

UNIVERSITY OF  
BIRMINGHAM

smartmover



**University of Birmingham  
Sustainable Travel  
Action Plan  
2016 – 2021**

## **Action Plan**

- 9.1 The University of Birmingham is seeking to reduce the number of single occupancy car journeys taken to campus by staff, students and visitors. It is also seeking to reduce the carbon footprint of its business travel.
- 9.2 This document sets out the actions and resources required to meet the universities targets around single car occupancy.

### **Key to Action Plan**

**STG** – Sustainable Task Group

**STC** - Sustainable Travel Coordinator

**SEA** - Sustainability and Environmental Advisor

**HAS** – Hospitality and Accommodation Services

**HR** – Human Resources

**BUBUG** – Birmingham University Bicycle Users Group

**BCC** – Birmingham City Council

**CSTG** – Campus Safe Transport Group

**EDF** – Estates Development Framework

*Travel Plan updated September 2016  
(Sustainable Travel Co-ordinator)*

Area	Objective	Action	Means	Ownership	Status	Timescale/ deadline
Commuting	<p><b>Identify current modes of travel for comparison with targets and baselines to assist in further informing and developing the Travel Plan.</b></p> <p><b>Analyse the carbon footprint for Scope 3 reporting purposes</b></p>	Travel survey of both staff and students	<p>Undertake an online travel survey of both staff and students.</p> <p>Employ a Travel Survey Officer to assist in the statistical analysis of the survey.</p> <p>Work with Green Travel District partners to ensure a joined up approach across the wider campus.</p> <p>Exchange and compare information on key findings from the survey with Birmingham City Council and Transport for West Midlands.</p>	STC	<p>Survey held between 16<sup>th</sup> May and 16<sup>th</sup> June 2016.</p> <p>Reports completed September 2016.</p>	Reports completed and made public December 2016
	<b>Identify staff and student routes</b>	Map and analyse current routes travelled by commuters and cross reference with local travel services	Map staff postcodes via GIS and share information with partners.	STC	Staff postcodes collected via travel survey and mapped using GIS.	Completed September 2016
Marketing and Communication	<b>Raise awareness and promote Travel Plan initiatives</b>	Sustainable Travel Publicity Campaign	<p>Implement a new publicity campaign to promote sustainable travel initiatives to both staff and students.</p> <p>Include updated Sustainable Travel Guide in induction packs.</p> <p>Promote initiatives and discounts, via induction sessions, Wellbeing Days, departmental newsletters</p> <p>Post messages on staff and student portals.</p> <p>Staff magazine (BUZZ) and online</p>	STC	<p>HR sending out guides to new staff starters.</p> <p>Regular attendance at staff inductions.</p>	Ongoing

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Marketing and Communication (cont.)	Raise awareness and promote Travel Plan initiatives (cont.)		monthly newsletter (BUZZ Bitesize)			
		Travel Champions	Continue to support Travel Champions group and work with them to communicate key messages across departments and schools.	STC	Travel champions are well established and meet quarterly.	Quarterly meetings ongoing
		University Environment Day / Go Green Week events	Invite key external travel partners including Transport for West Midlands, Birmingham City Council, Sustrans and NXWM to actively participate and promote joint travel initiatives at these events.	STC	Events taking place regularly.	Ongoing with regular events
		Student accommodation information	Add sustainable travel information to information sent to students before they start at university.  Provide maps and other information to student halls in advance of Welcome Week.	STC	Several thousand maps and leaflets distributed via accommodation services to the Vale and Tennis Courts in September 2016.	Completed in September 2016.  Will continue each year.
		Social media	Continue to use social media as a tool to engage internally and externally.	STC	The Twitter account started in 2013 and now has over 1000 followers	Ongoing
		Promote safe travel on campus	Continue to contribute to work with Campus Safe Travel Group to promote safe and sustainable travel.  Continue to work with partners to lobby for improvements to roads that run in and around campus especially Vincent Drive.  Work in partnership with Security to attend events.	STC	Meetings are held quarterly.	UB Safe Campaign ongoing

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<b>Marketing and Communication (cont.)</b>	<b>Raise awareness and promote Travel Plan initiatives (cont.)</b>					
		University website and intranet	Continue to update and improve the travel pages of both the internet and intranet.  Publicise locations of cycle storage and shower facilities on campus via Google map on intranet.	STC	Impro	Ongoing
		Staff/student inductions	STC attends monthly central inductions for staff. Since summer 2016 a sustainable travel guide and map have been included in new starter packs for staff.	STC & SEA	Monthly	Ongoing
		Welcome Week	Attend the Welcome Week sessions for new students.	STC	Annually	Ongoing
		Wellbeing days	Attend individual academic colleges and Corporate Services Wellbeing days.	STC	Held throughout the year	Ongoing
		Open days	Promote to prospective students the travel benefits of the University e.g. own train station and regular local bus services	STC	Held throughout the year	Ongoing
<b>Reducing the need to travel</b>	<b>Reduce the need to travel</b>	Video-conferencing & tele-conferencing	Promote the new fixed 6-seater video-conference suite which is equipped with large monitors. Up to 4 remote venues can be connected to simultaneously.	Learning Resources and Accommodation Team (LRAT)	Include in campaigns and on travel webpages	Ongoing

