



21st ANNUAL CONFERENCE
28-30 MARCH 2017
 GLOBAL GOALS:
LOCAL ACTION



‘Braking’ the Habit of a Lifetime: The Incredible Journey



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Introduction



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



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Swansea University Travel Plan and our Incredible Journey



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Knowing - Me Knowing - You



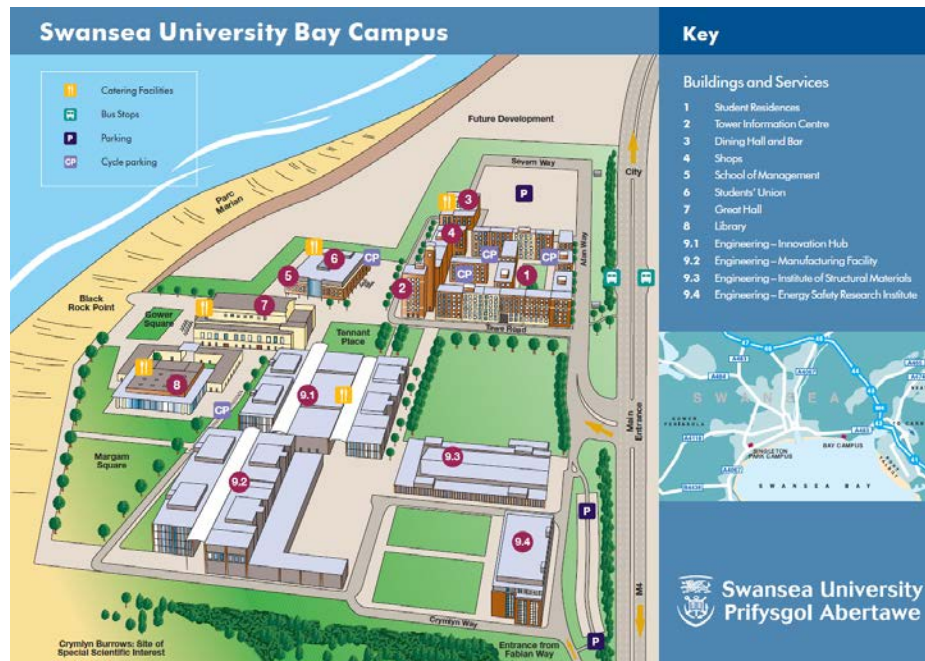
- Jayne Cornelius – Sustainable Travel Officer for Swansea University

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



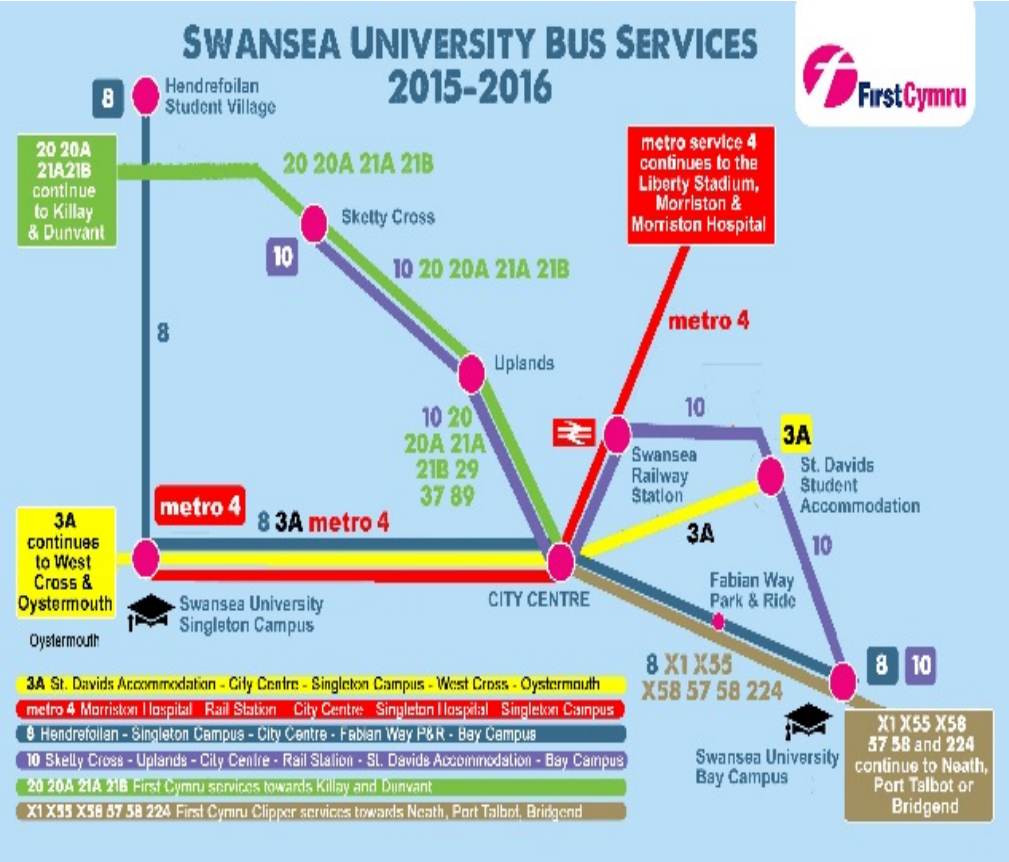
- Outline Travel Plan written for Bay Campus only
- Previous Singleton Campus Travel Plan dated 2010
- Singleton Campus included in the Travel Plan
- Singleton - Data Science 2 building was working towards the BREEAM Standard
- Student accommodation areas within walking distance of Singleton Campus
- 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



