



THE UNIVERSITY  
*of* EDINBURGH

# Easter Bush Campus Travel Plan

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4 St. Colme Street,  
EDINBURGH EH3 6AA  
Telephone: 0131 226 4693  
Fax: 0131 220 0232  
Email: [Edin@cbuchanan.co.uk](mailto:Edin@cbuchanan.co.uk)

Prepared by: Ruth Mustard  
Approved by: Claire Carr

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## Contents

<b>1</b>	<b>Introduction</b>	<b>1</b>
1.1	Context	1
1.2	Integrated Travel Policy 2000	2
<b>2</b>	<b>Existing initiatives and facilities</b>	<b>3</b>
2.1	Context	3
2.2	Existing measures and initiatives	3
2.3	Walking and cycling	4
2.4	Existing bus provision	4
2.5	Car travel	5
<b>3</b>	<b>Baseline Data</b>	<b>7</b>
3.1	Context	7
3.2	Previous travel surveys	7
3.3	Further surveys	8
<b>4</b>	<b>Aims, objectives and targets</b>	<b>9</b>
4.1	Background	9
4.2	Aims	9
4.3	Objectives	9
4.4	Targets	9
<b>5</b>	<b>Travel Plan strategy</b>	<b>11</b>
5.1	Background	11
5.2	Travel Plan Co-ordinator	11
5.3	Travel Plan Working Group	11
5.4	Business travel networks	11
5.5	Travel Plan process	12
5.6	Marketing and promotion	12
<b>6</b>	<b>Travel Plan measures</b>	<b>15</b>
6.1	Introduction	15
6.2	Walking and cycling	15
6.3	Public transport	16
6.4	Motorcycling	17
6.5	Reducing unnecessary car use	17
6.6	Wider transport opportunities	18
<b>7</b>	<b>Monitoring and review</b>	<b>19</b>
7.1	Introduction	19
7.2	Monitoring and review	19

# 1 Introduction

## 1.1 Context

- 1.1.1 Easter Bush currently provides teaching facilities for veterinary students in the latter years of their studies and is also home to the small and large animal hospitals. It is located within the Bush area of Midlothian, approximately 5 miles to the south of Edinburgh. The University is currently engaged in the redevelopment of Easter Bush, which will see the following developments completed by the summer of 2011:
- Royal (Dick) School of Veterinary Studies (referred to as the New Vet School (NVS)), which is a £42 million state of the art teaching facility for future veterinary professionals; and
  - The Roslin Institute, which is a £60.6 million state of the art development to provide a focal point for the Easter Bush Research Consortium.
- 1.1.2 On completion all University activity at Summerhall and the Roslin Institute will relocate to Easter Bush, together with staff from the Scottish Agricultural College (SAC) and a small number of staff from Little France.
- 1.1.3 The opening of the above developments is the first phase in the future expansion of Easter Bush. Future phases which include an expansion of the NVS and Roslin Institute are planned but not yet committed.
- 1.1.4 This Travel Plan document has been prepared in support of the expansion and redevelopment of the University of Edinburgh Easter Bush Campus. It builds upon existing travel planning work undertaken at the site and takes cognisance of the travel opportunities associated with neighbouring organisations in the Bush area.
- 1.1.5 This Travel Plan is intended to be a stand alone document that will evolve with the future expansion of Easter Bush. It is a live document which provides a framework and mechanism to encourage sustainable travel patterns, monitor travel behaviour and identify appropriate transportation measures.
- 1.1.6 To assist in the development of the Travel Plan, the following pieces of work have been completed:
- A staff, student and visitor travel survey (including a staff survey of organisations in the Bush Estate) undertaken in 2009<sup>1</sup>;
  - A bus service accessibility review<sup>2</sup>; and
  - A parking management strategy<sup>3</sup>.
- 1.1.7 The following chapters describe existing travel initiatives and transport facilities and identify travel planning measures at Easter Bush.

<sup>1</sup> University of Edinburgh, Easter Bush Travel Survey Report 2010 undertaken by Colin Buchanan and Partners on behalf of the Energy Saving Trust.

<sup>2</sup> University of Edinburgh, Easter Bush Parking Management Strategy 2010 undertaken by Colin Buchanan and Partners.

<sup>3</sup> University of Edinburgh, Easter Bush Bus Service Accessibility Review Report undertaken by Colin Buchanan and Partners on behalf of the Energy Saving Trust.

