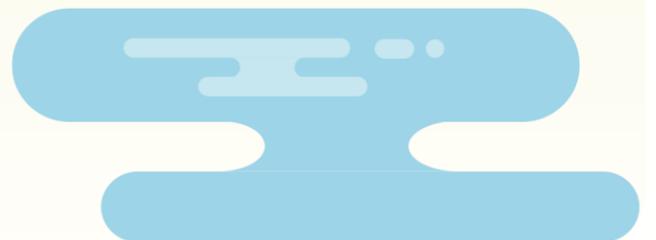


# Green Travel Strategy & Action Plan 2016-2021



**FALMOUTH**  
UNIVERSITY

UNIVERSITY OF  
**EXETER**



## Executive summary

**I am delighted to introduce the Green Travel Plan for the Penryn and Falmouth campuses 2016-2021. In the last few years we have seen a significant shift towards more sustainable travel choices amongst our staff and students, but we aim to do more. With the Fal Mussel Card, cycle facility enhancements and electric vehicle charging points recently promoted, there are more opportunities to travel sustainably than ever before.**

**This new 5 year travel plan has been produced to build on the successes of the previous plans and to continue to excel in green travel planning at a local, regional and sector level.**

Tim Brooksbank, Director Estates FX Plus

## The why

This Green Travel Plan is a 5 year strategy for managing all travel and transport within FX Plus and all partner institutions in Cornwall. The Green Travel Plan expresses our commitment to developing provision for pedestrians, cyclists and other transportation including public transport. It includes both physical and behavioural measures to increase the travel choice for our staff, students and visitors, and reduce reliance on single occupancy vehicles.

This Strategy considers the actions we have planned up to 2021, towards ongoing, sustainable transport principles beyond this date.

## Vision

To increase the number of staff and students using low carbon modes of transport and reducing emissions as part of their everyday lives. Ultimately we aim to achieve lasting change.

## Key findings

- Purpose of the plan: to demonstrate that we have considered the impact of our planned growth and development and are taking actions.
- The SMART objectives of this travel plan have been reviewed and are achievable within the timeframe and resources. They underlie the actions and strategic activities in this plan.
- Environmental sustainability; how can we make a positive impact by travelling sustainably?
- What we have achieved: a summary of our key achievements towards green travel.
- Planning ahead: the development of a 5 year travel plan is integral to the development framework plan for the campus.
- Actions: a comprehensive, living action plan is included in this travel plan.
- Communications: communication is key to influence travel behaviour. A comprehensive plan is included in this travel plan.



## Objectives

The **SMART\* objectives** of this Travel Plan have been reviewed and are achievable within the timeframe and resources. They underlie the actions and strategic activities in this plan.

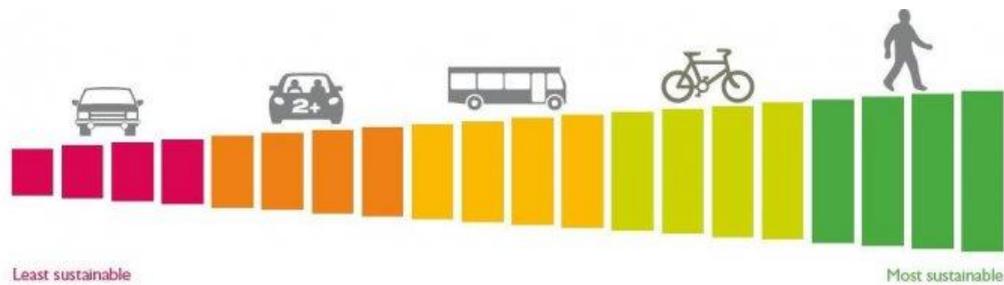
SMART Objectives	Indicators
to improve the options available for travel between both Falmouth, Penryn campuses and to Truro (a key transport hub)	number of bus and train journeys
to improve the safety and accessibility of travel between campuses	accessible buses, taxis (% of each type), walking and cycling routes
to promote health and wellbeing of staff, students and visitors to the university campuses through active travel choices	number of events, promotional activities, cycle user group, cycle scheme, websites and other social media
to establish a digital data hub to collect economic, health, social, environment data to analyse the social, environmental and economic benefits of projects and non-car modes of transport	number of: <ul style="list-style-type: none"> <li>• cycle spaces</li> <li>• car parking spaces</li> <li>• showers</li> <li>• storage facilities</li> <li>• bus journeys</li> <li>• hits on travel apps</li> <li>• hits on google analytics</li> <li>• projects</li> <li>• events</li> </ul>
to ensure car parking ratios are achieved	<ul style="list-style-type: none"> <li>• retaining long stay car parking spaces students (currently 140)</li> <li>• increase a total of 161 spaces above the existing parking over the next 5 years</li> <li>• Introduce more flexible car parking permits</li> <li>• annual review of the above</li> </ul>
targets to achieve annually over the period of this plan	<ul style="list-style-type: none"> <li>• increasing car share by 2%</li> <li>• increase bus use by 5%</li> <li>• reducing car use by 2% (flexible working, car share, flexible car parking permits)</li> </ul>

