



# Central Area Travel Plan (2005 – 2010)

As part of its commitment to social, economic and environmental sustainability, the University seeks to work in partnership with others, including the City Council, transport operators and the Scottish Executive, to reduce its overall impact caused by travel.

This Travel Plan has been prepared for The Central Area as a response to a Section 75 Agreement between the City Council and the University – part of a planning consent for the Potterow development. It will help the College and the University work towards the objectives set out in the University's *Integrated Travel Policy* – adopted by the University Court in 2000.

**The overall aim of the Plan is to promote a range of transport options and alternatives to travel that suit us all and help maintain the high quality working environment we have at the University, now and in future. It provides an opportunity to develop a mixture of travel and communications solutions that will help us reduce our reliance on single-occupancy car use for travel to and at work.**

Based on the findings of the Staff and Student Travel Survey and review of current facilities and initiatives in the Central Area, the following objectives have been established: -

- **At least a 5% reduction in the proportion of single occupancy car journeys to work by 2010 will be achieved.**
- **£100,000 investment over five years towards the use of more sustainable forms of travel**
- **£150,000 investment over five years for measures to reduce the need to travel by car at work**
- **A reduction in the amount of travel undertaken for work**

The Proposed Measures described overleaf will be developed with a range of local stakeholders – including our associated institutions on site and our neighbours – to implement these objectives, concentrating on areas identified by staff and students during the recent Travel Survey.

Where appropriate, targets and deadlines for implementation have been set – progress towards these will be reviewed annually as part of the University's Transport Report.

**Professor Timothy O'Shea, Principal and Vice-Chancellor.**

## Background

The Central Area currently has over 33 University buildings including the Student's Union Buildings, Banks/Shops, Gallery, Concert Hall and Medical Centre. The University has over 6,800 staff and 20,000 students. There are currently some 22 car parks with 1647 permits issued. All Central Area buildings have easy access to bus routes covering much of the city and beyond. Waverley train station is also no more than one km from any of the Central Area buildings. There is also access to cycle routes to the South of the city. This Travel Plan seeks to provide for the needs of all staff and students without increasing the overall transport impact of the site.

## Staff Travel Survey 2004 Results

The Staff Travel Survey was carried out in May 2004. Thirty four percent of staff responded to the survey. When comparing the results of this survey to the results of the previous survey carried out in 2000 (Figure1) they indicate that car use has decreased from 42.5% to 40.1%. With car use specifically in the Central Area

reducing from 34.6% in 2000 to 33.1%. Whilst cycling has increased from 6.4% to 8.8%, motorcycle use has increased from 0.73% to 1.7% and public transport use has increased from 33.8% to 33.4% in the last four years.

The distance travelled by staff to get to work is for those staff that are located in the Central Area is an average of 8.20 miles. The average time taken to travel to work is made by staff travelling to the Central Area is 41.61 minutes.

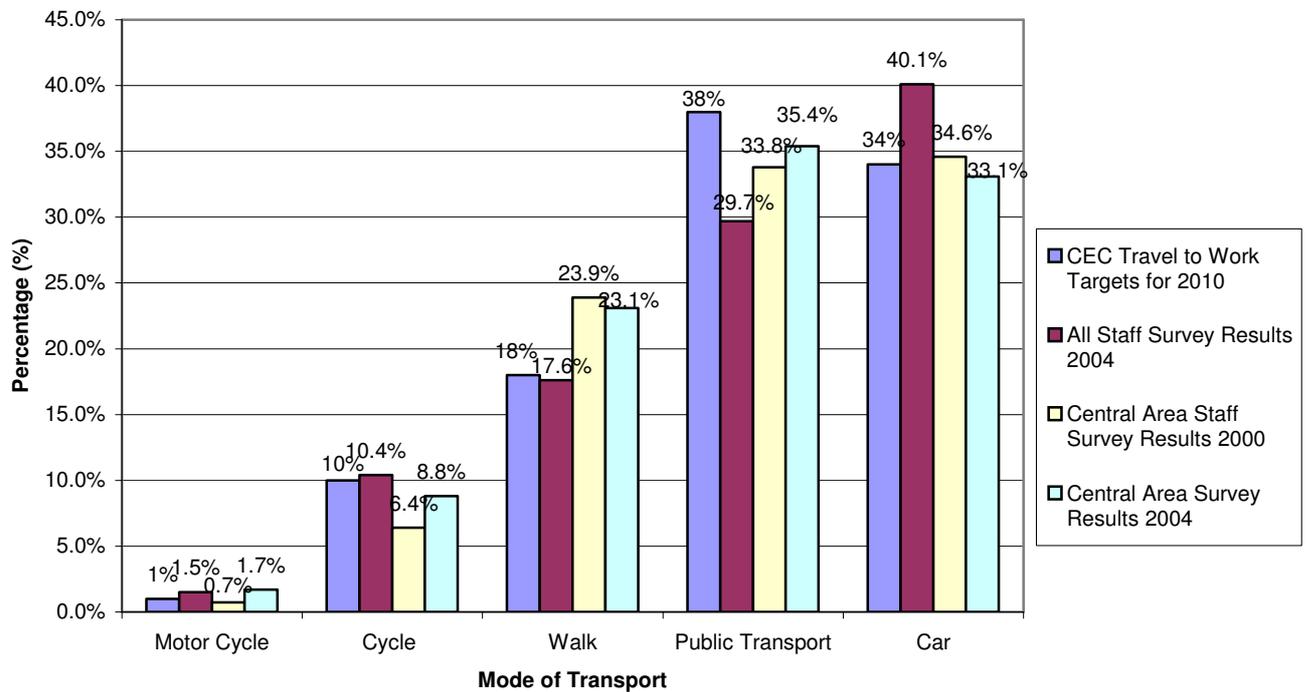
The most popular alternative method staff would like to use to travel to work is walking, with 28.5% selecting this method as their preferred mode of transport. When regular car users were asked what changes could be made to public transport to encourage them to use it, the two most significant factors were to increase the frequency of the routes and provide more direct routes. The most significant factors to encourage cycling for regular car users would be to provide showers, lockers and more cycle routes. The staff that use currently use their cars to travel to work also indicated that facilities for homeworking and better public transport would be the best method for the University to decrease car use.