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Walking to the University	Increase the number of people walking to the University for sustainable or health benefits	Introduce and monitor a range of initiatives to encourage people to walk	<p>Initiatives and inducements include:</p> <ul style="list-style-type: none"> <li>Improved network of signed, well lit pedestrian pathways</li> <li>Provision of free personal alarms by Security</li> <li>Pocket sized walking maps highlighting routes around campus and the local area</li> <li>Participation in Walk to Work Week events</li> <li>Work with the Security team and West Midlands Police to improve perceptions of campus safety</li> <li>Promote use of the new Vale Path as an alternative to Edgbaston Park Road</li> </ul>	STC, Estates, WM Police, CSTG & Sports	Raised at induction sessions and via Travel webpages	Ongoing
Cycling to the University	Increase the proportion of staff and students cycling to the University	Consider options for introducing more local cycle routes	Liaise with Birmingham City Council through the Cycle Revolution	STC/Estates/ BCC	Improvements made to canal towpath	On-going
		Active bicycle users group (BUBUG)	Website & forum promoted at events, bike roadshows, inductions etc.	BUBUG	Established	On-going
		Promotion of Urban Cycles as a resource on campus	Urban Cycles are on campus 5 days per week providing Dr Bike services to all staff and students – cycle check and basic parts free of charge. Also the sale of accessories and second hand bikes subject to availability.	STC	Urban Cycles on campus 5 days a week	On-going

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Cycling to the University (cont.)	Increase the proportion of staff and students cycling to the University (cont.)	Cycling Lessons and Bike Maintenance Classes	Delivered to University staff and students free of charge by BikeRight	STC	Last course in summer 2016. Funding has been reduced.	Available until April 2016
		Led rides	Led rides set up for staff and students in summer 2016 to explore local routes and encourage increased cycling.	STC	Rides will continue in 2017.	Ongoing.
		Events	National Bike Week in June each year with Cycle to Work day in September.  3 events during Bike Week in 2016 with commuter rides organised on Cycle to Work Day.	STC	Regular events to promote cycling linked to national events.	Annually
		Continue to increase and improve cycle parking across campus	Cycle parking is constantly monitored across campus by STC. An annual budget has been approved to fund these improvements.	STC & Estates	Order to be placed in December 2016 for increased cycle parking at Library, Staff House, Arts and Alan Waters.	On-going
		Free shower and changing facilities	Number of showers on campus needs to be increased in light of the closure of Munrow.	STC & Estates	Audit of shower facilities required.	On-going
		Cycle repair stands	Funding has been secured via TFWM and a location agreed upon.	STC	Awaiting installation.	February 2017
		Salary sacrifice scheme <i>Cyclescheme</i>	Allows staff to save money on the purchase cost of a new bike	HR	Over 1000 staff applications to date	On-going

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		Update online map showing shower and cycle parking facilities	Map has been online since 2013.	STC	Map needs to be updated.	February 2017
		Extend student cycle hire scheme	Student bike hire scheme launched in 2014 has been very successful with all bikes allocated in 2015 and 2016.	STC, Urban Cycles	All bikes hired in 2016. Look to expand scheme in 2017.	Ongoing
		Staff loan bike scheme	5 bikes loaned from the Birmingham Cycle Revolution project to offer as short term loan bikes to staff.	STC	Scheme introduced in June 2016. All bikes have been allocated since introduction.	Ongoing
		Sale of safety/security equipment	Sales of subsidised d-locks and lights may be purchased from Security. Discounted D Locks also available from Urban Cycles.	STC, Urban Cycles & Security	Ongoing	Ongoing
<b>Motorcycling</b>	<b>Support those who travel to the University by motorcycle</b>	Increase secure motorcycle parking.	The motorcycle user group now has an intranet page and over 50 members. Further motorcycle parking installed at Elms Road in response to thefts.	STC, HAS & Estates	Continue to identify new places for secure motorcycle parking.	Ongoing
<b>Public Transport</b>	<b>Increase the number of people travelling to the University by public transport</b>	Promote initiatives to encourage staff to try public transport instead of their car	Ensure new staff are aware of discounts available on bus travel through the university and students are encouraged to buy season tickets via direct debit.			
		Promotional material	National Express West Midlands to provide free bus travel leaflets	NXWM + STC	NXWM travelling to UoB leaflet produced September 2012	NXWM leaflet revised June 2015
		Improve bus coverage in the	Liaise with National Express West	STC, STPSG &		