SMART\* specific, measurable, assignable, realistic, time-related



## Environmental sustainability

The Universities' Environmental Sustainability Policy commits the Universities to: „Agree a travel policy and implement measures to encourage walking, cycling and the use of public transport as principal means of commuting to university for work, study and for travel by staff on University'.



## How can we make a positive impact by travelling sustainably?

### 1. Environmental

By travelling sustainably you will be helping to reduce congestion, improve air quality and reduce the amount of carbon that is released into the atmosphere.

### 2. Health and Wellbeing

Active transport is an easy and convenient way to build physical activity into daily routines. Find out the positive health impacts of using sustainable travel for your regular journeys. For more information click [here](#).

### 3. Financial

Travelling sustainably can save you a significant amount of money. Find out the money you could save on fuel by using sustainable travel for your regular journeys and then add on the cost of what you would pay in parking permits / pay & display tickets. For more information on the Travel Change Calculator click [here](#).

## Planning for green growth

The Universities are in the midst of a long term, multi-million pound development plan to accommodate growth in student numbers, expansion of degree course provision and increased research activity. The development of a Travel Plan for the Penryn and Falmouth campuses is integral to the Development Framework Plan for the estates as a means of tackling existing car parking problems and the transport challenges and opportunities that will arise with the Universities' growth.



**From 2015/16 to 2020 numbers are projected to grow by 2326 across both campuses and by 1800 at the Penryn Campus**

<b>Combined total students</b>	<b>15/16</b>	<b>16/17</b>	<b>17/18</b>	<b>18/19</b>	<b>19/20</b>
	<b>HEFCE Confirmed**</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
Falmouth: Penryn Campus	2,872	3,466	3,866	4,140	4,282
Falmouth: Falmouth Campus	1,477	1,912	1,919	1,956	1,985
<b>Falmouth On campus</b>	<b>4,349</b>	<b>5,378</b>	<b>5,785</b>	<b>6,096</b>	<b>6,267</b>
Exeter: Penryn Campus*	1,983	2,101	2,178	2,295	2,361
<b>Combined on both campuses</b>	<b>6,332</b>	<b>7,479</b>	<b>7,963</b>	<b>8,391</b>	<b>8,628</b>
<b>Combined on Penryn Campus</b>	<b>4,855</b>	<b>5,567</b>	<b>6,044</b>	<b>6,435</b>	<b>6,643</b>

Numbers exclude any net increase for exchange students and distance learning students

\*Excludes Truro Campus students

\*\*These are the Funding Council (HEFCE) confirmed numbers, excluding withdrawals but including late entrants

### **The purpose of the Travel Plan**

The Travel Plan is a requirement for planning purposes, to demonstrate that we have considered the impact of our planned growth and development, and are taking action to ensure growth is sustainable. As such, this travel plan is a working document that will evolve following monitoring and review. However, the broader need to see behavioural change in respect of travel choice is even more critical as fuel costs, obesity levels, chronic illness levels, diabetes in young people are all on the increase. Our Travel Plans aim to improve the quality of life for all our stakeholders, whether visiting or resident, by facilitating development that is socially and economically beneficial and also environmentally sustainable.

### **The story so far....**

University of Exeter (UoE) and Falmouth University acknowledge the importance of being responsible, sustainable and ethical in order to meet the needs of the present, and leave a better environment for future generations. Both Universities believe this can be achieved through the skills and knowledge that graduates learn and put into practice, research and exchange of knowledge through business and community engagement, and through our strategies and operations.