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## **1.2 Integrated Travel Policy 2000**

- 1.2.1 In 2000, the University Court adopted an Integrated Transport Policy to formalise the University's commitment to reducing the impact caused by commuting and business travel in recognition of the University as a major employer and trip generator.
- 1.2.2 Seven objectives are detailed within the Integrated Travel Policy to reduce the impact caused by travel including: developing Travel Plans for each University site, reducing the need for single occupancy car trips, endeavouring to exceed appropriate modal split targets as dictated by City of Edinburgh Council, reducing the need to travel & associated travel distances and reviewing the management of University business travel.
- 1.2.3 The Transport and Parking Manager is tasked with overseeing and implementing Integrated Travel Policy objectives. Their remit includes: policy and Travel Plan development and implementation, travel surveys, external stakeholder negotiations, setting of overall targets for travel change, staff consultation and Travel Plan monitoring & review.

## 2 Existing initiatives and facilities

### 2.1 Context

- 2.1.1 Easter Bush currently generates a significant level of travel demand. Some options are available for sustainable travel to the area and the travel survey undertaken in the latter part of 2009 indicates a real willingness by those currently based at Easter Bush and those relocating to the site to travel by sustainable travel modes. At present there is a high student public transport and car sharing mode share and this provides a strong platform upon which to build a robust Travel Plan.
- 2.1.2 This chapter provides a review of options and infrastructure available for travel to Easter Bush. The review considers all relevant travel modes and provides details of current and future infrastructure and service provision.
- 2.1.3 To assist in the development of the Travel Plan and to better understand current and future travel practices at Easter Bush, the following were undertaken:
- a staff and student and visitor travel survey (including Bush Estate),
  - a parking survey of existing University car parks at Easter Bush and parking management strategy; and
  - a bus accessibility review which considers existing provision in relation to staff and student demand and identifies future requirements and opportunities associated with bus travel to Easter Bush.
  - Accessibility assessment of staff and student home locations in relation to public transport provision to Easter Bush based upon a full listing of existing staff and student home postcodes.

### 2.2 Existing measures and initiatives

- 2.2.1 The University of Edinburgh is very active in travel planning at all of its locations throughout the Edinburgh area, including the facilities located at Easter Bush.
- 2.2.2 Measures and initiatives which have been implemented to date at Easter Bush are as follows:
- Supporting Lothian Buses service 67;
  - Segregated cycle / pedestrian route through the site to link to nearby residential areas;
  - Cycle parking facilities;
  - Parking permit system;
  - Showering and locker facilities;
  - Tripshare scheme, which is open to all staff at the University;
  - Bicycles+ (cycle to work scheme);
  - Shuttle bus service for students between sites
  - Bus and train annual season ticket loans can be purchased by staff; and
  - Access to the University's transport and parking website ([www.ed.ac.uk/transport](http://www.ed.ac.uk/transport)).

## 2.3 Walking and cycling

- 2.3.1 Through its semi-rural location, the accessibility opportunities and constraints on journeys to Easter Bush are unique in comparison to the other University of Edinburgh locations. Given that the site is located away from the main population centres of Edinburgh, walking and cycling will, understandably, play a relatively minor role in the modal split of journeys to and from Easter Bush.
- 2.3.2 At present there is a reasonable walk mode share of around 3% of staff and 2% of students to Easter Bush. Furthermore, approximately 2% of staff and 5% of students cycle to the site.
- 2.3.3 The results of the 2009 travel survey show that, for those who are relocating, approximately 1% of staff and 2% of students stated that they would consider walking to Easter Bush and approximately 6% of staff and 5% of students would consider cycling to the site.
- 2.3.4 Based on an easy walking distance of 1.6km and cycle distance of 5km, and using the postcodes of staff and student home locations, the catchment for these modes is limited. Table 2.1 shows just 1% of staff and students could easily walk to the university, compared with the 8% who could easily cycle.

