



The  
University  
Of  
Sheffield.

## **University of Sheffield Travel Plan Strategy**

### **Estates and Facilities Management**

December 2014

## **The Director of Estates and Facilities Management Statement**

The University of Sheffield is one of the UK's leading Universities. We recognise that environmental and social considerations should be integrated into our everyday working practices through the development of Travel Plans, sustainable development and carbon, water and waste management.

To demonstrate its commitment to sustainable transport, the University introduced its Integrated Transport Policy in 1997. The policy aimed to reduce the impact of the private car by encouraging staff and students to travel more sustainably. This Travel Plan Strategy reinforces this commitment by outlining how the University will actively discourage unnecessary car trips and promoting sustainable alternatives.

Keith Lilley

Director of Estates and Facilities Management

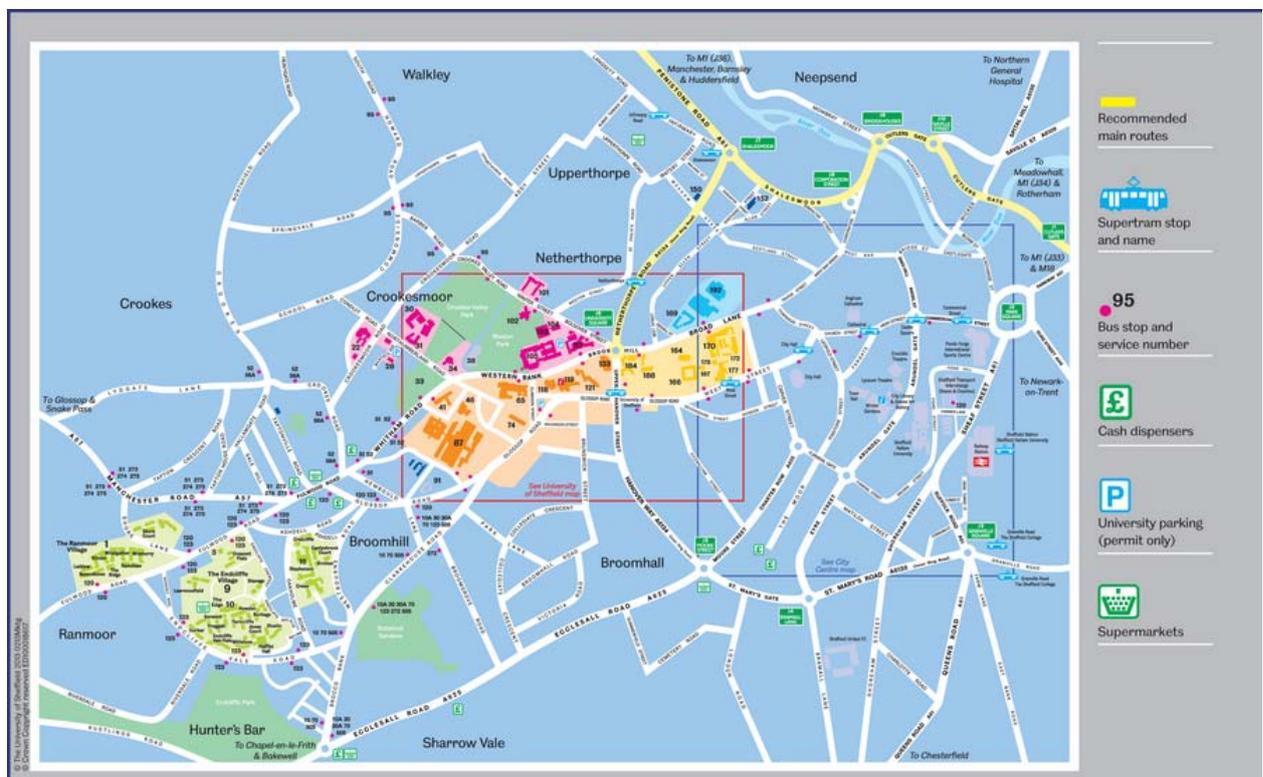
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Appendix 1: Car Parking and Public Transport Charges 2014

## 1.0 Introduction and Context

- 1.1 This document forms the basis of a Travel Plan Strategy (TPS). This will be used to manage the how staff and students travel to the University Central Campus, and also be submitted to Sheffield City Council alongside the planning applications and Transport Statements for the University Developments forthcoming through the University Development Masterplan.
- 1.2 The University has over 30,000 students from 125 countries, and over 7,000 staff. The University of Sheffield is a popular choice with applicants for university places, and once they arrive our students enjoy the experience so much that many settle in Sheffield after they graduate.
- 1.3 The central campus is located on the western edge of the City Centre, well served by public transport and the local road network.



- 1.4 The majority of commuting takes place Monday to Friday during usual AM and PM peaks, although the nature of business is that staff do travel outside these hours.

### What is a Travel Plan Strategy?

- 1.5 A Travel Plan is a strategy through which an organisation is able to manage its journeys related to the operation of its business in a sustainable manner that reduces the social and environmental impact and can help reduce their economic cost.

- 1.6 There are four ways of managing the transport impacts that an organisation generates:
- Improve the quality of non-car modes;
  - Provide disincentives for the use of the car; or
  - a combination of both of these,
  - Reducing the need to travel
- 1.7 A TPS can address a range of travel types such as staff commuting, business trips, journeys made by visitors and clients to the site, how a company's fleet is managed and travel made by suppliers.
- 1.8 This TPS will primarily deal with staff and student commuting. The TPS provides a framework for addressing travel to the University Developments however it is important to note that it is not a static document developed to address a transport problem at a single point in time. The document will evolve over time and accommodate improvements in local/regional transport infrastructure Furthermore whilst the document will concentrate on ensuring commuting to the site is done in the most sustainable way possible, the University will where possible investigate the opportunities for reducing the need to travel in the first place, including flexible working patterns, home working and video-conferencing.

### **The University of Sheffield Integrated Transport Policy**

- 1.9 As part of its commitment to a sustainable and healthy environment, the University of Sheffield introduced its Integrated Transport Policy in September 1997. Following a review of the policy in 2013 it is now based upon the following principals:
- ◆ To encourage and promote sustainable travel and, in particular, alternatives to one-person, one-car commuter travel;
  - ◆ To actively reduce the need to travel;
  - ◆ To encourage low carbon travel;
  - ◆ To address the access needs of all user groups and to be sensitive to the local neighbourhood;
  - ◆ To work in partnership with neighbouring organisations, the Local Authority, the South Yorkshire Passenger Transport Executive and public transport operators to enhance and promote the provision of public transport services, walking and cycling;
  - ◆ To provide car parking facilities that meet only the essential needs of the University and which curtails residential street-parking;
  - ◆ To promote efficient management and effective use of the University's own transport fleet;
  - ◆ To actively encourage our suppliers and contractors to use sustainable methods of transport and distribution where possible;
  - ◆ To be consistent with the University's Development Masterplan and the Local Authority's Development Plan; and

- ◆ To ensure that all car parking income generated through the Policy is protected and used only to promote the Policy and relevant environmental improvements and developments.
- 1.10 The Travel Plan Strategy will build upon the objectives of the University's Transport Policy and the Department of Estates and Facilities Management will ensure that this is adhered to.

