

Project Highlight: Loughborough University Travel Plan and Parking Management



PROJECT NAME

Loughborough University Travel Plan and Parking Management

CLIENT NAME

Loughborough University

PROJECT TYPE

Travel Planning, Parking, Transport Procurement, Programme Management

LOCATION

Loughborough, UK

MAIN EXECUTING OFFICE

London

START DATE

April 2010

END DATE

Ongoing

REFEREE

Jo Hasbury
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Project description

SKM Colin Buchanan (SKM CB) has provided a full range of travel planning services for Loughborough University, including designing and hosting comprehensive staff and student travel surveys, writing the University's Travel Plan and their Car Parking Management Strategy, and helping to implement both elements.

The travel plan focuses on encouraging staff to walk, cycle and use public transport, with a wide range of targets encompassing both regular and occasional travel. SKM CB developed a clear action plan highlighting the measures to be implemented to ensure their targets are met. The implementation of the travel plan has focused on increasing the availability of cycle facilities, improving on-campus bus services, reducing the environmental impact of business travel and increasing awareness of the full range of travel options available to staff and students.

On the parking management side, we have implemented a web-based permit applications system (ParkIT) that helps to save time in dealing with criteria-based permit applications. The application can be fully customised and deals with multiple sites and car parks. The printing of permits is automatically generated saving on processing and administration time. SKM CB has also managed the installation of Automatic Number Plate Recognition (ANPR) technology at Loughborough University in order to improve enforcement and will also help the University to build up a more accurate staff commuting and business travel carbon footprint.

"LU has worked with [SKM] CB over the last 12 months on all aspects of Travel Planning. Projects have included surveying staff and students to inform the updated Travel Plan, supporting and advising the University on delivery of a car park management strategy and ensuring planning conditions can be met by the University going forward. CB has met all targets and deadlines set by the University and continually offered flexibility in their approach."

Sustainability Manager, Loughborough University

Client Benefits of this Approach

The travel plan and car parking management strategy have both played an important part in helping the University to reduce their **environmental impact and congestion on-site**, while encouraging and enabling staff and students to make sustainable travel choices. Other benefits include:

- Reduction in commuting and business travel related carbon emissions
- Improvements made to the University bus shuttle service
- Real time availability of parking demand and supply on campus
- More funding available for sustainable transport

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