**Table 2.1: Walk in and cycle catchments**

	Walk*	Cycle**
Staff and Students	1%	8%

\* Walk distance of 1.6 km and cycle distance of 5 km

- 2.3.5 As major trunk roads, the A701 and A703 also present barriers to walking and cycling to Easter Bush. This has been addressed in part by the provision of new and safe crossing facilities in the vicinity.
- 2.3.6 As part of the expansion of Easter Bush, a new, wide, segregated, shared use walk and cycle path has been installed along the western edge of Easter Bush Farm Road. This provides an off-road connection through the campus between Bush Loan and Seafield Road. Prior to the installation of this route, no continuous footway was available and road safety was a major concern. The new shared use path has addressed these concern and can therefore encourage more walking and cycling trips to Easter Bush.
- 2.3.7 Pedestrian and cycle facilities have been incorporated in to the new traffic signal controlled junctions at:
- Easter Bush Farm Road / A703 Seafield Road / Seafield Moor Road; and
  - A703 Seafield Road / A701.
- 2.3.8 Facilities include advanced cycle stop lines and pedestrian crossing facilities on approaches to the junctions.

## 2.4 Existing bus provision

- 2.4.1 Travel to Easter Bush by bus accounts for on average 8% of staff trips and 30% of student trips. For those relocating to Easter Bush, potentially 13% of staff and 53% of students will choose to travel by bus.
- 2.4.2 Easter Bush is currently served directly by Lothian Buses 15A, 47 (peak hours only) and the 67 which combined provide approximately 4 to 5 buses per hour (in each direction) at peak morning and evening times. These services provide direct services to Edinburgh City Centre and intermediate destinations, and Penicuik to the south.

2.4.3 The number of staff and students living within a 45 minute and 60 minute public transport journey time of Easter Bush is identified within the bus accessibility review (see footnote 3 on page 3) and is summarised in Table 2.2. The journey time accounts for a 5 minute walk time to the bus and the on bus journey time.

**Table 2.2: Catchments by bus journey time**

	45 minute	60 minute
Staff and students*	39%	42%

\* Based upon existing staff and student postcode information

2.4.4 Further bus services are available on the A701. In the morning peak hour this route carries approximately 10 buses per hour (in each direction) and in the evening peak approximately 19 buses per hour in the southbound direction and 9 buses per hour in the northbound direction.

2.4.5 For those staff and students not served by direct services, there is the opportunity to interchange in Edinburgh city centre from various services throughout the Edinburgh area.

2.4.6 The Straiton Park & Ride facility, to the north of Easter Bush, also provides an opportunity to interchange from the private car to the Lothian Buses service 67 and 47. Straiton Park & Ride provides 600 parking spaces and is served by service 67 every hour during the day.

## 2.5 Car travel

2.5.1 According to the 2009 travel survey, approximately 84% of staff and 40% of students currently drive to Easter Bush. Furthermore, the travel survey also indicates that 2.5% of staff and 24% of students arrive as a car passenger. For those relocating to Easter Bush, 64.5% of staff and 12.1% of students intend to drive to the site.

2.5.2 There are four formal car parking areas serving Easter Bush as summarised in Table 2.3.

**Table 2.3: Easter Bush car parking areas**

Car Park	Use	Capacity
Orange	Staff and clients	45
Pink	Staff and clients	35
Red	Staff, students and visitors	237
Blue	Staff and visitors	79
<b>TOTAL</b>	-	<b>396</b>

2.5.3 All existing staff and students based at Easter Bush are eligible for a parking permit and no criteria is applied to the application process. The current system is enforced through frequent inspections undertaken by University staff.

2.5.4 An assessment was undertaken of car park capacity in relation to the existing demand and the key findings are summarised below:

- The overall site capacity of 396 spaces is not exceeded at any point throughout the course of the day with a maximum occupancy of 85%;
- Individually, none of the car parks exceeds their capacity including the allocated client spaces within the orange car park where a maximum demand of 13 vehicles was recorded (81% of capacity);
- The maximum visitor/client vehicle demand was 40 vehicles and occurred between 0930 and 1030;

- The maximum demand at any one time for disabled parking was 3 vehicles between 0730 and 1730;
- On the day of the survey there was a total of 502 arrivals and 269 vehicle departures recorded between 0730 and 1730; and
- The main peak arrival and departure periods are 0830 to 0930 and 1630 to 1730, respectively.

2.5.5 There is a general perception that current parking provision is too low, however as can be seen from the above key findings, the collected data suggests spare capacity, even at peak times.

### 3 Baseline Data

#### 3.1 Context

3.1.1 To develop a successful Travel Plan for Easter Bush it will be important to have a clear understanding of current travel patterns and previous travel trends over a number of years. This needs to include the identification of demand by mode of transport, where staff and students are travelling to and from, perceptions of travel, and where focussed improvements could be developed.

