‘Braking’ the Habit of a Lifetime:
The Incredible Journey
The workshop session will be in 3 parts:

• Introducing the award winning Swansea University Dual Campus Travel Plan, and its ‘Incredible Journey’ from planning to the present day

• Introducing the established Winchester University Travel Plan and how it is ‘Braking the habit of a lifetime’

• Question time and workshop session to share best practice
Swansea University Travel Plan and our Incredible Journey
Jayne Cornelius – Sustainable Travel Officer for Swansea University

Specialism: Travel Planning and Transport Management

Previously worked on behalf of Welsh Government as a Regional Travel Plan Coordinator advising and supporting Travel Plan work.

Started at Swansea University June 30th 2014
Bay Campus

Some Facts:

- The Singleton and Bay Campuses are 6 miles apart and 3 miles equidistant from Swansea City centre.
- Close to 6000 students and 600 staff to be based at the Bay.
- The Bay Campus is based in the neighbouring Neath Port Talbot County Borough Council.
Conditions of Planning

- Travel Plan Coordinator to be employed
- Travel Plan to be submitted for Bay Campus prior to occupation
- Car movements to be restricted with financial penalties incurred if breached
- 500 Staff and 100 Pay and Display parking spaces
- Staff and student travel surveys to be carried out and reported on in year 1, 3 and 5
- Upgrade of NCN Route 4 cycle route which connects Singleton and Bay

Local benefit: Potential reduction in single occupancy car journeys
The Dual Campus Travel Plan

- Outline Travel Plan written for Bay Campus only
- Previous Singleton Campus Travel Plan dated 2010
- Singleton Campus included in the Travel Plan
- Singleton - Data Science 2 building was working towards the BREEAM Standard
- Student accommodation areas within walking distance of Singleton Campus
- Over 25% of staff moving to Bay Campus lived within 2 miles of Singleton Campus and said they would now drive!

Local benefit: Equal opportunities and access to facilities for both staff and students
Our Travel Plan Journey

1. Secure Senior Management Support
2. Identify Travel Plan Resource/Team
3. Evaluate your Site and Facilities
4. Undertake a Staff/Student/Visitor Travel Survey
5. Carry out Travel Audits
6. Identify Objectives and Targets
7. Identify a Package of Measures
8. Monitor and Evaluate (Ongoing)

Continuous monitoring and evaluation of measures to ensure success
Student transport poverty addressed

New routes and cheaper prices

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<th>Type of Ticket</th>
<th>2014/15 Price</th>
<th>New Swansea City Price</th>
<th>Saving</th>
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<td>Full Year</td>
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Local benefit: less student cars in the community, reduced pollution and congestion
Commercially operated services mean:

- Brand new network of buses
- 29 new drivers, 5 new bus engineers employed locally
- Provides links to local hospitals for the community.

Local benefit: The University bus that Everyone can use—Modern accessible, clean
Benefits to the Community

- Improved hospital services
- Safe and sustainable late night services offering transport to those working in the late night economy
- Accessible transport that everyone could use
- New cleaner more fuel efficient buses
- Improved employment opportunities for those in the local area
- Connectivity to rail stations and the rest of the bus and rail network benefiting those living in the local community

Local benefit: less congestion, improved integration of bus and rail, environmental
Sustainable Night Time Economy

- Night buses submitted as evidence for Swansea City Purple flag status
- Student Late Night Bus Code of Conduct sign up
- Recognised as best practice in safe sustainable travel example (Chartered Institute of Logistics and Transport (Wales) 2016)
- 2016 saw 30 minute services increased to every 20 minutes
- From September 2017 plans are for 24 hour night time services

Local benefit: Provides links to hospital sites, employment and leisure facilities
Measures

- Bike to Work Scheme
- Bike discounts at local bike shops
- Dr Bike and Bike Maintenance
- Bike Security Marking and free light and locks
- New HR Policy introduced- no mileage paid between campuses (free bus travel and cycle payments)
- Joint Honours Free Bus Pass/Bike Scheme
- 4 new Electric Vehicle Charging Points installed
- 8X Campus to Campus express bus introduced

Local benefit: less congestion, improved integration of bus and rail, environmental
Headlines from Travel Survey

- **Student Bus Travel**: Up from 24% to 40.6%
- **Students Walking**: Down from 47% to 34%
- **Students using late night bus service**: 57%
- **Students Cycling**: Up from 11.3% to 11.7%
- **Staff Walking**: Up from 5.5% to 8.7%
- **Staff Car Travel (SOV)**: Up from 46% to 55% (less increase than expected)
Gathering additional travel information

- Counter data at entry and exit of site
- Counter data from NCN Route 4 cycle path
- Additional targeted surveys e.g. bus surveys
- Feedback on social media
- E mail
- Information gathered from ‘SWell’ staff engagement website
- Other surveys e.g. Staff satisfaction surveys, student satisfaction surveys.

Local benefit: less congestion, improved integration of bus and rail, environmental
How the survey results inform us

- What measures are needed going forward
- What changes we need to make
- Communication channels
- Additional funding needed
- What is working and what is not
- Behavioural change capability

Local benefit: Always feedback on what benefits will be seen as a result of survey results!
How we measured Behaviour Change

- Ability to change
- Motivated to change
- Support the change

Local benefit: Healthier workforce, students and communities – something for everyone
Supporting Behaviour Change

1. No bus after 11.30pm
2. Late Night bus service until 3am
3. Lose it or Use it Service

Behaviour Change
57% of Students use safe and sustainable late night service

Local benefit: Healthier workforce, students and communities – something for everyone
‘MyUniJourney’ Launched

Travel information for Swansea University

Find all the travel information you need to know for your university.

Plan my journey

Local benefit: Improved travel information, a 1 stop shop for students, staff and visitors
Award Winning

• Gold level Welsh Travel Plan Award 2016

• Chartered institute of Logistics and Transport UK Awards (CILT): Passenger Transport Best Practice (for Uni Service)

• CILT (Cymru) Wales Awards: Safety and Sustainability (for late night bus service)

• Green Gown Award Finalist

• 2 other CILT Cymru Awards; Best Practice and Highly Commended for sustainable travel

Local benefit: Swansea benefits from publicity and integrated transport networks
Any Questions?

Local benefit: Swansea benefits from publicity and integrated transport networks