### **Structure of the Travel Plan Strategy**

- 1.11 This document is structured as follows:
- Sections 2 – 9 presents the individual initiatives; and
  - Section 10 summarises how the TPS will be implemented.

## **2. Car Park Management Strategy**

- 2.1 As part of the 1997 Transport Policy the University adopted a Car Park Management Strategy, which is applicable to all University car parks. The strategy classified all University car parks into categories which are defined as follows (details of charges can be found in Appendix 1):

**Category A:** this provides a guaranteed parking space in a specified car park.

**Category B:** this provides access to any Category B car park across the University but does not provide a guaranteed space. Users may pay through salary or using pre-paid scratch cards.

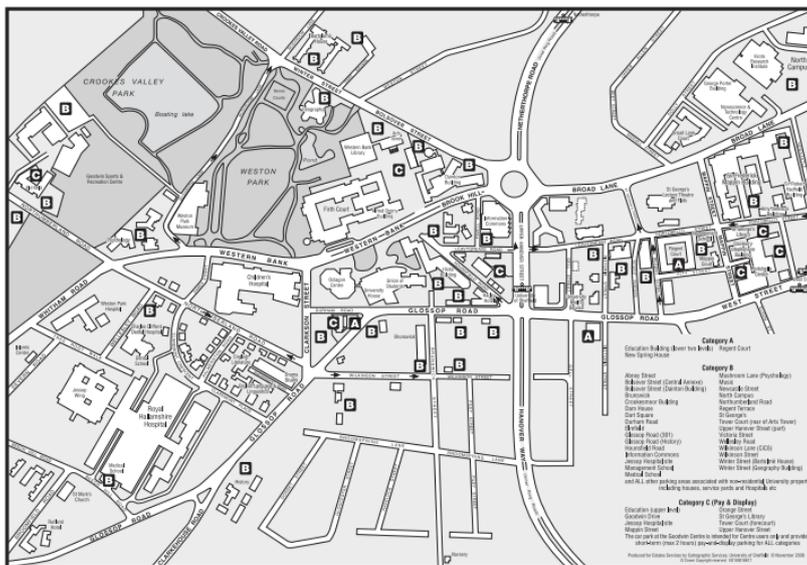
**Category C:** these are pay and display car parks which are priced to attract occasional users or visitors. Before 10.00 a.m. there is no charge which means that those who have already finished their business at the University, such as cleaning staff, do not pay.

- 2.2 The number of permits that can be issued for Category A and B car parks is restricted to applicants who meet specific criteria including use of vehicle for work, having to drop off or pick up children from school on the way to/from the University, distance from the main place of work/study, health problems and availability of a public transport alternative. No member of staff or student who lives within 1 mile of the normal place of work would normally be issued a permit.
- 2.3 Blue European Badge holders will automatically be eligible for a car parking permit. Disabled car parking spaces will be reserved for Blue European Badge holders on University car parks in close proximity to the development.
- 2.4 Consideration is given to staff and students who may have a disability or medical condition that means they cannot use public transport, walk or cycle.

2.5 The car parks are distributed around the campus, and range from a small car parks associated with properties through to large purpose built car parks of 90 spaces. There are a total of 1228 spaces as follows:

Category	Spaces	Disabled
A	186	10
B	806	20
C	136	10

2.6 In addition 60 visitor spaces are provided around campus. These must be paid for and reserved by the department requiring the visitor at the category c equivalent rate.



2.7 As part of the University Development Masterplan a number of car parks have been identified as potential development sites, and also some leased properties with car parks attached will be returned to the landlords. It is predicted that in the short/medium term 130 to 160 B spaces will be lost from Glossop Road, Favell Road and Victoria Street area. The Travel Plan Strategy policies within will be necessary to manage this reduction in capacity.

2.8 The University is currently working to develop Durham Road car park as a 561 space multi-storey. This will be operated under contract through a subsidiary company of the University. The University will retain up to 150 spaces to compensate for 93 lost spaces as a result of this development and potential to turn Tower Court into green open space. The master plan also proposes unadopting of a number of streets around campus to provide pedestrian boulevards, as this will result in a loss of public on street parking this will be balanced by the provision of off street public car parking.

### Car Share

2.9 Car or lift sharing can be an effective way of reducing peak hour congestion and involves two or more people sharing a car for their journey to/from work.

- 2.10 South Yorkshire Travelwise operates a free car share database for people living in the South Yorkshire area. The database is available at <http://www.southyorkshirecarshare.co.uk> and allows users to enter their journey origin and destination as well as other relevant information such as preferences for potential car sharers. Furthermore the University and Sheffield Teaching Hospitals have procured a private group through the same company (Liftshare.com) meaning staff of both organisations have the added benefit of being able to search for fellow members of staff or students.
- 2.11 The car share scheme will be widely and continuously communicated in order to promote the scheme to car park users. This will be achieved through e-mail notices and a link to the scheme through the University of Sheffield, transport pages, website [http://www.shef.ac.uk/efm/property\\_business\\_services/transport](http://www.shef.ac.uk/efm/property_business_services/transport). Regular poster campaigns highlighting the free car share service will be displayed on notice boards and social media such as Twitter used to promote car sharing. Furthermore the potential to allocate car parking spaces specifically for those who are registered car sharers will be investigated.

### **University Fleet**

- 2.12 Staff who need to use vehicles for work purposes will be encouraged to make use of University fleet vehicles, thus removing the need to commute by car. Vehicles are available to hire by the hour or for longer periods, and includes hybrid, electric and LPG vehicles.

#### **Elements of the Car Strategy**

- *CS1:* Implement car park management strategy.
- *CS2:* Continue to promote the benefits of car sharing to staff and students.
- *CS3:* Identify potential locations for car sharers dedicated parking spaces.
- *CS4:* Promote the car sharing scheme directly to staff.
- *CS5:* Encourage the use of fleet vehicles for business journeys

### **3. Motorcycle Strategy**

- 3.1 This TPS recognises the benefits in terms of reduced congestion and alleviation of parking problems that motorcycles can make, and their overall contribution to the aims and objectives of the Local Transport Plan process. This section outlines the provision made for motorcyclists around the main University of Sheffield campus.

#### **Existing Motorcycle Parking Provision**

- 3.2 At present powered two wheel vehicles are able to utilise all category B and C parking facilities across the main campus, and the University of Sheffield places no charge for this provision through the issuing of a special 'M' permit. In addition to this, areas of car parks not accessible, or not large enough, for a car can be used for motorcycle parking.

- 3.3 The availability of free motorcycle parking provision will be promoted through email and the transport pages of the University of Sheffield website, in addition to the online permit application scheme.