3.1.2 Since 2004 travel data has been collected at Easter Bush via staff and student travel surveys and the most recent survey was undertaken in December 2009. The baseline data extracted from the 2009 travel survey (see footnote 1 on page 3) has been used here to assist in informing the development of targets and measures within the Easter Bush Travel Plan.

#### 3.2 Previous travel surveys

3.2.1 As part of their transport policy the University undertakes frequent travel surveys to monitor travel trends, inform any potential future travel planning initiatives and to scrutinise the effectiveness of initiatives already implemented. Staff and student travel surveys were undertaken at Easter Bush in 2004, 2007 and 2010; in the latter part of 2009, a travel survey specific to Easter Bush was also undertaken to support the expansion programme.

##### **Baseline Mode Share**

3.2.2 The 2009 travel survey highlighted that approximately 13% of staff and 36% of students, currently based at Easter Bush, travel by non-car modes of transport. Encouragingly, of the 64% of students coming to Easter Bush by car, just under half car share. The full mode share results are presented in Table 3.1.

**Table 3.1: 2009 Easter Bush mode share**

Transport Mode	Staff mode share (%)	Student mode share (%)	Overall mode share (%)
Bus	7.5	29.7	21.6
Foot	3.1	1.5	2.1
Car driver	84.4	39.6	55.9
Cycle	1.9	4.7	3.7
Rail	0.6	0.0	0.2
Car passenger	2.5	24.0	16.2
Motorcycle	0.2	0.5	0.3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>

3.2.3 The staff and student car driver mode share is very high – the highest of all of the University sites. Whilst this does reflect the semi-rural location of the site, it does also highlight the need to re-evaluate existing travel planning measures at Easter Bush and identify new opportunities to encourage sustainable travel to the site.

### ***Additional information***

- 3.2.4 The results of the 2009 Easter Bush travel survey also highlighted that:
- 17.5% of car drivers perceive there to be a lack of suitable alternatives to the private car;
  - 26% of staff and 23% of student car drivers would prefer to travel by another mode of transport;
  - The main barrier to staff not using their preferred mode of transport is a perceived lack of public transport;
  - The main barrier to students not using their preferred mode of transport is cost;
  - There is a lack of awareness of measures promoting cycling at Easter Bush;
  - With reference to Tripshare, a low proportion of staff and students are aware of the scheme and currently there are no active student members.
  - Distance to accessing bus services and the low frequency of services are the main barriers for not using the Lothian Buses service 67;
  - Approximately 60% of staff and 54% of students are aware of the University shuttle bus but do not use it. A further 15% of staff and 35% of students are aware of the service and use it.

## **3.3 Further surveys**

- 3.3.1 The University undertakes staff and student travel surveys at their sites every 3 years. The most recent survey of all sites was undertaken in March 2010 with the next survey due in March 2013.
- 3.3.2 To supplement the next University wide travel survey an interim Easter Bush travel survey will be undertaken approximately 6 months (early 2012) after full occupation of the campus.
- 3.3.3 This survey will form part of the Travel Plan monitoring process. As the future expansion of Easter Bush is planned but not yet committed, consideration will be given to subsequent interim travel surveys as and when future phases become operational.
- 3.3.4 The monitoring process is detailed in Chapter 7 of this report.

## 4 Aims, objectives and targets

### 4.1 Background

4.1.1 The Easter Bush Travel Plan is based around core aims, objectives and targets which directly contribute to the objectives of the University's Integrated Travel Policy.

### 4.2 Aims

4.2.1 The key aims of the Travel Plan are to:

- reduce the proportion of car driver trips to Easter Bush and ensure travel choice for staff, students and visitors to the area; and
- increase the proportion of public transport, walking and cycling trips to Easter Bush.

### 4.3 Objectives

4.3.1 The principal objectives of the Travel Plan are:

- to enhance accessibility overall to Easter Bush;
- to raise awareness of Travel Plan measures and the consequent health benefits associated with these;
- to continue to enhance public transport provision to Easter Bush, building upon existing services;
- to maximise the potential for walking and cycling;
- to maximise the advantage of the close proximity of neighbouring organisations through joint initiatives aimed at encouraging transport alternatives to car trips – business travel network;
- to minimise congestion on the local road network and mitigate against overspill parking onto the surrounding roads; and
- to highlight the financial and environmental benefits of sustainable travel.

