
City, University of London Travel Plan



By Curtins Consulting Ltd
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CITY
UNIVERSITY OF LONDON
— EST 1894 —

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Executive Summary

This Travel Plan is an update of the previous City, University of London travel plan, reflecting travel surveys undertaken in 2014/15 and 2016/2017. This version will build on the original report, comparing the previous travel survey data to understand how travel patterns are changing at the University, as well as detailing measures and initiatives to encourage active travel modes (walking and cycling) for existing and future staff and students.

As part of the monitoring and review section, new modal split targets have been set for medium (2-5 years) and long (beyond 5 years) term periods. In the long term, the staff modal split targets aim to increase active transport modes; walking to 14% (increase of 5%) and cycling to 15% (7% increase), which will result in a reduction of public transport usage by 12%. Similarly, the student modal split targets will reduce public transport use by 12%, as they aim to increase walking to 26% (increase of 6%) and cycling to 9% (6% increase).

Across the surveys, it is clear that public transport is the most popular mode of transport for staff (82%) and students (76%). For staff, the majority of public transport users travel by train, whereas for students most public transport is via the Underground. Walking has remained the second most popular transport mode for staff and students.

Between the 2014/15 and 2016/2017 surveys the proportion of staff and students walking and cycling has reduced. These active modes of transport have a number of advantages over public transport or private vehicles, including health benefits, financial savings and a lower impact on the environment. However, there are often practical reasons why individuals cannot commute by active travel means, and surveys have shown that the majority of respondents using other travel modes stated the commute was of too great a distance to walk or cycle.

There are however, a number of actions that can be taken to improve staff and student commutes through all modes and ensure that the University achieves the modal split targets set out in the Travel Plan. These suggested measures are detailed in the reviewed Action Plan (Section 15.0), and focus on encouraging active transport modes. Additionally, opportunities to minimise the impact of business travel are highlighted through actions to reduce the need for such travel, as well as to prioritise the use of more sustainable modes where journeys are unavoidable.

Introduction

1.1 Curtins has been appointed by City, University of London (herein “City” or “the University”) to produce a Travel Plan (TP) for the staff and students of the organisation. The original TP, which was produced and adopted in 2010, was intended to develop on the existing workplace TP, targeted at staff only. This update aims to reflect on the changes to the university estate, as well as updating the document in reference to revised travel survey data collected in 2017.

1.2 A TP is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:

“A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.”

Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009, and National Planning Policy Framework, DCLG, 2012.

1.3 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

Background

1.4 This TP is intended to cover the entirety of City, University of London, including students, staff, and visitors at all campuses. City’s website includes the following description of the University:

“City, University of London is a leading international institution and the only one in London to be both committed to academic excellence and focused on business and the professions.”

1.5 City accommodates approximately 19,000 students and over 1,800 staff over the course of an academic year. The University’s main campus is located at Northampton Square in the London Borough of Islington (LBI). The main areas of the estate include:

- Northampton Square Campus (this includes the completed City Law School Building on Sebastian Street, which opened in October 2020)
- The Business School Campus (formerly known as Cass) (from July 2021, this will include 33 Finsbury Square)

1.6 The updating of City's TP coincides with an important stage in the evolution of the University. City currently occupy 20 buildings in London arranged in five broad groups. The majority of these buildings are located in the LBI. City is currently undergoing major redevelopment at the main campus, located at Northampton Square.

1.7 This updated TP is thus intended to help support these developments and to help encourage more sustainable travel behaviour for those that work and study at City, University of London.

Purpose of Report

1.8 This TP update has been prepared to demonstrate the University's continued commitment to sustainable travel. It will promote the use of alternative sustainable modes of travel and discourage single vehicle occupancy. The document analyses up-to-date survey data, making comparison to baseline numbers, and provides updated modal split targets and methods for management and monitoring.

