled	Salary of role