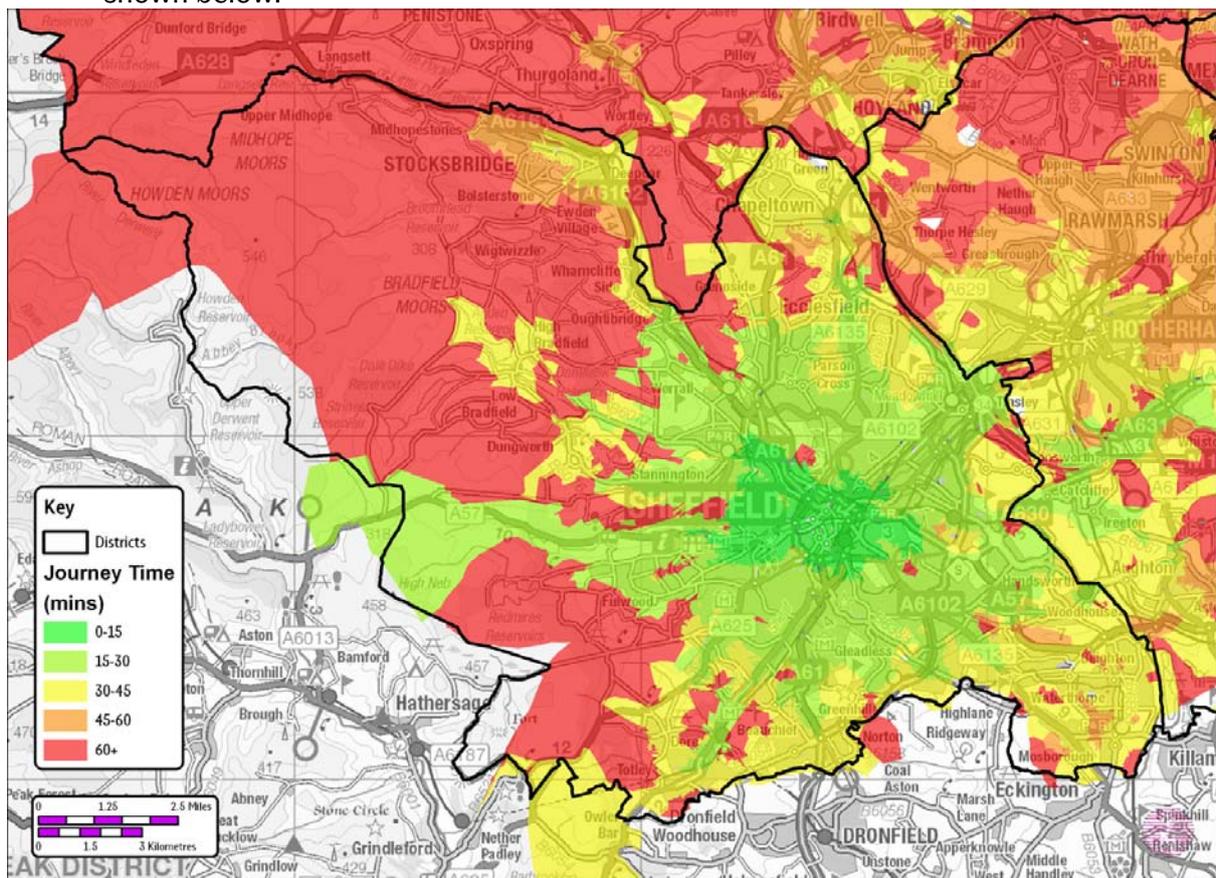
**Elements of the Motorcycle Strategy**

- MS1 – Implement Car Park Strategy (as CS1)
- MS2 – Promote motorcycle parking opportunities

**4. Public Transport Strategy**

4.1 The University benefits from the extensive public transport links. The Supertram passes through the centre of the campus and many high frequency bus routes converge in the vicinity.

4.2 The availability of public transport and associated journey times has been graphically represented using Accession software. The journey times to the central campus are shown below:



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4.3 The University is able to bulk purchase public transport tickets, and these savings are passed directly on to staff. In addition students can purchase discounted ticketing for

use on First bus services and Stagecoach Bus and Supertram in Sheffield, these offers are promoted by both companies. Details of these prices can be found in appendix 1.

4.4 The University also contributes towards the costs of operating the H1 bus service, a shuttle service operated by Sheffield Teaching Hospitals between the Hallamshire Hospital and Northern General Hospital. This allows free travel between the sites for all University staff and students.

4.5 As the University continues to develop sites at the Advanced Manufacturing Park and Sheffield Business Park the role public transport plays in connecting these sites to central campus needs to be explored.

### **Rail Travel**

4.6 The nearest rail station is Sheffield Station, which is approximately 2km from the centre of the campus. The station provides services to local destinations within South Yorkshire such as Rotherham, Meadowhall, Doncaster and Barnsley. In addition to this regional services operate to Leeds, York and Manchester, and national services to London St. Pancras, Edinburgh and Plymouth.

4.7 The University will investigate opportunities to allow staff to purchase rail season tickets via salary using interest through loans.

### **Elements of the Public Transport Strategy**

- *PT1*: Develop promotional material to provide information on public transport timetable information and the range of tickets available.
- *PT2*: Continue to offer discounted public transport ticketing.
- *PT3*: Continue to offer free travel between the Hallamshire and Northern General Hospital for Staff and Students and explore options to improve public transport connectivity with other outlying sites.
- *PT4*: Consider offering interest free loans for staff to purchase rail season tickets