1.9 This document will develop on the 2013 document. Measures implemented as part of the TP, include:

- Production of travel plan marketing material and distribution/publishing online to inform students, staff and visitors of sustainable transport options to campus buildings
- Working group established to improve signage to/from main transport interchanges
- Provision of additional showers and lockers
- Improved existing cycle parking infrastructure
- Introduction of schemes to encourage cycle, such as; Cycle to Work Scheme, adult cycle training and national cycle events e.g. Bike Week
- First annual monitoring survey completed and report produced
- Revisions to the Travel Plan where made, based on the analysis of survey results.

1.10 A more detailed summary of the measures implemented since the 2013 TP is included in Section 4.

1.11 Notwithstanding the above, the 2010 TP set modal share targets for staff travel, which included a reduction in single occupancy car trips and public transport trips, and an increase in walking and cycling trips. As discussed in detail in Section 4, the University has been successful in reducing the proportion of car trips and has increased the proportion of public transport trips since 2010, however the percentage of walking and cycling trips have decreased.

1.0 Introduction and Background

1.12 Since 2013, the University has undergone a process of rationalisation of existing buildings, and as of 2018 is proposing redevelopment and refurbishment of a number of buildings. It is therefore considered appropriate to produce a revised TP, which will continue to build upon the successes of the previous one, and which will address student travel in addition to staff travel. This TP should be considered a “live” document which is open to change, and should be made freely available to all students, staff and visitors at City.

1.13 Following this section of the report, the TP is set out under the sections set out in Table 1.1 below.

Table 1.1: TP Structure

| Section | Name | Overview |
|---------|---|---|
| 2 | Travel Plan Benefits | This section outlines the benefits and purpose of Travel Planning. |
| 3 | Policy Context | This section analyses National and Local planning policy to establish a number of objectives for the TP to aspire towards. |
| 4 | Recognition of Existing Measures | This section outlines the existing measures that have been implemented since 2010. It provides comments on the effectiveness of the measures and how various initiatives could be improved or built upon. |
| 5 | Site Audits | These sections contain a detailed audit of the University sites, assessing accessibility separately by walking, cycling, and public transport. |
| 6 | | |
| 7 | | |
| 8 | Travel Surveys | In this section the travel behavior of staff and students is analysed. |
| 9 | Travel Plan Objectives | Based on a review of the policy context, the site audits, and the travel surveys, this section presents a series of objectives for the TP. |
| 10 | Measures to Encourage Sustainable Travel | This section provides a clear description of the measures proposed to encourage sustainable travel, reduce single occupancy car use and achieve the stated objectives established in Section 9. |
| 11 | Travel Plan Management Strategy | This section sets out the strategy for implementing the TP. It will also identify who is responsible for the TP. |
| 12 | Delivery Management Plan | This section outlines the benefits of effective management of delivery traffic and considers measures to achieve these benefits for the University. |
| 13 | Communications Strategy | This section will identify a strategy for communicating the Travel Plan to all staff and students. |
| 14 | Monitoring and Review | This section details the methodology for monitoring and reviewing the TP, including how often the monitoring will take place, the proposed review methodology, and who will be involved in the process. |
| 15 | Action Plan and Budget | This section outlines the implementation programme including roles and responsibilities, and major costs associated with the TP. |

Benefits of Travel Plans

9.1 There are multiple reasons as to why TPs are considered to be important to society. In order to summarise these, the benefits derived from TPs have been categorised under the following headings:

- Health benefits
- Social benefits
- Environmental benefits and
- Financial benefits.

Health Benefits

9.2 A reduction in polluting vehicles on the roads around and throughout the University sites would mean better air quality throughout the area. There are also well documented health benefits associated with active travel:

“Physical activity levels are low in the UK: only 40% of men and 28% of women meet the minimum recommendations for physical activity in adults.”

Source: Health Survey for England: CVD and Risk Factors for Adults, Obesity and Risk Factors for Children, DoH, 2008.

9.3 Regular moderate physical activity, including walking and cycling, can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

9.4 In summary, an effective TP can help encourage staff and students to lead a healthier and more active lifestyle.

Social Benefits

9.5 Reduced travel times means more time to enjoy life and embark on social activities. An effective TP can help staff and students be more productive and proactive with their time.