The travel survey also asked staff whether their journey had changed in the last 3 years, the majority of staff answered that their journey had stayed the same over the last 3 years, except those staff based at Little France where fifty eight percent of staff felt that their journey had got more difficult.

At the end of the survey staff were also given the opportunity to add any additional comments that may have. These comments highlighted a large number of staff have caring responsibilities, which affects how they can travel to work. Many staff also indicated that safety was a concern whilst using some modes of transport and that many staff do not work within the 9-5 structure so find travelling outside of those times difficult and find that time constraints and convenience dictate which mode of transport they use.

**Figure 1**

**Central Area Modal Split Comparison**



## Proposed Measures

In this initial phase of the Central Travel Plan we intend to concentrate on actions that:-

- Will make an impact on travel modes in the short to medium term
- Have been identified as useful by staff in the recent *Staff and Student Travel Survey*
- Meet the objectives of the University's *Integrated Travel Policy, 2000*.

All initiatives specified in the Action Plan will be common to both the Central Area Travel Plan and the Kings Buildings Travel Plan and will be added to further site specific Travel Plans when developed.

	<b>Initiative</b>	<b>Details</b>	<b>Target Date (from approval)</b>
<b>Marketing and Promotion</b>	Produce leaflets and posters.	Provide information on bus services, location of bus stops including walking routes to and from bus stops, cycle facilities on site, ticket purchasing arrangements, car-parking arrangements.	Continuous
	Develop awareness raising materials.	Input into staff induction, new student packs and presentations, pay advisory notes and e-mails.	Continuous
	Continue to develop the Travel Options Online website	Providing information on public transport services, transport loans, season tickets for buses and where they can be purchased, access to pool vehicles, location of showers, cycle parking, etc.	Continuous
	Provide a personalised travel planning service	For new staff and students, providing detailed information on the travel options available to them.	6 months
	Transport information point	Provide at least one dedicated area for the provision of transport information in the Central Area.	12 months
	Produce a calendar of Travel Awareness events.	Promote National Bike Week, European Mobility Week, Green Transport Week, as well as University specific events.	Continuous
	University shuttle bus services	Continue to monitor and review the shuttle bus service from George Square to Kings Buildings	Annually

	<b>Initiative</b>	<b>Details</b>	<b>Target Date (from approval)</b>
<b>Public Transport</b>	Improve public transport services and negotiate with the service providers and CEC for new public transport routes.	Monitor and review public transport services to and from the central area to other areas of the University and the City Centre, including a new route that stops at the five main campuses (Holyrood, Central, Kings Buildings Easter Bush and Little France).	
<b>Transport loans, Ticket Discounts and Sales</b>	Continue to promote the staff transport loans.	Transport loans are provided for purchasing season tickets, cycles, motorcycles and the associated protective equipment (up to £500)	Continuous
	Promote existing public transport tickets and services available in the City.	For example the 'One ticket', 'Ridacard' and 'Plus bus' tickets.	Continuous
	Discounts for staff and students	Continue to negotiate with bus operators.	Continuous
	Provide sales outlets for bus and season tickets	Explore the potential of 'Paypoint' facilities and promote the facilities available at Lothian Buses Travel shops.	12 months
<b>Walking and cycling</b>	Make improvements to the walking and cycling environment in the Central Area.	Review site access for those walking and cycling within the Central Area	12 months
		Review direction signing and lighting for those walking and cycling in the Central Area	12 months
	Negotiate improvements to footways and cycle ways with CEC	Lobby for CEC to extend, improve and properly maintain cycle routes	Continuous
	Continue to promote the Central Area Bicycle Users Group	Including a Bike buddies scheme and a social rides programme.	Continuous
	Introduce a cycle loan scheme.	For staff and students.	12 months
	Review provision and type of cycle parking available in the Central Area	The university is looking to provide secure cycle parking with swipe card access in the Central Area locations.	6 months
	Review provision of showers in existing and future buildings in the Central Area	For use by cyclists, walkers and runners.	6 months
	Promote refresher cycle training	Promote the facility for half price training for 50 sessions each year.	Continuous
	Cycling toolkit	Continue to promote the cycling toolkit facility for staff and students at Appleton Towers.	Continuous
<b>Powered two wheelers</b>	Parking for powered two wheelers	Review provision and type of powered two wheeler parking available in the Central Area	12 months