Student transport poverty addressed

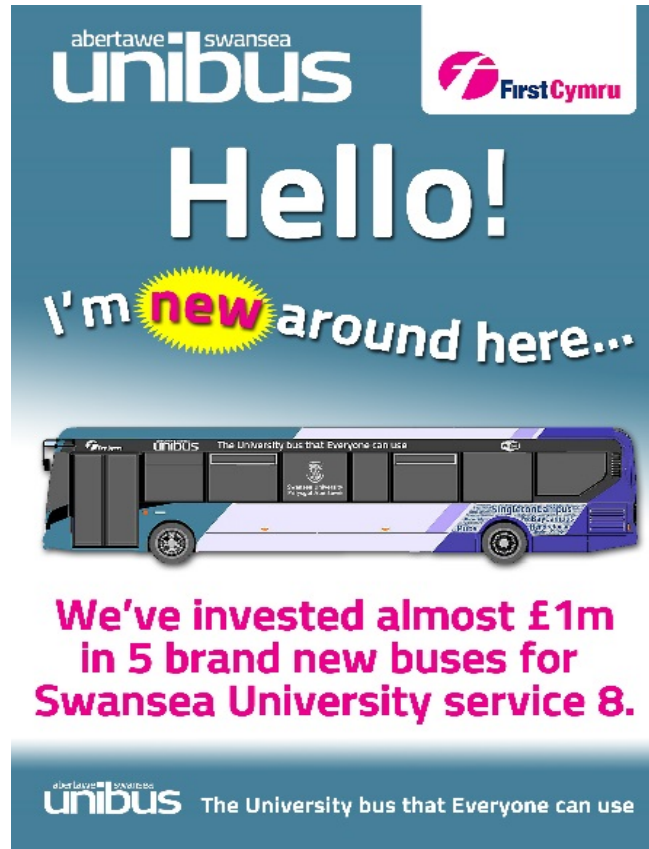


New routes and cheaper prices

Type of Ticket	2014/15 Price	New Swansea City Price	Saving student
Term 1	£180	£130	£50
Term 2	£150	£130	£20
Term 3	£90	£80	£10
Summer Holiday	£130	£120	£10
Academic Year	£390	£300	£90
Full Year	£450	£350	£100

Local benefit: less student cars in the community, reduced pollution and congestion

Everyone Benefits



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



abertawe swansea
unibus
The University bus that Everyone can use

NIGHT BUSES
until almost 0300
on
Wednesdays, Thursdays,
Fridays & Saturdays

Service **8**
University term time
Hendrefoilan
Sketty Park
Singleton Campus
City Centre
Fabian Way
Bay Campus

Travel for just £1.50 single, £2 return after 7pm
- any distance in the Swansea City area.

Working Late ~ Pubs ~ Clubs
Cinema ~ Theatre ~ Bowling

- 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



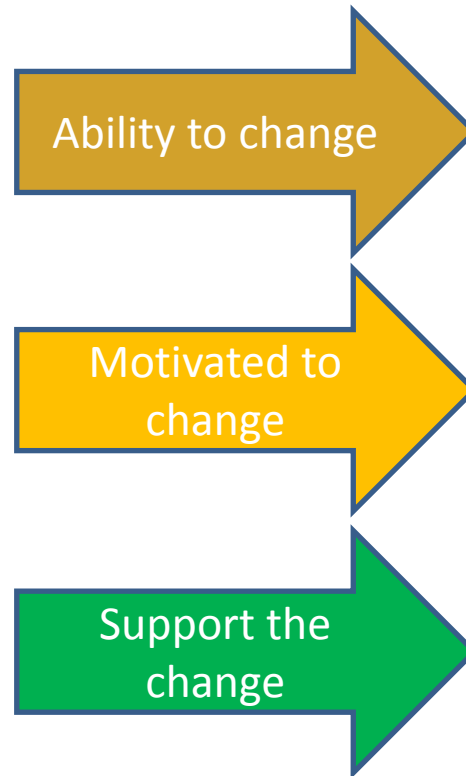
- Counter data at entry and exit of site
- Counter data from NCN Route 4 cycle path
- Additional targeted surveys e.g. bus surveys
- Feedback on social media
- E mail
- Information gathered from 'SWell' staff engagement website
- Other surveys e.g. Staff satisfaction surveys, student satisfaction surveys.