Environmental Benefits

9.6 Climate change is a global issue that affects everyone. The role of road vehicles in generating greenhouse gases has been recognised in the Mayor of London’s Transport Strategy:

“Road vehicles currently account for around 72% of ground-based transport CO2 emissions in London.”

9.7 The Mayor has therefore pledged that Transport for London (TfL) will play its part in reducing CO2 emissions, noting the role of Travel Planning in achieving this:

“TfL has pioneered the use of smarter travel initiatives to achieve improved CO2 travel efficiency, including the widespread successful uptake of school and workplace travel plans... More than ten per cent of London's workforce work in locations with travel plans, thereby achieving a 13 per cent reduction in the proportion of car journeys to work at these sites.”

Source: Mayor's Transport Strategy, GLA, 2010

- 9.8 In summary, an effective TP can help encourage staff and students to lessen their environmental impact by reducing emissions from transport.

Financial Benefits

- 9.9 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing physical activity:

“The cost of physical inactivity in England – including direct costs of treatment for the major lifestyle-related diseases, and the indirect costs caused through sickness absence – has been estimated at £8.2 billion a year. This does not include the contribution of inactivity to obesity which itself has been estimated at £2.5 billion annually.”

Source: At Least Five a Week: Evidence on the Impact of Physical Activity, DoH, 2004.

- 9.10 An effective TP can help encourage staff and students to lead a healthier lifestyle, reducing financial wastage across a number of areas including healthcare costs.
- 9.11 An effective TP can offer financial benefits to the organisation implementing the plan by, for example, reducing the land take, infrastructure costs and staff costs associated with car park operation.
- 9.12 Individuals can benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and ongoing cost of car ownership.
- 9.13 In summary, an effective TP offers potential financial benefits to a number of different stakeholders.

Introduction

- 3.1 This section considers national, regional and local planning policy relevant to Travel Planning in order to inform the specific objectives of this TP.

National Planning Policy

- 3.2 The National Planning Policy Framework (NPPF) sets out that TPs are required at developments that generate significant amounts of movement. In particular, Paragraphs 35 and 36 set out that TPs should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore developments should be located and designed where practical to:

- Accommodate the efficient delivery of goods and supplies
- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities
- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones
- Incorporate facilities for charging plug-in and other ultra-low emission vehicles
- Consider the needs of people with disabilities by all modes of transport.

- 3.3 It is considered that, in view of the measures outlined in Section 10, the production of this TP, is consistent with the requirements of the NPPF.

The London Plan – Spatial Development Strategy for Greater London July (2011)

- 3.4 The Mayor published a revised version of the London Plan in July 2011. The Plan sets out a spatial strategy reflecting the policies and priorities of the current Mayoral administration.
- 3.5 Policy 6.1 ‘Strategic Approach’ sets out the desire for closer integration of development and transport through encouraging patterns of development that reduce the need to travel, especially by car, seeking to locate high trip generating developments at locations with high public transport accessibility, improving the capacity of public transport services, improving interchanges between services and improving accessibility by all modes including walking and cycling. Policy 6.1 also notes that closer integration of development and transport will also be achieved by “supporting measures that encourage shifts to more sustainable modes and demand management”.
- 3.6 Policy 6.3 ‘Assessing Effects of Development on Transport Capacity’ relates to overall transport capacity, including public transport. The policy stresses that developments that give rise to a significant number of new

trips should be located either where there is already good public transport accessibility with adequate capacity to support additional demand or where there is a realistic prospect of additional accessibility or capacity being provided in time to meet the new demand. It notes that coordinating the use of TPs with addressing freight issues helps to reduce the impact of development on the transport network and reduce emissions of greenhouse gases that contribute to climate change.