Both Universities signed up to the definition of sustainable development as proposed by the Brundtland Report (1987):

***'Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.'***

Both Universities benefit from an Environmental Sustainability Working Group which has been established to promote sustainability issues, oversee implementation of sustainability policy, and to monitor and report on progress made towards increased sustainability by conducting reviews of policies and operations.

Many of the actions set out in previous annual Travel Plans have already been achieved, and any remaining and new ones have been incorporated into this Plan. As major and responsible employers that set an example to their staff, students and the local community, both Universities take a leading role in operating sustainably. This Travel Plan has therefore been created to ensure that Falmouth University and University of Exeter continuously strive to be leaders for sustainability in Cornwall.

### **What we have achieved**

The following is a summary of some of our key achievements towards green travel between September 2014 and August 2015:

- A total of 423,440 bus journeys
- 700 cycle parking spaces across both campuses
- Promotion of the annual Fal Uni Mussel travel card, which accounted for 12% of all bus journeys
- 4 Collaborative projects with Sustrans on cycling and walking events
- 4 Dr Bike cycle checks and cycle tool kit loan (permanent installation)
- Introduced emission based car parking charges at Penryn Campus as an incentive to use lower emission vehicles
- [Green Living](#) project run by students
- Annual travel survey for staff and students
- Video clip FXPlus Estates, including green travel
- Installation of first Electric Car charging points at Penryn Campus
- Continuation of the Cycle to work scheme, to subsidise the cost of cycling equipment for staff. To date 127 staff members participated.



## Overall Modal Split: Comparison to Previous Years

Annual travel surveys are merely an **indicator** for the green travel plan targets. As shown in the table below they vary according to survey responses of a particular year. The 2016 Travel survey was incorporated in the Staff/Student generic, annual survey which resulted in a 25% response.

Modal split in %	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	2016 Base-line
Response rates surveys %	22	18	14	10	34	21	18	7	25
Cycle	5	3.5	6	4	3	4	7	3.5	2
Bus	34	32.4	32	24	27	25	34	18.7	23
Car Share	4.2	17.7	12	6	12	12	6	5.3	6
Car Single Occupancy	25.8	22.1	19	30	27	22	21	38.6	32
Train	2	1.5	3	3	3	3	4	3.5	2
Walk	28	21	23	32	27	33	27	21.3	31
Other	1	1.8	5	1	1	1	1	0	3

## Communication and awareness

Communication is key to influencing travel behaviour, and effectively communicating the measures contained in the travel plan will be critical to achieving the objectives and targets in the Action Plan. However, the list of Actions is not exhaustive and will be updated on an annually basis. A separate communication plan will be updated at the same time as the Action plan.

## Current initiatives

- Including in-depth green travel information on the FXPlus, Falmouth and UoE websites
- Provision of maps and green travel guides to all prospective and new students
- Induction training for new staff (via line managers)
- Holding promotional events to highlight green travel projects and opportunities
- Regularly promote green travel through existing communication channels such as emails, newsletters and social media
- Providing information on Green travel notice boards on both Penryn and Falmouth campuses
- Carry out an annual travel survey to inform future projects and communication



## Actions 2016-2021

Actions will be reviewed annually (December 2016) and new SMART KPIs for travel will be identified as indicators of success. Derived from the results of analysis of the new economic, health, social and environmental data we have collated.