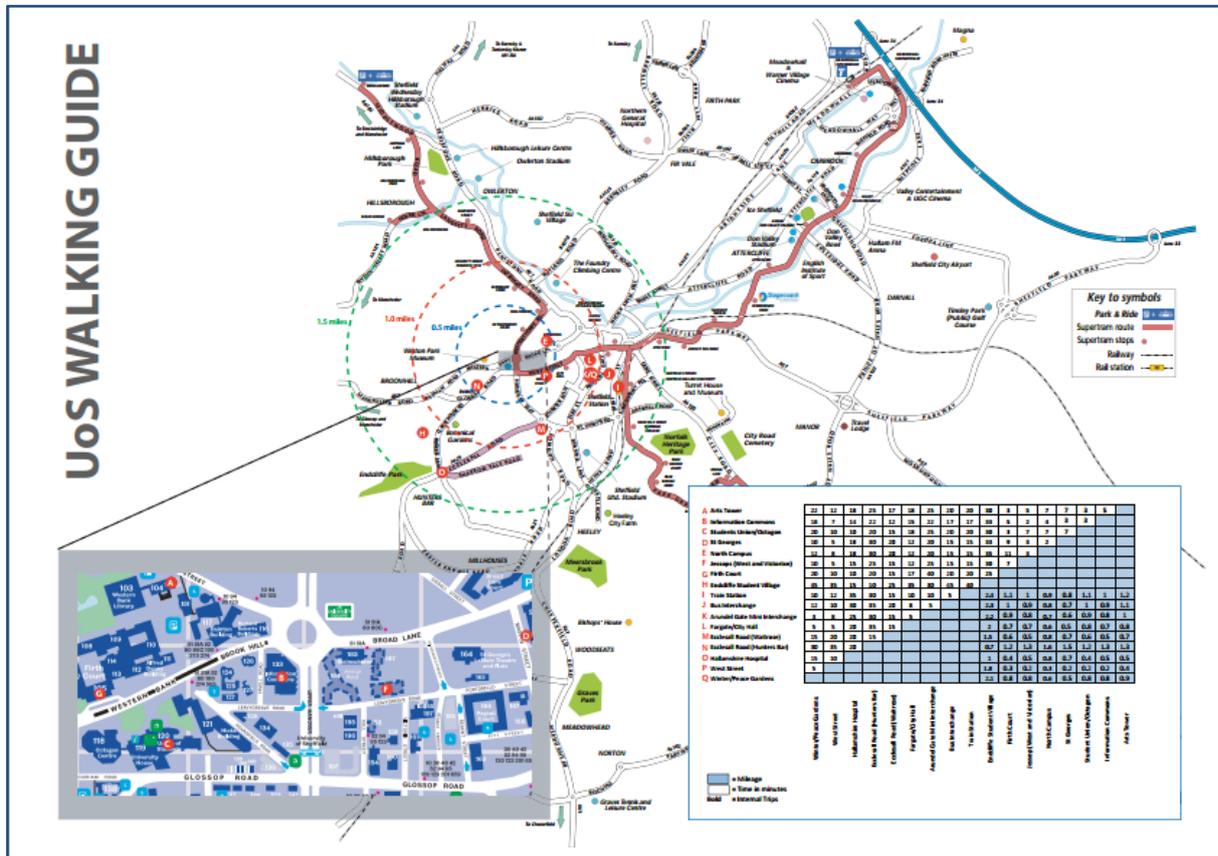
## **5 Walking Strategy**

5.1 The University benefits from an urban location with the majority of its students living within walking distance of the main campus. This results in a high level of sustainable travel practice amongst students and staff alike. However, unlike many academic campuses there are a multitude of access points to the site with people arriving from all directions.

5.2 The campus is split into two distinct sections that lie to the east and west of a corridor formed by the A61 Upper Hanover Way and Supertram. With the increasing development of the academic campus taking place to the east of the A61 following the recent completion of the Jessop West development, expansion of the North Campus and conversion of support function buildings for academic use in the surrounding area, there has been an increase in demand for cross site travel throughout the

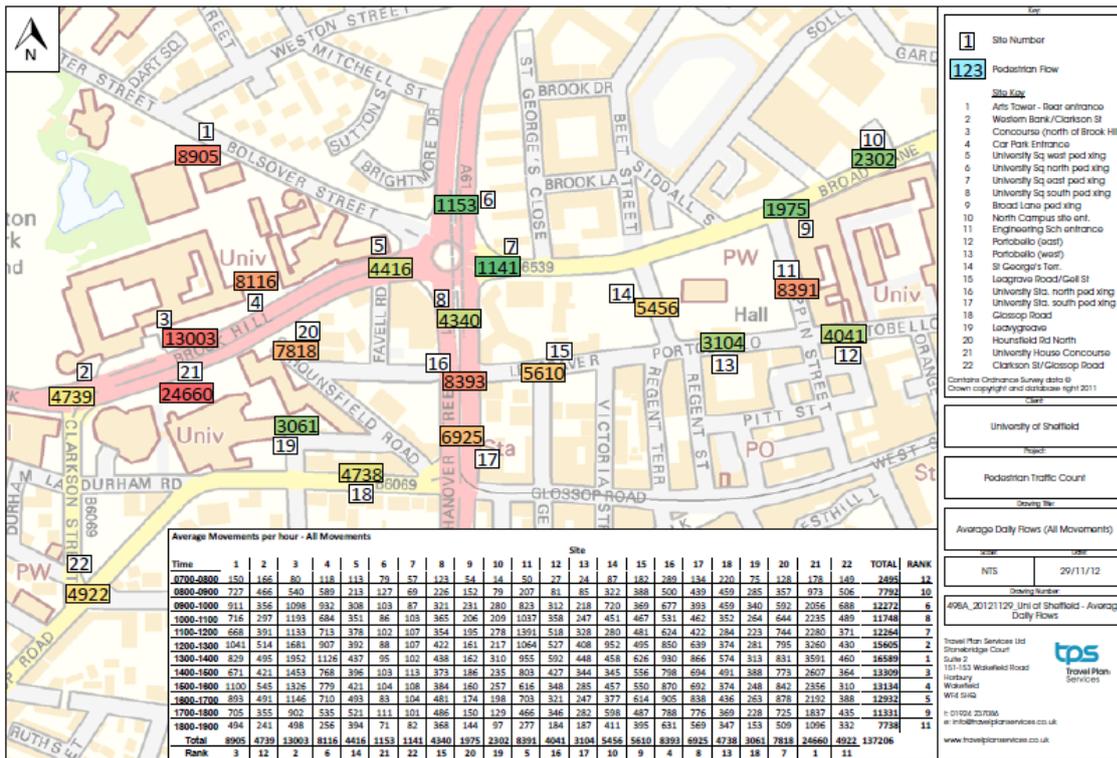
normal academic day. This will only increase with future developments planned and underway for the Faculty of Engineering

- 5.3 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes brisk walking per day can halve the risk of heart disease. Walking is best suited for journeys up to 2km, using this distance as a guide, the campus is accessible

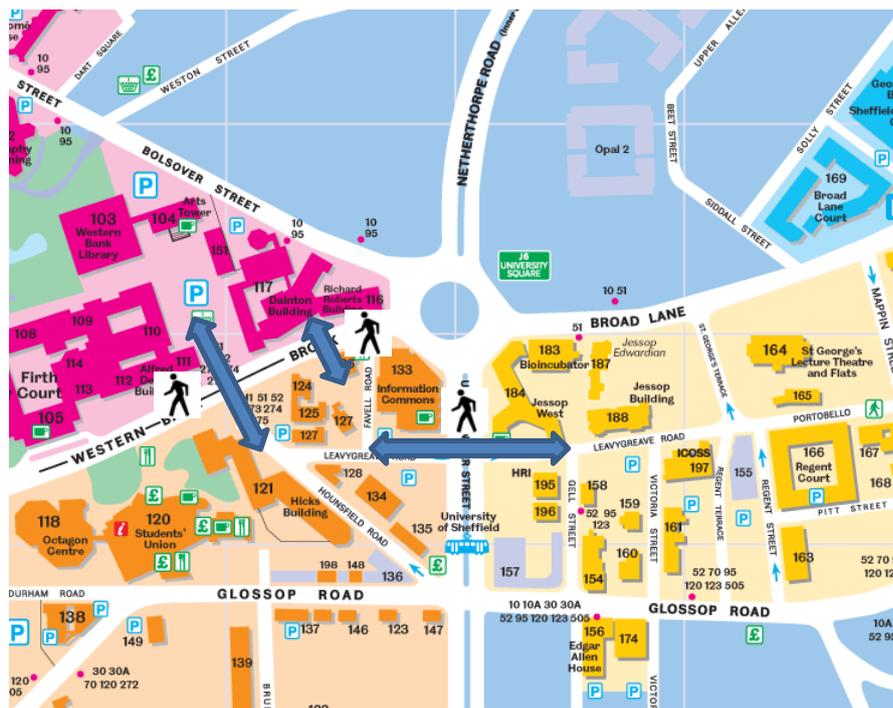


on foot to the following residential areas; Crookes, Broomhill, Broomfield, Walkley and Netherthorpe.