	<b>Initiative</b>	<b>Details</b>	<b>Target Date (from approval)</b>
<b>Pool vehicles</b>	Promote alternatives to the car for business journeys.	Promote the existing and increase the numbers of pool bikes available to staff in the Central Area	6 months
		Promote the cycle mileage allowance for business journeys	Continuous
		Manage existing pool vehicles and increase the number of pool vehicle available to staff in the Central Area	12 months
<b>Alternative car parking arrangements</b>	Park and Ride Schemes	Investigate the potential of promoting the use of park and ride schemes to alleviate parking pressures in the Central Area.	12 months
<b>Car sharing</b>	Introduce a new web based car sharing scheme by NetFm called 'Edinburgh RideShare'	Investigate introducing dedicated parking spaces and discounts for users of the new system.	12 months
<b>Reducing the need to travel</b>	Telephone and video conferencing facilities	Review provision of and promote existing Telephone and video conferencing facilities	12 months
	Home working and flexible working arrangements	Review the current arrangements.	12 months
<b>Visitors</b>	Travel information for visitors	Provide information with invitations and in receptions of well visited buildings e.g. Talbot Rice Gallery.	Continuous
<b>Deliveries</b>	Reduce unnecessary vehicle trips.	Review pattern of deliveries from suppliers and use of stores across the Central Area	12 months

## Organisation and Management

The **University Court** has shown its commitment to the travel planning process by adopting the University's **Integrated Travel Policy** and has established an advisory group – membership of which includes high level academic and professional management staff and staff representatives from various University sites – to carry forward this process.

The advisory group, in conjunction with the Estates & Buildings Department has taken the important step of appointing a University **Travel Plan Coordinator** who is responsible for implementing the University's Integrated Travel Policy and delivering the University's site-specific Travel Plans.

To ensure the initiatives are developed and implemented in the Central Area, a **Central Area Travel Forum** will be established – chaired by the Director of Corporate Services, with a membership of academic and administrative staff representing the various Schools located within the Central Area. The Travel Plan Coordinator and other Estates & Buildings staff will provide professional support to the Forum. The University will publish an annual report on the progress in implementing the Kings Buildings and Central Area Travel Plan.

## Monitoring and Review

The University will monitor the overall success of the Central Area Travel Plan in reducing its overall travel impact by repeating the full Staff and Student Travel Survey every three years. A Snapshot survey will be carried out annually which will include data on visitor travel.

A monitoring report will be produced annually to assist in the implementation of the Travel Plan, to set new targets and to identify potential barriers. This will be made available to the City Council and all University staff and students.

The Travel Plan budget will be reviewed annually with budget applications invited from each of the Colleges for the consideration of the University's Advisory Group. Initiatives will be progressed, as funding is made available.

## Dissemination

A copy of this Travel Plan and any associated documents will be made available to all University employees and students in a variety of formats. Any examples of good practice will also be shared with other higher education establishments and organisations.

## Contacts and Further Information

For further information on this plan or copies of other documents mentioned above, please contact: -

- **Fiona Simon, Travel Plan Coordinator**, Estates & Buildings Support Services Division, Charles Stewart House, Chambers Street, EH1 1HT, Tel 651 4288 [Fiona.Simon@ed.ac.uk](mailto:Fiona.Simon@ed.ac.uk)  
– re detailed design and implementation of measures.
- **David Somervell, Energy & Environmental Manager**, Estates & Buildings Works Division, 11 Infirmary Street, Edinburgh EH1 1 NP, Tel 650 9145 [David.Somervell@ed.ac.uk](mailto:David.Somervell@ed.ac.uk)  
– re integration within the overall Sustainable University agenda.
- **Alasdair McKim, CoS&E Project Manager**, Estates & Buildings Development & Factoring Division, Old College, South Bridge, EH8 9YL, Tel 650 9091 [Alasdair.McKim@ed.ac.uk](mailto:Alasdair.McKim@ed.ac.uk)  
– re planning implications and master plan liaison.

## Appendices

1. University of Edinburgh, *Integrated Travel Policy* 2000.
2. Estates & Buildings, *Progress on Integrated Transport Policy*, May 2002.
3. Colin Buchanan & Partners, *Staff Travel Survey Report*, Sept 2000 (Full text available).
4. University of Edinburgh, *Vehicle Policy* Version 2, 2001.
5. University of Edinburgh, *Kings Buildings Travel Plan*, 2002
6. University of Edinburgh, *Kings Buildings Travel Plan Monitoring Report*, 2004
7. University of Edinburgh, *Staff and Student Travel Survey form and report*, May 2004 (*to follow*)