ACTION 1 BUS											
<b>Financial statement:</b>	Buses are subsidised by car parking revenue										
<b>Current state:</b>	<ol style="list-style-type: none"> <li>1. 5 year bus contract, 2014-2019 ( 1 year add-on)</li> <li>2. Uni Fal River Mussel Card</li> </ol>										
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To subsidise bus journeys between Falmouth Campus and Penryn Campus, currently £ 1 and support annual Mussel Uni travel card</li> </ul>										
<b>Description of activities:</b>	<ol style="list-style-type: none"> <li>1. Regular review meetings with First Kernow, Fal River Links and FXU</li> <li>2. Annual Travel Survey</li> <li>3. Monitoring daily running of the bus services and ensure services expand to meet the growing numbers of staff and students, timetables on student portals, signage and apps</li> <li>4. Handling of complaints with the Operator</li> <li>5. Review opportunities for replacement and improvement of bus shelters</li> <li>6. Communications to internal and external stakeholders</li> </ol>										
<b>Monitoring method:</b>	<ol style="list-style-type: none"> <li>1. Monthly updates First Kernow bus numbers</li> <li>2. Annual updates Uni Mussel Card numbers</li> <li>3. Number of Complaints</li> </ol>										
<b>Indicator of success:</b>	<ol style="list-style-type: none"> <li>1. Increase in bus trips</li> <li>2. Increase in mussel card holders</li> <li>3. Reduction of complaints</li> </ol>										
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>• First Kernow</li> <li>• Fal River links</li> <li>• Local community</li> <li>• FXU</li> <li>• Staff/students Falmouth and Exeter University</li> <li>• TIC</li> <li>• FX Plus</li> </ul>										
<b>Actions 2016-2021</b>	<table border="0"> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• £1 bus journeys all year round via smart card (Mussel Light)</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• From early 2016 onwards</li> </ul> </td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>• Promote Uni Mussel Card</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Ongoing</li> </ul> </td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>• Improving bus routes eg extending discounted routes</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Ongoing</li> </ul> </td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>• Increasing buses @ peak hours</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Ongoing</li> </ul> </td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>• New bus shelters</li> </ul> </td> <td></td> </tr> </tbody> </table>	<ul style="list-style-type: none"> <li>• £1 bus journeys all year round via smart card (Mussel Light)</li> </ul>	<ul style="list-style-type: none"> <li>• From early 2016 onwards</li> </ul>	<ul style="list-style-type: none"> <li>• Promote Uni Mussel Card</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Improving bus routes eg extending discounted routes</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing buses @ peak hours</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• New bus shelters</li> </ul>	
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<b>Action owner/s</b>	<ul style="list-style-type: none"> <li>• New bus contract</li> <li>• 2019</li> </ul>
	<ul style="list-style-type: none"> <li>• Travel Plan Coordinator</li> </ul>

### ACTION 2: Car Parking

<b>Financial Statement:</b>	<ul style="list-style-type: none"> <li>• Sale of car parking permits and PAYGO</li> </ul>
<b>Current state:</b>	<ul style="list-style-type: none"> <li>• 1074 car parking spaces</li> </ul>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To maintain car parks and subsidise the £1 bus fare</li> </ul>
<b>Description of activities:</b>	<ol style="list-style-type: none"> <li>1. Regular car parking meetings</li> <li>2. Annual update of car parking policy</li> <li>3. Annual survey</li> <li>4. Handling of complaints community/students and staff</li> <li>5. Communications to internal and external stakeholders</li> </ol>
<b>Monitoring method:</b>	<ul style="list-style-type: none"> <li>• Monthly and annual updates on car parking numbers</li> <li>• Number of complaints</li> </ul>
<b>Indicator of success:</b>	<ul style="list-style-type: none"> <li>• Number of complaints</li> <li>• Number of days of full parking</li> <li>• Income car parking (sale of permits and PAYGO)</li> <li>• Number of parking spaces</li> </ul>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>• Cornwall Council</li> <li>• Penryn Town Council</li> <li>• Mabe Parish Council</li> <li>• Staff and students of both Universities</li> <li>• FXU</li> <li>• FX Plus</li> </ul>
<b>Actions 2016-2021</b>	<ul style="list-style-type: none"> <li>• Increasing car parking spaces (on or off site) <span style="float: right;">• Ongoing</span></li> <li>• Extending car park F</li> <li>• Consideration of flexible parking permits</li> <li>• Encourage increased car sharing</li> </ul>
<b>Action owner/s</b>	<ol style="list-style-type: none"> <li>1. Car parking team</li> <li>2. Travel Plan Coordinator</li> </ol>

### ACTION 3: Car Share

<b>Financial Statement:</b>	<ul style="list-style-type: none"> <li>• Enable provision of car share permit</li> </ul>
<b>Current state:</b>	<ul style="list-style-type: none"> <li>• Currently 60 car share permits have been sold</li> </ul>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To encourage staff and students to utilise car sharing and reducing carbon emissions</li> </ul>
<b>Description of activities:</b>	<ol style="list-style-type: none"> <li>1. Regular car share meetings with car parking and FXU</li> <li>2. Communications to internal and external stakeholders</li> <li>3. Identifying opportunities for expansion of provision for car share parking</li> </ol>
<b>Monitoring method:</b>	<ul style="list-style-type: none"> <li>• Car share permit and parking numbers</li> </ul>