- 5.4 For some staff, the location of their home (across South Yorkshire, West Yorkshire and Derbyshire for example) means that walking is unlikely to be the sole method of transport for journeys to work. However, all staff walk for some part of their journey even if the main mode of transport is by bus, train, tram or car.
- 5.5 A detailed analysis of pedestrian movements around the campus has been undertaken to identify key routes and areas for improvement around the campus. The average daily movements (0700 to 1900 Monday to Friday) are shown below:



- 5.6 The University aspires through the University Masterplan to work with Sheffield City Council to improve pedestrian links across the highway network making the campus more permeable on foot. This includes supporting:
- New pedestrian crossings over Brook Hill
  - Improved crossings over Upper Hannover Street
  - Pedestrian core to the campus running the length of Leavygreave and linking to the existing pedestrian route on Portobello.



- 5.7 The University is also reviewing the wayfinding strategy to make navigating the campus easier for all our staff, students and visitors.
- 5.8 Departments are encouraged through to promote walking and provide umbrellas for staff to borrow for their journeys.
- 5.9 Walking events will be organised to coincide with walk to work week and example routes from local communities are available on the University website [http://www.sheffield.ac.uk/efm/property\\_business\\_services/transport/walking](http://www.sheffield.ac.uk/efm/property_business_services/transport/walking)
- 5.10 The University will also promote the use of [www.walkit.com](http://www.walkit.com) for walking journeys in Sheffield.

#### **Elements of the Walking Strategy**

- W1: Work with SCC to improve the pedestrian facilities and routes across campus.
- W2: implement a new wayfinding strategy for the University
- W3: Develop promotional material which indicates the benefits of walking and health.
- W4: Coordinate walking events to coincide with Walk to Work Week
- W5: Encourage use of Walkit.com by departments

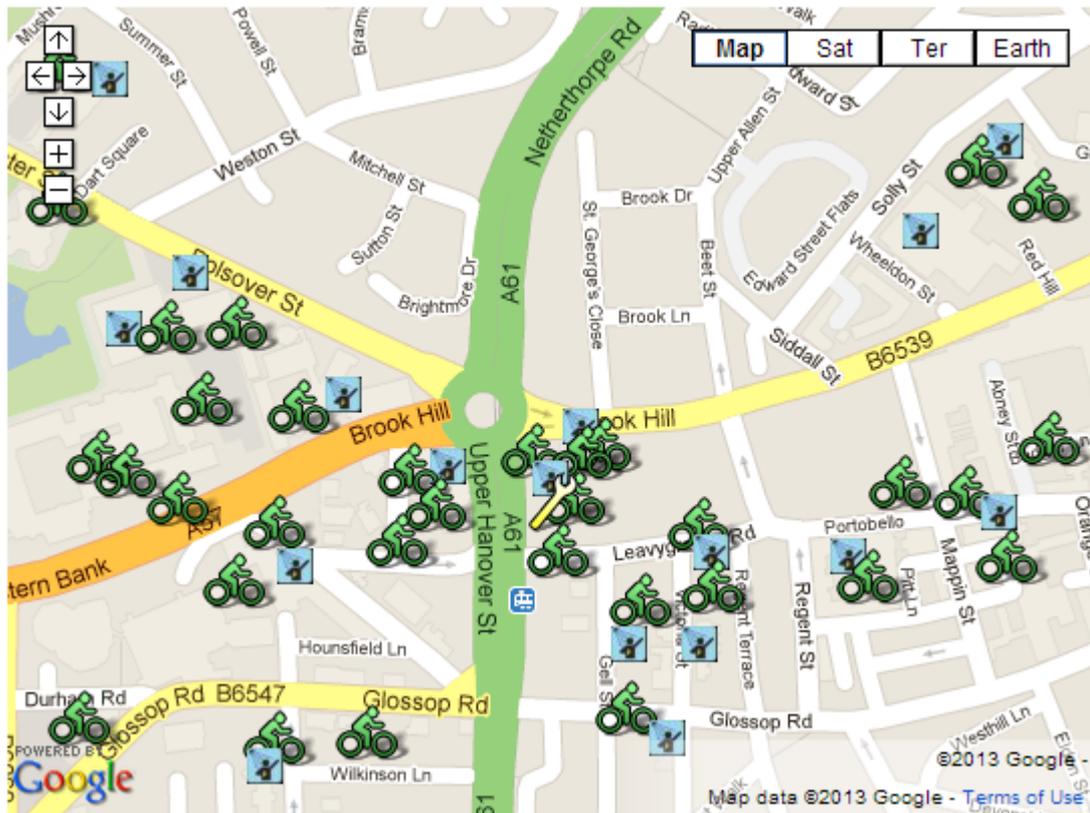
## **6 Cycling Strategy**

- 6.1 This section considers the provision for cyclists.
- 6.2 National transport statistics indicate that less than 4% of commuter trips are made by bicycle. However the University is committed to encouraging cycling to work and will endeavour to increase the number of commuter trips made by bicycle.
- 6.3 Cycling to work has many benefits in terms of health and fitness, mental well-being, reliability in traffic congestion and over short distances it offers competitive journey times with motorised transport. For the organisation, there are an equal number of benefits in terms of maintaining a fit and healthy workforce and therefore lower levels of sick leave.

#### **Cycle Maps**

- 6.4 The locations of University cycle facilities are illustrated in a cycle map which is available at all main reception points, on the internet, intranet and throughout the University at key information points.

- 6.5 Shower facilities are provided in all major buildings, with information also online to view the range of facilities.



### **Pay Plus for Bikes**

- 6.6 The University has an on-going salary sacrifice cycle procurement initiative in place which allows members of staff to obtain a new bicycle from agreed suppliers to purchase bikes at reduced prices.

### **Cycle Safety Checks and Maintenance**

- 6.7 The University provides twice weekly sessions offering 'Dr Bike' free safety checks and at cost routine maintenance and spare parts for staff and students through a purpose built mobile workshop branded as 'The Cycle Hut'.

### **Cycle Security**

- 6.8 The University works with South Yorkshire Police to provide security advice and tagging for cyclists to help reduce the risk of cycle theft. The use of high quality locks is encouraged and are available at discounted rates linked to security promotions.

### **Student Bike Sale**

- 6.9 The University works in partnership with ReCycle at Heeley Development Trust to provide refurbished bikes for students at £40. Sales are held throughout the year as are donations of unwanted bikes

### **Cycle Forum**

- 6.10 The University has a Cycle Forum that includes students, postgraduates and staff representatives. The forum meets every term to discuss a range of cycling issues. The Cycle Forum is a useful forum to facilitate the development and implementation of measures to encourage cycling throughout the University.