### 4.4 Targets

4.4.1 It is not going to be possible for the existing very high car driver mode share to continue once the new campus opens. This is because:

- 1) there will not be enough car parking to support such a high proportion of staff and students car driving; and
- 2) the negative impact on road congestion, pollution and carbon emissions will be unacceptable.

4.4.2 The key target of this Travel Plan will be to reduce the car driver mode share, by increasing the mode share for all non-car modes and car sharing.

4.4.3 Tables 4.1 to 4.3 highlight the mode share targets for Easter Bush up to 2015. The combined mode share targets have been identified in the tables plus the targets specifically for staff and students. The mode share targets take account of existing travel patterns, staff and student home locations in relation to sustainable transport links and future parking provision at Easter Bush.

4.4.4 These targets are provisional and subject to change based upon the results of subsequent surveys and the rate at which new development takes place.

4.4.5 The car driver mode share targets for 2011 are absolutely critical. They must be achieved as part of the Parking Management Strategy.

4.4.6 In reviewing the targets in the future the following factors will be taken account of:

- The results of subsequent travel surveys
- Existing transport links;
- Future transport improvements in the area; and
- Future onsite parking management.

**Table 4.1: Staff and Student combined mode share targets**

Transport Mode	Baseline mode share(%)	2011 mode share target (%)	2015 mode share target (%)
Bus	22	24	25
Foot	2	3	3
Car driver	56	51	49
Cycle	4	4	4
Rail	0	0	0
Car passenger	16	16	17
Motorcycle	0	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 4.2: Staff mode share targets**

Transport Mode	Baseline mode share (%)	2011 mode share target (%)	2015 mode share target (%)
Bus	8	9	10
Foot	3	4	4
Car driver	84	70	68
Cycle	2	3	3
Rail	1	0	0
Car passenger	2	13	14
Motorcycle	0	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 4.3: Student mode share targets**

Transport Mode	Baseline mode share (%)	2011 mode share target (%)	2015 mode share target (%)
Bus	30	40	41
Foot	1.5	2	2
Car driver	40	31	29
Cycle	5	6	6
Rail	0	0	0
Car passenger	24	20	21
Motorcycle	0	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

## **5 Travel Plan strategy**

### **5.1 Background**

- 5.1.1 The overall responsibility and Travel Plan Co-ordinator (TPC) role for the Easter Bush Travel Plan lies with the University's Transport and Parking Manager.
- 5.1.2 A working group made up of staff and students located at Easter Bush will be formed to assist the TPC with the development and management of the Travel Plan.

### **5.2 Travel Plan Co-ordinator**

- 5.2.1 The TPC provides a focal point and a link between the various service providers and their staff, external stakeholders such as bus operators and Midlothian Council. The duties of the TPC includes:
- responsibility for the overall management, development and implementation of the Travel Plan;
  - overseeing the marketing and consultation on the Easter Bush Travel Plan;
  - organising and chairing the Easter Bush Travel Plan working group;
  - acting as a focal point for external stakeholders;
  - attending meetings as and when required with occupiers of the site, stakeholders and Midlothian Council;
  - being aware of current and future legislation regarding transport opportunities and constraints; and
  - actively marketing and encouraging transport alternatives to the private car for journeys to and from Easter Bush.

### **5.3 Travel Plan Working Group**

- 5.3.1 The creation of a Travel Plan working group is an effective way of involving staff and students based at Easter Bush in the travel planning process. An Easter Bush working group will be created to assist with the TPC with the implementation and running of Travel Plan initiatives. The working group will comprise of staff and students who have an interest in sustainable travel. Collectively, they should have a range of skills and experience to aid the deliverability of the Travel Plan.
- 5.3.2 The creation of a working group will allow staff and students to take ownership of the Travel Plan.

### **5.4 Business travel networks**

- 5.4.1 The University through the TPC will encourage the formal creation of a Business Travel Network (BTN) with all organisations in the Bush area. This would see the creation of a business-to-business network which would enable organisations and occupiers of Easter Bush to share best practice and promote the rationale for Travel Plans and smarter travel choices.
- 5.4.2 The creation of the BTN would be the responsibility of the TPC assisted by the Easter Bush working group.

## 5.5 Travel Plan process

5.5.1 The strategy for the Travel Plan identifies the process for its development and implementation. This is essential to ensure that:

- the necessary resources can be mobilised to implement the plan;
- full engagement can be achieved with all relevant stakeholders; and
- there is awareness for all working or visiting Easter Bush of the travel options available.