- 3.7 Policy 6.9 'Cycling' sets out to bring a significant increase in cycling to at least 5% of modal share by 2026, supported by the implementation of Cycle Superhighways and the central London cycle hire scheme and provision of facilities for cyclists including secure cycle parking and on-site changing and shower facilities for cyclists.
- 3.8 Policy 6.10 'Walking' seeks to enhance the quality of the pedestrian and street environment through de-cluttering and access for all, to make walking an increasingly viable alternative to the private car.
- 3.9 Policy 6.12 'Road Network Capacity' supports the need for limited improvements to London's road network,
- 3.10 Public Transport Accessibility Levels (PTALs), as detailed in the London Plan produce a consistent London-wide public transport access mapping facility to assist boroughs with area specific planning and assessment of appropriate parking provision by measuring broad public transport accessibility levels.

The Mayor's Transport Strategy (May 2010) and the draft Mayor's Transport Strategy (2018)

- 3.11 The Mayor's Transport Strategy (MTS) was published in May 2010 and was developed in conjunction with the London Plan and the Economic Development Strategy (EDS). It provides a 20-year strategic policy framework and outlines the Mayor's vision and how Transport for London (TfL) and its partners plan to deliver that vision.
- 3.12 The Mayor's transport vision states that "London's transport system should excel among those of world cities, providing access to opportunities for all its people and enterprises, achieving the highest environmental standards and leading the works in its approach to tackling urban transport challenges of the 21st century."
- 3.13 The Strategy incorporates support for what are categorised as "smarter travel" initiatives. This covers a range of initiatives including raising awareness of available travel options through targeted promotions; supporting sustainable travel through small scale infrastructure projects such as cycle racks; building an understanding of factors motivating travel behaviour; and engaging directly with schools, workplaces and local communities. In addition, smarter travel provides the opportunity to explore flexible working patterns and support measures that limit the need to travel.

3.14 Travel Planning is described in the Strategy as one of the main smarter travel activities being undertaken by TfL, with an average 13% reduction in commuter car trips being recorded at TfL-supported Travel Plan sites. Travel Planning is also noted as a way of improving the quality of life for all Londoners, by encouraging the uptake of healthier modes of travel, in particular walking and cycling. Therefore, the use of Workplace Travel Plans, where appropriate, is supported by the Mayor.

3.15 The Mayor of London published a draft of the Mayor's Transport Strategy in June 2017, the final version is likely to be published in March 2018. The document set out the Mayor's policies and proposals to reshape transport in London over the next 25 years.

3.16 By using the Healthy Streets Approach to prioritise human health and experience in planning the city, the Mayor wants to change London's transport mix so the city works better for everyone. Three key themes are at the heart of the strategy.

1. Healthy Streets and healthy people

3.17 Creating streets and street networks that encourage walking, cycling and public transport use will reduce car dependency and the health problems it creates.

2. A good public transport experience

3.18 Public transport is the most efficient way for people to travel over distances that are too long to walk or cycle, and a shift from private car to public transport could dramatically reduce the number of vehicles on London's streets.

3. New homes and jobs

3.19 More people than ever want to live and work in London. Planning the city around walking, cycling and public transport use will unlock growth in new areas and ensure that London grows in a way that benefits everyone.

Local Planning Policy

3.20 The Development Management Policies form part of the Council's Local Plan. As a development plan document, The Development Management Policies also form part of Islington's Development Plan. The Development Management Policies contains the following policies that are relevant to this application.

- Policy DM8.1 – The design of developments, including building design and internal layout, site layout, public realm and the provision of transport infrastructure is required to prioritise the transport needs of pedestrians, public transport users and cyclists above those of motor vehicles
- Policy DM8.2 – Development proposals are required to meet the transport needs of the development and address its transport impacts in a sustainable manner and in accordance with best practice. Where the Council considers that a development is likely to have a significant negative impact on the operation of transport infrastructure, this impact must be satisfactorily mitigated. In order for developments to be considered acceptable they are required to; ensure that the any potential impacts are mitigated, have no negative impact on the safe and efficient operation of transport infrastructure, maximise safe, convenient and inclusive accessibility by sustainable modes for all users, and have no significant impact on impacts from transport arrangements on the local and wider environment.
- Policy DM8.4 – seeks to increase the quantity of non-residential use cycle parking across the borough by 3,150 spaces per annum
- Policy DM8.5 – Parking will only be allowed for non-residential developments where this is essential for operational requirements and therefore integral to the nature of the business or service