### **Promoting Cycle Safety**

- 6.12 The location of the campus is such that traffic levels are high. The University will continue to work with Sheffield City Council to improve routes and access. This will be supported by initiatives to improve cyclist safety such as cycle training and promoting appropriate safety equipment, and also working to improve cycle awareness for drivers.

### **Future Cycle Facilities**

- 6.11 When surveyed, 65% of cyclists would like to see improved security and cycle parking Facilities at the University. As such we are developing proposals to provide secure cycle parking facilities around campus at key locations to add to the existing provision. These hubs should provide at least 200 cycle parking spaces each, and provide lockers and additional shower facilities. These facilities will be provided at:
- Arts Tower
  - Hicks
  - New Engineering Building (The Diamond)
- 6.12 Additional compounds are already in place at a number of peripheral locations around the campus, a rolling programme is in place to improve these facilities.
- 6.13 A long standing aspiration has been to introduce a fleet of hire bikes for staff, student and visitor use. This would open up cycling for people who do not currently have access to a bike for work, commuting and leisure purposes. The University will investigate and pursue funding opportunities to introduce a fleet hire scheme.

### **Elements of the Cycling Strategy**

- *C1:* Provide Pay Plus for Bike.
- *C2:* Develop promotional material will promote the health benefits of cycling and inform staff of the cycle facilities available.
- *C3:* Continue to support National Campaigns such as Bike to Work Day and National Cycle Week through active promotion.
- *C4:* Continue to provide the Cycle Hut
- *C5:* Work with South Yorkshire Police to continue to reduce bicycle related crime.
- *C6:* Provide refurbished bikes at subsidised prices for students
- *C7:* Develop cycle parking hubs at key locations
- *C8:* Maintain and provide cycle parking and showers around the University.
- *C9:* Look at options to provide pool/short term hire bikes around campus for staff and students.
- *C10:* Work with local partners to improve cycle access to campus.
- *C11:* Continue initiatives to promote cyclist safety

## **7. Business Travel and Carbon Strategy**

7.1 It is HEFCE requirement to report on the carbon emissions associated with business travel and commuting from 2013, methodology for this is included in the University Carbon Management Plan. There are a number of ways an organisation can reduce carbon emissions from travel, these include:

- Encouraging the use of more sustainable forms of travel for commuting through travel plans
- For those who drive, promote car sharing and use of energy efficient vehicles
- Encourage home working and teleconferencing
- Encourage public transport for work journeys through Business Travel Policies
- Review of the fleet to ensure energy efficiency.

7.2 The University fleet can also be used to demonstrate the advances in vehicle technology by including hybrid and electric vehicles as hire vehicles, allowing staff to experience these before committing to buy.

### **Elements of the Carbon and Business Travel Strategy**

- *CBT1:* Monitor and report on carbon emissions resulting from commuting and business travel
- *CBT2:* Ensure fuel economy is a key consideration when procuring new fleet vehicles
- *CBT3:* Include vehicles in the hire fleet that can demonstrate advances in vehicle technology, e.g. electric vehicles
- *CBT4:* Consider what infrastructure may be required to support future changes in vehicle technology.
- *CBT5:* Promote the use of teleconferencing facilities already owned and in use at the University
- *CBT6:* Work towards a University Business Travel Policy for inclusion in the University Financial Directives.

## 8 Communication and Marketing Strategy

- 8.1 Lack of information about alternatives to the car such as – car sharing, cycling, walking and public transport is often one of the most significant barriers to their use. It is important that this information is available in a variety of alternative 'user friendly' formats. Commuters are often used to the routine on their daily commute and are unaware of the benefits of changing.
- 8.2 In order to raise awareness and promote the initiatives within the TPS, departments will be encouraged to provide and promote:
- Comprehensive public transport information;
  - The location of bus, rail and Supertram stops;
  - Information for visitors
  - Cycle routes, cycle parking and showers
  - The health benefits associated with walking and cycling The use of fleet vehicles for business use and low carbon business travel
  - Information on car sharing
- 8.3 Mechanisms to do this vary, but include:
- Emails direct to staff about forthcoming events and promotions
  - Use of social media
  - One off events such as cyclist breakfasts, car share events and travel; road shows.
  - Use of environmental initiatives, e.g. Green Impact
  - Dedicated transport and car parking information pages
- 8.4 Where staff are due to relocate, information on public transport at new offices will be provided. Information on the range of transport initiative and offers available should be provided to new starters.

### Marketing the Travel Plan Strategy

- *CM1:* Encourage departments to promote sustainable travel options to staff and provide real time information public transport displays in buildings.
- *CM2:* Work closely with the South Yorkshire Passenger Transport Executive to identify the potential for joint working on promotional materials or activities which promote the TPS.
- *CM3:* Establish and maintain a continued process of marketing to maintain awareness of existing initiatives and new initiatives once they have been implemented.
- *CM4:* Ensure that the progress and successes of the TPS are promoted on a regular basis.
- *CM5:* Work with departments to promote the TPS initiatives.
- *CM6:* Work with HR to provide information to new starters.

## 9 Monitoring the Travel Plan Strategy

9.1 The University undertakes biennial travel surveys to collect information on the mode share of staff and student commuting. This survey also allows participants the opportunity to feedback on what they would like the University to do to improve the facilities it provides. This will enable the University's Travel Plan Co-ordinator to monitor the effectiveness of the initiatives, identify any problems and, if required, make appropriate revisions.

9.2 In addition to the quantitative research, the Travel Plan Co-ordinator will record the following Key Performance Indicators quarterly:

- Car Park occupancies and permit applications
- Use of cycle parking and storage facilities
- Sale of public transport tickets

9.3 In order to monitor the success of the TPS, targets will be developed. These measurable goals will be used to refine the TPS and influence individual initiatives.

9.4 Travel targets are derived from staff and student travel characteristics. Therefore it is important that a Travel Survey is undertaken to collect this data.

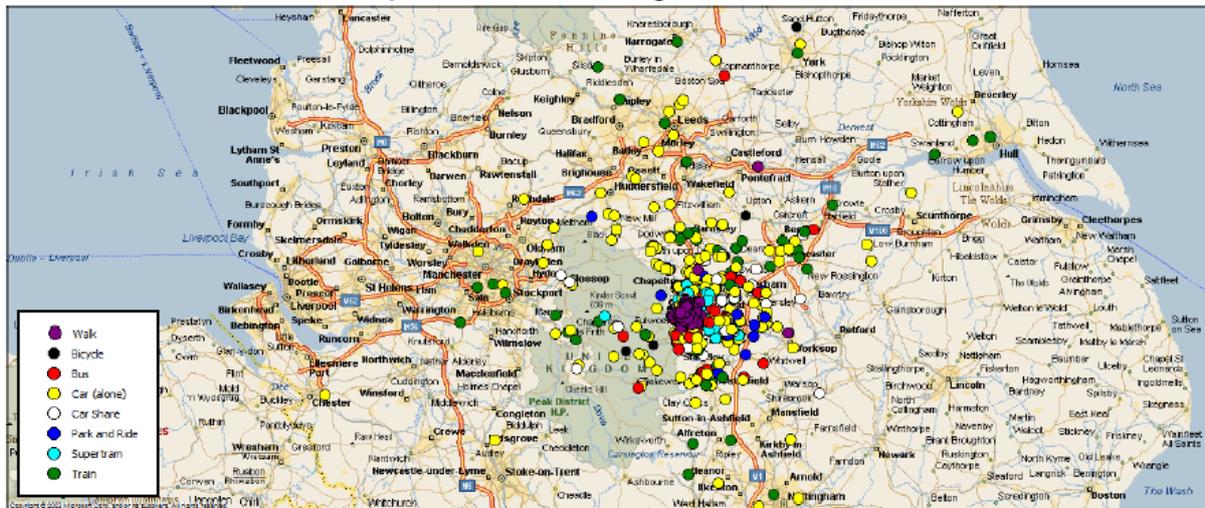
9.5 The top level mode share results from travel surveys 2004 to 2012 is shown below :