5.5.2 The Easter Bush expansion will occur in a number of phases and whilst this section addresses phase one it is important to note that the same processes will be equally applicable to later phases of the development.

**Table 5.1: Travel Plan strategy**

Task	Action	Target date for completion
1	Appointment of TPC	Completed
2	Set up working group to assist the TPC	August 2010 to August 2011
3	Consultation with stakeholders e.g. bus operators, Sustrans, Midlothian Council (MLC)	Ongoing
4	Marketing campaign focusing on walking and cycling initially then public transport and car sharing in the latter part of 2010 / early 2011	August 2010 onwards
5	Launch of Travel Plan	September / October 2010
6	Implementation of new measures	October 2010 onwards
7	Implementation of new permit application process	January 2011
8	Personalised travel planning	February 2011 onwards
9	Agreement on modal shift targets for 2015	January / February 2011
10	Roslin Institute fully occupied	March 2011
11	New permit system goes live	August 2011
12	New Vet School fully occupied	August 2011
13	Interim travel survey	Early 2012

## 5.6 Marketing and promotion

5.6.1 It was clear from the 2009 travel survey that a number of staff and students were unaware of some of the existing University Travel Plan measures. Therefore it will be critical that in combination with any transport improvements, a clear marketing strategy is developed to ensure that all those working, studying or visiting Easter Bush are fully aware of the travel options available to them.

5.6.2 Marketing of the Travel Plan will be based around the following themes:

- car drivers will be encouraged to share or switch to non-car forms of travel; and
- everyone will be supported to choose the mode of travel which best suits their needs.

### ***A better Way To Work scheme***

- 5.6.3 In conjunction with the Government funded Better Way To Work project ([www.findabetterwaytowork.org](http://www.findabetterwaytowork.org)) a full marketing campaign will be undertaken including the following initiatives:
- travel roadshow at Easter Bush in September 2010 focussing on walking and cycling (with potential for more);
  - travel roadshow at the existing Roslin Institute in August 2010 (with potential for more);
  - provision of posters throughout the buildings encouraging sustainable travel;
  - development of walking and cycling maps
  - Travel options information
- 5.6.4 The dissemination of information on travel choices to Easter Bush will be critical to encourage travel by alternatives to the private car. The University already provides a wealth of information via their dedicated transport website – [www.ed.ac.uk/transport](http://www.ed.ac.uk/transport). It is essential that awareness of the website is increased. It is also recommended that the Vet School / Roslin set up their own dedicated website to advise staff and students on travel in the run up to the building opening.
- 5.6.5 E-mail will be the primary form of communication. However, this will be supported by a poster / leaflet campaign.

### ***Notice boards***

- 5.6.6 Travel information will be provided via screens in the reception areas of each building. To supplement this, information will be provided on notice boards located throughout the Easter Bush buildings. As well as travel information, the notice boards can also advertise health, financial and environmental benefits of active travel.

### ***Signage***

- 5.6.7 It is recognised that there will be a number of cross site trips required throughout the day. Therefore clear and coherent signage will be integral to directing pedestrians and cyclists through the Easter Bush area to the surrounding network including cycle routes and bus stops. The University have in place a signage strategy to assist in the movement of staff and students throughout the area.

### ***Real time information***

- 5.6.8 Real-time information is very beneficial in improving bus users perceptions of wait times and journey times. Real time information exists at bus stops on the A701. The online bustracker facility also provides an excellent tool for obtaining up to date bus journey information from the internet or via information applications available for downloading onto personal smart phones.
- 5.6.9 Bustracker is already available on the screens within the Vet Centre, and this should be extended to other buildings in the campus.

- 5.6.10 In addition to the online bustracker facility, for those on the move, other applications for smart phones include:
- google maps;
  - traveline; and
  - public transport operator websites.
- 5.6.11 These should be actively promoted.

***Personalised travel planning***

- 5.6.12 Personalised travel planning will be available to all staff and students who have not requested a parking permit or who have requested a parking permit and have been unsuccessful. Personalised travel planning will take the form of one to one discussions used to inform an individual of all travel options available to them for their journey to and from Easter Bush. Personalised travel planning will be available from the early part of 2011.

## 6 Travel Plan measures

### 6.1 Introduction

6.1.1 The measures detailed in this chapter form a package of measures to be delivered taking account of the phasing of the Easter Bush expansion.