<b>Indicator of success:</b>	<ul style="list-style-type: none"> <li>• Car share permit and parking numbers</li> </ul>				
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>• Cornwall Council</li> <li>• FXU</li> <li>• Staff/students</li> <li>• FX Plus</li> </ul>				
<b>Actions 2016-2021</b>	<table border="1"> <tr> <td>• Set up internal Car Share Portal</td> <td>done</td> </tr> <tr> <td>• Increasing car share parking spaces</td> <td>ongoing</td> </tr> </table>	• Set up internal Car Share Portal	done	• Increasing car share parking spaces	ongoing
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• Increasing car share parking spaces	ongoing				
<b>Action owner/s</b>	<ol style="list-style-type: none"> <li>1. Car parking team</li> <li>2. Travel Plan Coordinator</li> </ol>				

<b>ACTION 4: Cycling</b>	
<b>Financial Statement:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Current state:</b>	<ol style="list-style-type: none"> <li>1. 127 cycle scheme participants</li> <li>2. Cycle user group BUG (Bike Users Group)</li> <li>3. Cycle storage: 700 spaces across both campuses</li> <li>4. Shower facilities: 13 across both campuses</li> </ol>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• Encourage use of bicycles as method of commuting to and from campuses.</li> </ul>
<b>Description of activities:</b>	<ol style="list-style-type: none"> <li>1. Running of the Cycle scheme</li> <li>2. Regular Cycle user group BUG meetings</li> <li>3. Improving Cycle facilities across campuses</li> <li>4. Review Cycle storage</li> <li>5. Cycle events term time</li> <li>6. Increasing awareness electric bikes (trials/events)</li> <li>7. Communications to internal and external stakeholders</li> </ol>
<b>Monitoring method:</b>	<ol style="list-style-type: none"> <li>1. Counting road-number cyclists</li> <li>2. Counting cycle spaces</li> <li>3. Counting shower facilities</li> <li>4. Participants cycle group</li> </ol>
<b>Indicator of success:</b>	<ol style="list-style-type: none"> <li>1. Number of cyclists</li> <li>2. Increase participants cycle-scheme</li> <li>3. Increase participants cycle user group</li> <li>4. Increase cycle storage</li> <li>5. Increase cycle facilities</li> </ol>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>• Sustrans until August 2016</li> <li>• Cornwall Council</li> <li>• Cycle Scheme</li> </ul>



	<ul style="list-style-type: none"> <li>• Staff/Students</li> <li>• FX Plus</li> <li>• Travel Plan Coordinator</li> </ul>
<b>Actions 2016-2021</b>	• Cycle events in collaboration with Sustrans <span style="float: right;">ongoing</span>
	• Increase numbers cycle scheme <span style="float: right;">ongoing</span>
	• Consultation on safe cycling routes between Falmouth and Penryn Campus <span style="float: right;">ongoing</span>
<b>Action owner/s</b>	<ol style="list-style-type: none"> <li>1. Travel Plan Coordinator</li> <li>2. Sustrans</li> <li>3. Bike User Group (BUG)</li> <li>4. Cycle Scheme</li> </ol>

<b>ACTION 5: Electric Vehicles &amp; Infrastructure</b>	
<b>Financial framework:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Current state:</b>	<ul style="list-style-type: none"> <li>• Charging spaces for 2 EVs provided Jan 2016</li> </ul>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>• To increase usage of electric vehicles between the campuses, increase number of electric chargers</li> </ul>
<b>Description of activities:</b>	<ul style="list-style-type: none"> <li>• Sale of electric bikes as part of cycle scheme</li> <li>• 2 EV Chargers</li> </ul>
<b>Monitoring method:</b>	<ol style="list-style-type: none"> <li>1. Number of E-bikes - Staff/students</li> <li>2. Number of E-cars - Staff/students</li> <li>3. Number of E-charging points</li> </ol>
<b>Indicator of success:</b>	<ol style="list-style-type: none"> <li>1. Number of E-bikes - Staff/students</li> <li>2. Number of E-cars - Staff/students</li> <li>3. Number of E-charging points</li> </ol>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>• Sustrans</li> <li>• Falmouth Finance</li> <li>• Cycle Scheme</li> <li>• FX Plus</li> </ul>
<b>Actions 2016-2021</b>	• Increasing number of E-bikes usage <span style="float: right;">• ongoing</span>
	• Increasing E-car usage <span style="float: right;">• ongoing</span>
	• Increasing number of Electric charging points on the 2 campuses
<b>Action owner/s</b>	<ul style="list-style-type: none"> <li>• Travel Plan Coordinator</li> <li>• Technical Services</li> <li>• FXU</li> </ul>