	2004	2007	2010	2012
<b>Staff</b>				
Walk	17%	26%	24%	25%
Public Transport	31%	25%	29%	29%
Car (on own)	39%	28%	25%	22%
Car Share	5%	11%	7%	10%
Cycle	7%	9%	9%	9%
Motorcycle	1%	1%	1%	1%
Other	0%	0%	5%	4%
<b>Students</b>				
Walk	71%	70%	72%	75%
Public Transport	17%	19%	17%	15%
Car (on own)	7%	5%	5%	4%
Car Share	1%	2%	1%	1%
Cycle	4%	4%	4%	5%
Motorcycle	0%	0%	0%	0%

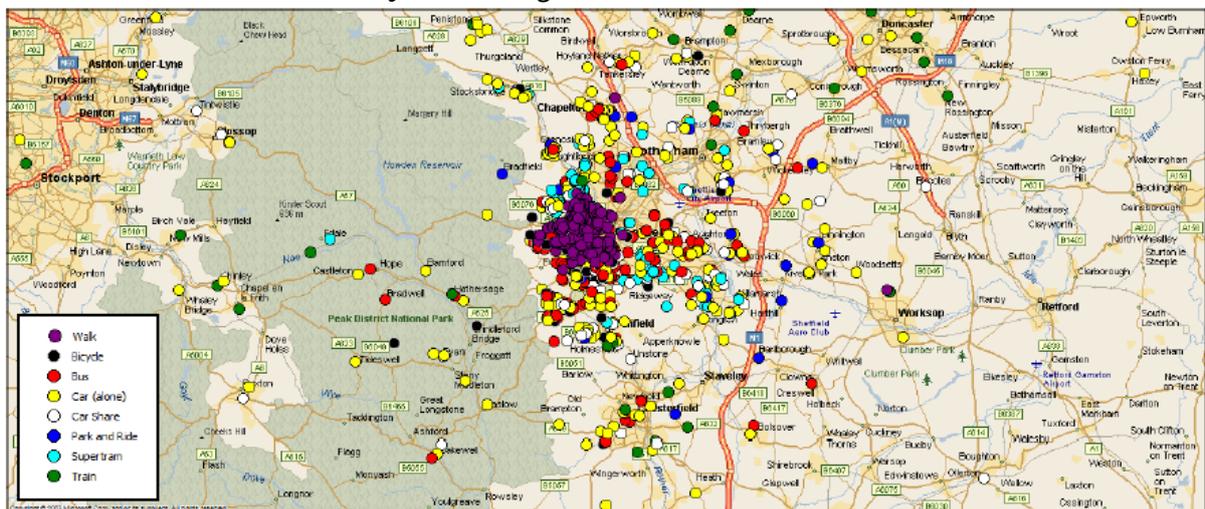
9.6 A key success of the Integrated Transport Policy has been the reduction of single occupancy staff car journeys from 39% in 2004 to 22%. This has mainly been replaced by walking journeys, but also with increases in cycling and car sharing.

9.7 Information on home locations for commuting is collected and is graphically represented as follows:

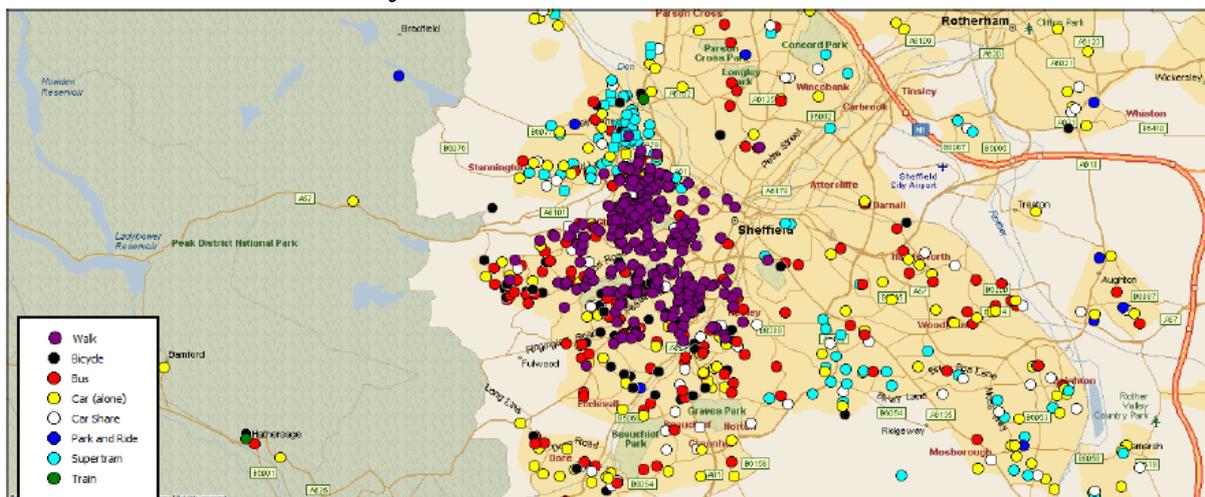
### 9.8 Staff Home Location by Mode (North of England)



### 9.9 Staff Home Location by Mode (Regional)



### 9.10 Staff Home Location by Mode (Sheffield)



- 9.11 The data from the travel survey has also been used to give an indicator of the carbon emissions resulting from day to day commuting, a total of 7,200,701 kg CO<sub>2</sub>e equates to 7200.7 tonnes CO<sub>2</sub> from commuting.

Sector	Grand Total GHG(kg CO <sub>2</sub> )					Total
	Car Alone	Car Share	Train	Tram	Bus	
Student	2,501,097	283,812	362,565	123,845	568,583	3,839,902
Staff	1,603,596	33,466	1,130,088	132,451	461,198	3,360,799
<b>TOTAL</b>	<b>4,104,693</b>	<b>317,278</b>	<b>1,492,652</b>	<b>256,296</b>	<b>1,029,781</b>	<b>7,200,701</b>

- 9.12 Full details of the travel survey results can be found online at [http://www.shef.ac.uk/efm/property\\_business\\_services/transport](http://www.shef.ac.uk/efm/property_business_services/transport)

### Predicted Outcomes

- 9.13 Based on the survey results and measures in the TPS, it is reasonable to expect changes in mode share, with decreases in car drivers as parking spaces are reduced, with increases in walking, cycling and car sharing.