### 6.2 Walking and cycling

6.2.1 Walking and cycling are cheap, reliable, environmentally friendly modes of transport and can support healthier lifestyles.

6.2.2 Both modes have proven health benefits, in particular as a form of exercise enabling people to get fit. For example, cycling can yield much the same improvements in physical performance as specific fitness training programmes. Increasing activity levels lowers the risk of major diseases such as coronary heart disease, and mental health problems. Incorporating physical activity into the daily routine can help towards prevention and recovery from ill health.

6.2.3 Further benefits associated with walking and cycling include:

- Convenience and reliability, saving time through relieving traffic congestion;
- Financial savings; and
- Environmental benefits, including zero emissions of carbon dioxide.

6.2.4 There is a growing body of research from around the world which indicates that people who actively commute to work benefit their employer through:

- Reduced absenteeism;
- Lower turnover rates;
- Improved productivity and employee morale; and
- Lower health costs.

6.2.5 It is acknowledged that the walk and cycle catchment for the Easter Bush Campus is low, however the University is committed to providing opportunities to encourage and facilitate those staff, students and visitors who do wish to walk or cycle to Easter Bush.

6.2.6 To encourage walking and cycling trips, the following facilities and measures will be provided on site:

- Covered and secure cycle parking in close proximity to the entrances to buildings;
- Showering, locker and changing facilities;
- The opportunity for staff to purchase a bicycle and cycling equipment through the Bicycle+ scheme; and
- A segregated pedestrian / cycle route along Easter Bush Farm Road linked to the signalised crossing facilities at its junction with the A703.

6.2.7 The following facilities will be provided within the New Vet School to encourage walking and cycling:

- 50 covered cycle parking spaces in close proximity to the building entrance, 10 of these spaces are secure; and
- Two showers on every floor from ground level to the second floor.

- 6.2.8 The following facilities will be provided within the Roslin Building to encourage walking and cycling:
- 80 covered cycle parking spaces in close proximity to the building entrance;
  - Two showers on every floor from ground level to the second floor, one shower on each floor will be suitable for disabled users; and
  - Locker facilities, demand will be monitored for these and further lockers provided if the need arises.
- 6.2.9 To enhance these existing measures, the following measures will be implemented:
1. Lunchtime walking groups throughout the summer months;
  2. Bicycle User Group, to be developed in partnership with other organisations in the area;
  3. Doctor Bike (this is already a feature of a number of University sites in Edinburgh);
  4. Free cycle training for staff and students; and,
  5. Free bike maintenance course for staff and students.
- 6.2.10 In partnership with other occupiers in the Bush Area, the University will investigate opportunities for improved walking and cycling infrastructure. Key areas where improvements will be considered are:
- Walking routes to bus stops on the A701; and
  - Cycle lanes on the A703 / A701 / A702 adjacent to the Bush Area.

### **6.3 Public transport**

- 6.3.1 Easter Bush already benefits from existing bus services running through the site and supplementary services running along the A701 and the A703. These services provide good coverage in relation to staff and student home locations.
- 6.3.2 To encourage public transport use, the following initiatives are already available:
- University bus guide and map;
  - Subsidisation of Lothian Buses service 67, which operates between the city centre and Easter Bush;
  - Discount on One ticket (for mixed mode public transport)
  - Shuttle Buses (serving various campuses); and
  - Pool cars for those who need a car for business travel.
- 6.3.3 Enhancing the capacity and frequency of the existing bus services to Easter Bush is critical to the success of the Travel Plan. Ongoing negotiations between the University and the bus operators is already taking place to ensure that the most effective bus service provision is achieved, taking account of non-University influences such as the current financial climate and the background demand associated with origins and destinations outside the Bush Area.
- 6.3.4 Based upon current information, improvements will focus on:
- Timings of bus services to coincide with main class times;
  - Opportunities for interchange to direct bus services; and
  - Future demand in relation to available capacity,
- 6.3.5 As part of the marketing campaign and to encourage staff and students to consider public transport, the following initiatives will be considered in more detail, subject to ongoing discussions with public transport operators:
- free Ridacard / bus pass for a trial period; and
  - updated University of Edinburgh bus map and guide.

6.3.6 In partnership with other organisations, the University will consider where linkages to bus stops can be improved. This will focus upon the internal network of paths within the Bush area.