Local benefit: less congestion, improved integration of bus and rail, environmental

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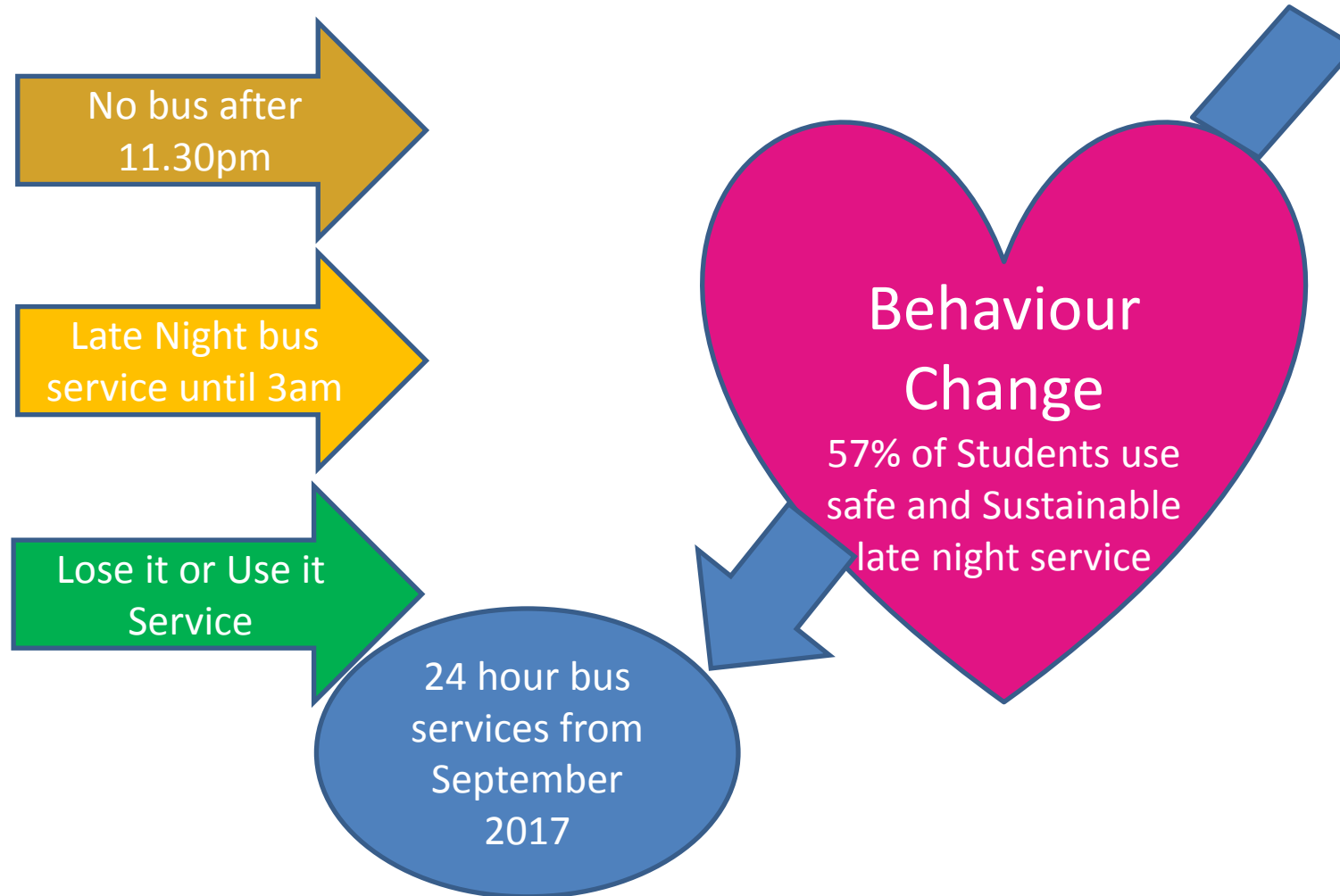
Local benefit: Always feedback on what benefits will be seen as a result of survey results!

How we measured Behaviour Change



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

Supporting Behaviour Change



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

'MyUniJourney' Launched



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

Questions



Any Questions?

Local benefit: Swansea benefits from publicity and integrated transport networks