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Public Transport (cont.)	Increase the number of people travelling to the University by public transport (cont.)	local area	Midlands on potential improvements to local bus service/s, for getting to and from the University plus signage/branding on new bus service (99) to University of Birmingham.  Undertake a review of University and UHB staff postcodes and work with local transport operators in particular working with National Express West Midlands to identify whether services/routes can be improved.	UHB	2 new bus services introduced (98 + 99) in 2012 which serve Halls of Residence plus Edgbaston and Selly Oak Campus  Working with National Express to improve coverage from Kings Heath / Moseley area.	99 bus service branded as serving University of Birmingham  Ongoing
		Interest free loans for public transport season tickets	In partnership with National Express West Midlands the University offers a 25% discount on annual bus passes to all staff	STC & Finance	Continue to promote via inductions and events	Ongoing
		Swiftcard	Promote the use of Swift card on local buses to staff and students.	STC & TFWM	Under discussion	Ongoing
		Reduce the cost of student public transport season tickets	Work in partnership with NXWM to assess options for further reducing the cost of student season tickets	HAS & NXWM	Under discussion	Ongoing
		Provision of shuttle buses	A free shuttle bus service operates between the Edgbaston and Selly Oak campus.	HAS & STC	Monitor and review effectiveness of services	Ongoing
		Develop good working relationships with local partners	Close links with Birmingham City Council, Transport for West Midlands, London Midland and National Express	STC	Established	Ongoing
		Introduce quicker systems to obtain tickets	Assess options for Smart/Oyster cards	STC, HAS & Centro	Assessing options with local transport providers  Station works	Ongoing

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Public Transport (cont.)	Increase the number of people travelling to the University by public transport (cont.)				begin 2016	2016
		Improve University Station facilities	<p>Plans are in place to improve and expand the station in the long term.</p> <p>In the short term London Midland have increased staff levels and marketing materials to promote use of the additional ticket machine on campus.</p> <p>A further ticket machine in the Learning Centre will also be installed to help reduce queues.</p>	STC, Estates, London Midland	Negotiations re University land currently underway	Ticket machine to be installed in early 2017
Car Sharing	Increase the number of people car sharing to the University	Continue to increase the number of staff signed up to the Liftshare system.	Increase the incentives to car share via promotion and extension of the priority parking spaces.	STC	Currently 250 users (November 2016) and 32 BUDI teams	Ongoing
Business Travel	Reduce the carbon footprint generated from business activities	Continue to increase the number of electric vehicles within the fleet	Assess where changes could be made to make fleet for efficient.	STC & Transport	25% of fleet electric in addition to fuel cell vehicle	Ongoing
		Hire vehicles	Increase promotion of the University pool car as an alternative to external hires	Transport	Continued promotion via inductions and events	Ongoing
		Telematics to be installed in all University vehicles.	Enable monitoring of fleet and increase efficiency.	Transport	Procurement ongoing	Ongoing
		Promote alternative modes of travel for business use	Travel Plan + guide, events, campaigns, newsletters, websites etc.	STC & Transport		Ongoing
		Salary sacrifice schemes	SG Fleet launched in September 2014.	STC, Transport & Finance	Negotiations ongoing with SG	Discussions ongoing

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Business Travel			Recent changes to salary sacrifice by government will mean only ULEV cars available (Ultra Low Emission Vehicles)		Fleet for future offering.	
Partnership Working	Establish good links with the University's partners and key stakeholders	Develop close working relationships and engage on a regular basis	<ul style="list-style-type: none"> <li>Environmental Association of Universities and Colleges (EAUC)</li> <li>Birmingham TravelWise membership University campus maps on Travel wise website</li> <li>Local universities working group</li> <li>University Hospital NHS Foundation Trust</li> <li>Guild of Students</li> <li>Finance</li> <li>University Conferencing and Events Office</li> </ul> <p>University environmental task groups</p>	STC, SEA & Guild	Green Travel District partnership set up in 2015 to forge closer relationships between hospitals and university.	Ongoing improvement
General Measures	Maximise success of the Travel Plan	Make safety improvements to the campus	Improve CCTV coverage around campus. CCTV provision under review for	STC & Security	Assessments September 2015	Long term migration to new system 2015/2017

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General Measures	Maximise success of the Travel Plan (Cont.)		potential upgrading following an assessment of a camera by camera operational requirement.			
			Promote usage of the new shared path to the Vale as an alternative to Edgbaston Park Road.	STC	Promoted via inductions and regular communications.	Ongoing
			Promote improvements to canal towpath surface and access point to encourage increased usage as a walking and cycling route.	STC	Promoted via inductions and regular communications.	Ongoing
			Explore the possibility of consolidation of suppliers deliveries	STC, Finance & suppliers	Procurement under discussion e.g. with stationery suppliers	On-going
Car Parking	Reduce the number of people driving to the University	Improve the management and control of car parking facilities	Maintain a daily pay-as-you-go option	STPSG, STC, HAS, Estates and BCC	Daily rate encourages adoption of alternative more sustainable modes of travel where possible	On-going
			Continue to increase the number of electric car charging bays available.	Estates	Currently 3 marked bays on campus with further unmarked bays in the multi	Further points to be installed in 2017.

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Car Parking					storey.	
			Stricter enforcement of car parks including the employment of x4 University Security Traffic Control Officers (TCOs), financial penalties are now levied on offenders if they contravene the University's Traffic Regulations.	STPSG, STC, HAS	Completed	September 2011 onwards
			Increase the number of priority car parking spaces for staff who car share.	STC & Estates	Ongoing	Ongoing
			Commit to not increasing car parking levels across campus	Estates	Ongoing	Ongoing

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