6.3.7 In addition to the above measures, marketing opportunities identified in Chapter 5 will play a major part in encouraging public transport travel to Easter Bush.

## **6.4 Motorcycling**

6.4.1 In association with car parking, the following parking provision will be available for motorcyclists:

- 8 spaces provided at the New Vet School; and
- 10 spaces provided at the Roslin Building.

## **6.5 Reducing unnecessary car use**

6.5.1 The provision of sustainable travel choices needs to be supported by a parking management permit system. Effective parking management is a key tool in developing and maintaining a sustainable travel culture.

6.5.2 It is acknowledged that some staff and students located at Easter Bush will require their car for work purposes and some visitors may find it difficult to travel by means other than the private car. This section considers measures that have been and will be implemented at Easter Bush to reduce the amount of unnecessary vehicle trips to the site.

### ***Car park management***

6.5.3 The Easter Bush parking management system will be based upon the existing University parking management system used at the University's main locations throughout the city. A criteria based scoring system has been developed which takes account of the following:

- Care of dependants;
- Business use;
- Distance; and
- Access to non-car modes.

6.5.4 The permit system will be in operation between 0900 and 1700. Any member of staff or student who does not display a permit during this time will receive a penalty notice of £30. Staff and students on the campus after 1700 or at the weekend will not require a permit to park.

6.5.5 The University currently enforce parking through permit identification. This will continue on opening of the New Vet School and Roslin Institute. Visitors to Easter Bush will require to sign in at reception on arrival.

6.5.6 The Parking Management Strategy(*see footnote 2 on page 3*) is described in detail in a separate report.

### ***Journey sharing***

- 6.5.7 Due to the rural nature of Easter Bush, it is acknowledged that car sharing is likely to be the most attractive alternative to drive alone trips.
- 6.5.8 In addition to contributing to a reduction in congestion on the roads, car sharing has a number of benefits over driving alone which include:
- Personal financial saving;
  - Opportunity to socialise;
  - Helping the environment by reducing CO<sub>2</sub> emissions; and
  - Reducing parking pressure and congestion.
- 6.5.9 The University operates a private group within the SEStran Tripshare website. Staff and students can also opt to search within The Bush Estate Group.
- 6.5.10 Currently there is a low uptake of the Tripshare scheme which operates at Easter Bush. It is essential that the scheme, together with the option to join the Bush Estate Group, is promoted to staff and students. Additionally, the scheme also provides Walkbudi, Bikebudi and Taxibudi.

## **6.6 Wider transport opportunities**

- 6.6.1 If staff and students require to bring their car to Easter Bush, consideration should be given to bringing it part of the way and making use of the nearby Park & Ride facility at Straiton. This facility is linked directly to Easter Bush via the Lothian Buses 67.
- 6.6.2 The University will also continue to explore opportunities associated with wider transport proposals including:
- Borders Railway Line, the nearest halt to Easter Bush will be at Eskbank;
  - Potential Lothianburn Park & Ride facility (located on the route of the Lothian Buses service 15A); and
  - Edinburgh Orbital Bus Project which will provide an orbital service around the city bypass linking the Park & Ride sites.

## **7 Monitoring and review**

### **7.1 Introduction**

7.1.1 Travel planning is an ongoing process and a Travel Plan is an evolving document which needs to be monitored and reviewed on a frequent basis. It is important that as the phased expansion of Easter Bush continues, the Travel Plan is flexible to meet the needs of existing and future users of the site and can respond to external influences.

### **7.2 Monitoring and review**

7.2.1 A key element of the monitoring and review process is to conduct frequent travel surveys of staff, students and visitors at Easter Bush. Baseline mode share data for Easter Bush has been identified through the 2009 travel survey.

7.2.2 Subsequent surveys will allow the Travel Plan to be monitored and updated appropriately. The surveys will also provide key information which identifies what short term benefits have been achieved since opening so that any necessary review of the Travel Plan can take place.

7.2.3 Future travel surveys will be undertaken at the following intervals

- February 2012 (interim travel survey);
- March 2013;
- March 2016; and
- March 2019.

7.2.4 The Travel Plan is a dynamic document which will be updated to take cognisance of the results of the travel surveys.

7.2.5 To complement the surveys the following will be undertaken:

- Cycle parking counts;
- Car parking counts;
- Count on the uptake of the Tripshare scheme; and
- Count of the uptake on various financial measures.