<b>ACTION 6: Train</b>	
<b>Financial framework:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>



<b>Current state:</b>	1. Cornwall and Devon railcard 2. Fal River Mussel Card Uni
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To encourage students and staff to travel by train</li> </ul>
<b>Description of activities:</b>	<ul style="list-style-type: none"> <li>Event planning</li> <li>Development of collaboration projects with Cornwall/Devon railway partnership and GWR</li> </ul>
<b>Monitoring method:</b>	1. Annual Survey 2. Number of train users (CDRP)
<b>Indicator of success:</b>	<ul style="list-style-type: none"> <li>Number of train users</li> </ul>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>Cornwall and Devon Railway Partnership (CDRP)</li> <li>Great Western</li> <li>FXU</li> <li>Staff and students</li> <li>Community rail users</li> <li>FX Plus</li> </ul>
<b>Actions 2016-2021</b>	Development of collaboration projects with GWR and Cornwall and Devon Railway partnership
<b>Action owner/s</b>	1. Travel Plan Coordinator 2. Cornwall and Devon railway Partnership

<b>ACTION 7: Walking</b>	
<b>Financial framework:</b>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Current state:</b>	<ul style="list-style-type: none"> <li>20 % of Staff/Students walk to the campuses</li> </ul>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To encourage staff and students to walk to the campuses</li> </ul>
<b>Description of activities:</b>	<ul style="list-style-type: none"> <li>Walking events</li> </ul>
<b>Monitoring method:</b>	<ul style="list-style-type: none"> <li>Annual survey</li> </ul>
<b>Indicator of success:</b>	<ul style="list-style-type: none"> <li>Number of people walking to and from campuses</li> </ul>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>Sustrans</li> <li>FXU</li> <li>FX Plus</li> </ul>
<b>Actions 2016-2021</b>	<ul style="list-style-type: none"> <li>Development of walking events</li> <li>ongoing</li> </ul>
<b>Action owner/s</b>	<ul style="list-style-type: none"> <li>Travel Plan Coordinator</li> <li>Sustrans</li> </ul>



<b>ACTION 8: Training</b>	
<b>Financial framework:</b>	<ul style="list-style-type: none"> <li>Budget for Video</li> </ul>
<b>Current state:</b>	<ul style="list-style-type: none"> <li>Development of induction pack for new starters</li> </ul>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>On-line environmental awareness module to be made compulsory for all</li> </ul>
<b>Description of activities:</b>	<ul style="list-style-type: none"> <li>Finalise and roll out sustainability induction pack for new starters</li> <li>Video clip induction</li> <li>Attending induction Events</li> </ul>
<b>Monitoring method:</b>	<ul style="list-style-type: none"> <li>HR monitors numbers</li> </ul>
<b>Indicator of success:</b>	<ul style="list-style-type: none"> <li>Numbers of staff taking the training</li> </ul>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>HR</li> <li>FX Plus</li> </ul>
<b>Actions 2016-2021</b>	<ul style="list-style-type: none"> <li>Induction training set finalised 2016</li> <li>Induction training video clip 2016</li> </ul>
<b>Action owner/s</b>	<ul style="list-style-type: none"> <li>Travel Plan Coordinator</li> <li>Environmental and Sustainability Working Group</li> <li>HR</li> </ul>