	2012	2014	2016	2018
<b>Staff</b>				
Walk	25%	26%	27%	28%
Public Transport	29%	29%	29%	29%
Car (on own)	22%	19%	17%	15%
Car Share	10%	11%	12%	13%
Cycle	9%	10%	11%	12%
Motorcycle	1%	1%	1%	1%
Other	4%	4%	4%	4%
<b>Students</b>				
Walk	75%	75%	75%	75%
Public Transport	15%	15%	15%	15%
Car (on own)	4%	3%	2%	2%
Car Share	1%	2%	2%	2%
Cycle	5%	5%	6%	6%
Motorcycle	0%	0%	0%	0%

- 9.14 It must be noted that a number of factors can influence the success of this TPS. The key risks are summarised below and have been included in the assumptions in 9.13:

Objective	Key Action	Key Influence
Reduction in car drivers	Reductions in number of University parking spaces as car parks are developed.	University (as developer) SCC (as Planning Authority)
	Changes to car parking allocation criteria.	University Transport Policy Group
	Reduction of on-street parking spaces	SCC University (as developer)
Increase in Cyclists	Development of cycle Hubs and further secure parking.	University (as developer) SCC (as Planning Authority)
	Improvements to local	SCC (as Highway)

	highway conditions and cycle network.	Authority)
Increase in Pedestrians	Improvements to local highway conditions and pedestrian network.	University (as developer) SCC (as Planning & Highway Authority)
Maintaining/increasing Public Transport Levels	Competitive pricing strategies	Bus Operators SYLTE HMRC
	Reliable journey times	Bus Operators SYLTE SCC

## 10 Action Plan

### Elements of the Car Strategy

- *CS1:* Implement car park management strategy.
- *CS2:* Continue to promote the benefits of car sharing to staff and students.
- *CS3:* Identify potential locations for car sharers dedicated parking spaces.
- *CS4:* Promote the car sharing scheme directly to staff.
- *CS5:* Encourage the use of fleet vehicles for business journeys

### Elements of the Motorcycle Strategy

- *MS1* – Implement Car Park Strategy (as CS1)
- *MS2* – Promote motorcycle parking opportunities

### Elements of the Public Transport Strategy

- *PT1:* Develop promotional material to provide information on public transport timetable information and the range of tickets available.
- *PT2:* Continue to offer discounted public transport ticketing.
- *PT3:* Continue to offer free travel between the Hallamshire and Northern General Hospital for Staff and Students explore options to improve public transport connectivity with other outlying sites.
- *PT4:* Consider offering interest free loans for staff to purchase rail season tickets

### Elements of the Walking Strategy

- *W1:* Work with SCC to improve the pedestrian facilities and routes across campus.
- *W2:* implement a new wayfinding strategy for the University
- *W3:* Develop promotional material which indicates the benefits of walking and health.
- *W4:* Coordinate walking events to coincide with Walk to Work Week
- *W5:* Encourage use of Walkit.com by departments

## **Elements of the Cycling Strategy**

- *C1:* Provide Pay Plus for Bike.
- *C2:* Develop promotional material will promote the health benefits of cycling and inform staff of the cycle facilities available.
- *C3:* Continue to support National Campaigns such as Bike to Work Day and National Cycle Week through active promotion.
- *C4:* Continue to provide the Cycle Hut
- *C5:* Work with South Yorkshire Police to continue to reduce bicycle related crime.
- *C6:* Provide refurbished bikes at subsidised prices for students
- *C7:* Develop cycle parking hubs at key locations
- *C8:* Maintain and provide cycle parking and showers around the University
- *C9:* Look at options to provide pool/short term hire bikes around campus for staff and students.
- *C10:* Work with local partners to improve cycle access to campus.
- *C11:* Continue initiatives to promote cyclist safety

## **Elements of the Carbon and Business Travel Strategy**

- *CBT1:* Monitor and report on carbon emissions resulting from commuting and business travel
- *CBT2:* Ensure fuel economy is a key consideration when procuring new fleet vehicles
- *CBT3:* Include vehicles in the hire fleet that can demonstrate advances in vehicle technology, e.g. electric vehicles
- *CBT4:* Consider what infrastructure may be required to support future changes in vehicle technology.
- *CBT5:* Promote the use of teleconferencing facilities already owned and in use at the University
- *CBT6:* Work towards a University Business Travel Policy for inclusion in the University Financial Directives.

## **Marketing the Travel Plan Strategy**

- *CM1:* Encourage departments to promote sustainable travel options to staff and provide real time information public transport displays in buildings.
- *CM2:* Work closely with the South Yorkshire Passenger Transport Executive to identify the potential for joint working on promotional materials or activities which promote the TPS.
- *CM3:* Establish and maintain a continued process of marketing to maintain awareness of existing initiatives and new initiatives once they have been implemented.
- *CM4:* Ensure that the progress and successes of the TPS are promoted on a regular basis.
- *CM5:* Work with departments to promote the TPS initiatives.
- *CM6:* Work with HR to provide information to new starters.

For further information contact [travelplan@sheffield.ac.uk](mailto:travelplan@sheffield.ac.uk)

## Appendix 1: Car Parking and Public Transport Charges 2014

Category	Information	Staff	Students	Cost
A	Needs based once demand exceeds supply. A space will always be available in the designated car park for permit holders.	Yes	No	Car £640. Motorcycle £215.
B (Annual)	Needs based. A permit gives licence to use any Category B space but does not guarantee a space will be available. Staff may pay monthly via salary.	Yes	No	£410  <i>(For Staff on grade 5 or below this will be discounted to £191 for 2013)</i>
B (Scratch Card)	Needs Based. A permit must be used in conjunction with a prepaid parking scratch card. A permit gives licence to use any Category B or C space but does not guarantee a space will be available. With scratch cards you only pay for parking on the days when you use the car parks.	Yes	Yes	No charge for permit. Books of 20 Scratch Cards are available for £36.50 from EFM Helpdesk and the University Online Store.
C	No needs based assessment. Permit must be displayed with a valid Pay and Display ticket. C spaces are limited and intended for occasional use only.	Yes	Yes	Must show permit. Pay and Display. £3.40 full day. £2.30 - 4 hours.
Motorcycle	Use of designated University Motorcycle parking only. A paper permit need not be displayed but the vehicle must have current permit on record.	Yes	Yes	No charge
Disabled	With current local authority disabled persons badge correctly used or with compelling evidence from doctor, Occupational Health etc. Disabled permit holders may use any A, B, C or R car park and have exclusive use of disabled bays	Yes	Yes	No charge.
On Call Permit	This permit is for staff that are required to access the university out of hours on an 'on call' basis.	Yes	No	No Charge. Contact EFM Helpdesk for further details.

Pass Type	Price	Details
First Month Sheffield	£39.90	All First buses in Sheffield
First Month South Yorkshire	£57.00	All First buses in South Yorkshire
Stagecoach Monthly Megarider	£45.13	All Stagecoach buses and Supertram