<b>ACTION 10: Awards</b>	
<b>Financial framework:</b>	<ul style="list-style-type: none"> <li>Small fund from Car Parking revenue to support prizes/awards for green travel initiatives</li> </ul>
<b>Current state:</b>	<ul style="list-style-type: none"> <li>Bronze award Green Impact</li> </ul>
<b>Objective:</b>	<ul style="list-style-type: none"> <li>To gain recognition for the environmental work we do at Penryn Campus</li> </ul>
<b>Description of activities:</b>	<ul style="list-style-type: none"> <li>Communicating award categories for submissions</li> <li>Gathering data</li> <li>Preparing award submissions</li> </ul>
<b>Monitoring method:</b>	<ul style="list-style-type: none"> <li>Number crunching/ Panel review</li> </ul>
<b>Indicator of success:</b>	<ul style="list-style-type: none"> <li>Increase in staff/students using sustainable transport by numbers</li> <li>Awards achieved</li> </ul>
<b>Stakeholders:</b>	<ul style="list-style-type: none"> <li>Sustrans</li> <li>FXU</li> <li>Staff and students</li> <li>FX Plus</li> </ul>



<b>Actions 2016-2021</b>	<ul style="list-style-type: none"><li>• Start applying for awards</li></ul>	<ul style="list-style-type: none"><li>• 2017</li></ul>
<b>Action owner/s</b>	<ul style="list-style-type: none"><li>• Travel Plan Coordinator</li></ul>	



<b>Title: Green Travel communications plan</b>	
<b>Start date: February 2016</b> <b>Completion date: Ongoing to 2021</b> <b>Review: annually</b>	<b>Director: Tim Brooksbank</b> <b>Project Manager: Marja van Loef</b> <b>Communications: Leida Smith</b>
<b>Research/Analysis</b> – (background information to inform project) <ul style="list-style-type: none"> <li>• 5 year green travel strategy for FX Plus</li> <li>• Annual travel survey informs the strategy and action plan</li> <li>• Importance in Penryn campus expansion programme</li> <li>• Environmental Sustainability Strategy (UoE, Falmouth, FX Plus)</li> </ul>	
<b>Communications Objectives:</b> Promote the actions within in the Green Travel Plan: <ul style="list-style-type: none"> <li>• Increase use of bus, train, walking, cycling, electric vehicles and car share, to reduce parking congestion on campus and in the locality during term-time.</li> <li>• Promote health and wellbeing of staff, students and visitors to the university campuses through active travel choices.</li> <li>• Promote training and induction materials for staff and students</li> <li>• Develop use of website, social media and other channels to promote green travel initiatives and messages as appropriate</li> </ul>	
<b>Communications Issues/Risks:</b> <ul style="list-style-type: none"> <li>• Quality of alternative transport doesn't meet expectations</li> <li>• Ability to sustain bus fare subsidy with increased take-up/reduced parking income</li> <li>• Potential seasonal take-up of alternatives to car (spring/summer)</li> <li>• Practicality for students and staff living further from campus</li> </ul>	
<b>Internal audiences</b> <b>Primary audiences:</b> <ul style="list-style-type: none"> <li>• FX Plus staff</li> </ul> <b>Key internal stakeholders:</b> <ul style="list-style-type: none"> <li>• Travel plan coordinator</li> <li>• Carbon and sustainability manager</li> <li>• Facilities management/Campus patrol</li> <li>• Car parking strategy group</li> <li>• HR (training)</li> </ul>	<b>External Audiences</b> <b>Primary audiences:</b> <ul style="list-style-type: none"> <li>• Students</li> <li>• UoE staff</li> <li>• Falmouth staff</li> <li>• FXU</li> </ul> <b>Other key external stakeholders</b> Transport companies: First Kernow buses, Fal River links, Great Western, Cornwall and Devon Railway Partnership (CDRP)  Sustrans  Bike user group  Local residents and councillors (Cornwall, Penryn, Falmouth & Mabe)



## Communications Approach / Strategy

1. Development of messages and infographics to promote the actions within the Plan
2. Develop and implement a planned communication campaign, using existing communication channels, maximising impact from local, partner and national initiatives.
3. Develop use of website, social media and other channels to promote green travel initiatives and messages as appropriate

### Key messages:

- FX Plus commitment to reducing car use in and around campus – supporting/promoting alternative travel.
- Campus parking pays for subsidised transport.
- Sign up to car share – FXU portal
- Walk or cycle to work/study
- Subsidised £1 bus fares on U1 and U2 services
- Train links
- Fal Mussel Card Uni
- Electric car charging facilities
- One planet living
- Active travel benefits