3.21 The Finsbury Local Plan (Area Action Plan for Bunhill and Clerkenwell) forms part of LBI's Local Plan. It is a 15-year plan that will be used by LBI and its partners to make decisions about future developments within the investment area.

3.22 Policy BC 4 – Northampton Square, Goswell Road and Spencer Street and includes specific references to City, University of London and its surrounds. The policy supports development proposals for new and refurbished buildings and improved public realm as follows:

- An improved public realm which creates a sense of enclosure and highway improvements that promote pedestrian and cyclist's movements safely
- The enhancement of active ground floor uses and community facilities fronting onto Spencer Street and Goswell Road
- Provide enhanced definition between public and private space, improve accessibility and appropriate permeability.

DfT Travel Planning Guidance

3.22 The DfT's "Best Practice Guidelines: Delivering Travel Plans through the Planning Process" (2009) is used as a reference document to support the use of TPs at new development sites. While this TP concerns a primarily existing site, the guidance contains a number of recommendations regarding the design and content of a Travel Plan, and lists the following key messages:

- The TP should take the form of a single integrated document containing all key information
- Each site is unique, so will be each travel plan: it needs to reflect the activity and its location
- Different TPs are needed for different types of development
- Establish clear agreed objectives and outcomes specific to the site through early discussions on the TP
- Link the measures proposed and the targets to the outcomes required
- The TP should contain 'hard' and 'soft' measures, in a complementary way, where explicit measures are included
- All parties need to ensure that the outcomes are stretching but realistic and the measures are deliverable
- The TP should consider both 'stick and carrot' measures
- All parties should ensure that the implementation, monitoring and management aspects are fully addressed in the TP.

3.23 There are a number of potential measures for different types of TP, and these have been used to inform the Measures section of this document, in addition to the site audits and travel survey.

Guide to Good Practice, Measuring Scope 3 Carbon Emissions: Transport (Formerly produced by Higher Education Funding Council for England Guidance)

3.24 Carbon produced by travel falls under "Scope 3" of HEFCE's carbon source categorisations, which are carbon emissions associated with an organisation's activities, but which are not directly controlled by the organisation (as opposed to, for example, buildings or on-site plant). Higher Education institutions are required to provide scope three emissions data to the Higher Education Standards Agency (HESA).

3.25 The "Guide to Good Practice, Measuring Scope 3 Carbon Emissions: Transport" (formerly produced by Higher Education Funding Council for England) lists a Travel Plan Coordinator (TPC) as a key stakeholder to provide data for Scope 3 Transport monitoring, and notes that the Travel Planning process not only provides a useful source of data for Scope 3 monitoring, but provides a useful way of reducing carbon emissions associated with travel. Additional benefits of Travel Plans listed in the guidance are as follows:

3.0 Planning Policy

-
- Reducing costs, including of car park and facilities management;
 - Improved road safety, particularly for pedestrians and cyclists;
 - Improving environmental performance, including contributing towards ISO14001 Environmental Management Standard certification;
 - Staff recruitment and retention, primarily by making commuting a viable option to more people;
 - Increasing community standing, by demonstrating commitment to social and environmental responsibility; and
 - Justifying improvements to infrastructure, by supporting dialogue with transport providers and public sector authorities.

4.0 Recognition of Existing Measures

4.1 A series of measures have been identified as part of the plan related to the following activities:

- Walking
- Cycling
- Public transport
- Car parking & sharing
- Propelled two-wheelers
- Reducing the need to travel
- Business Travel
- Travel Information and planning

Summary

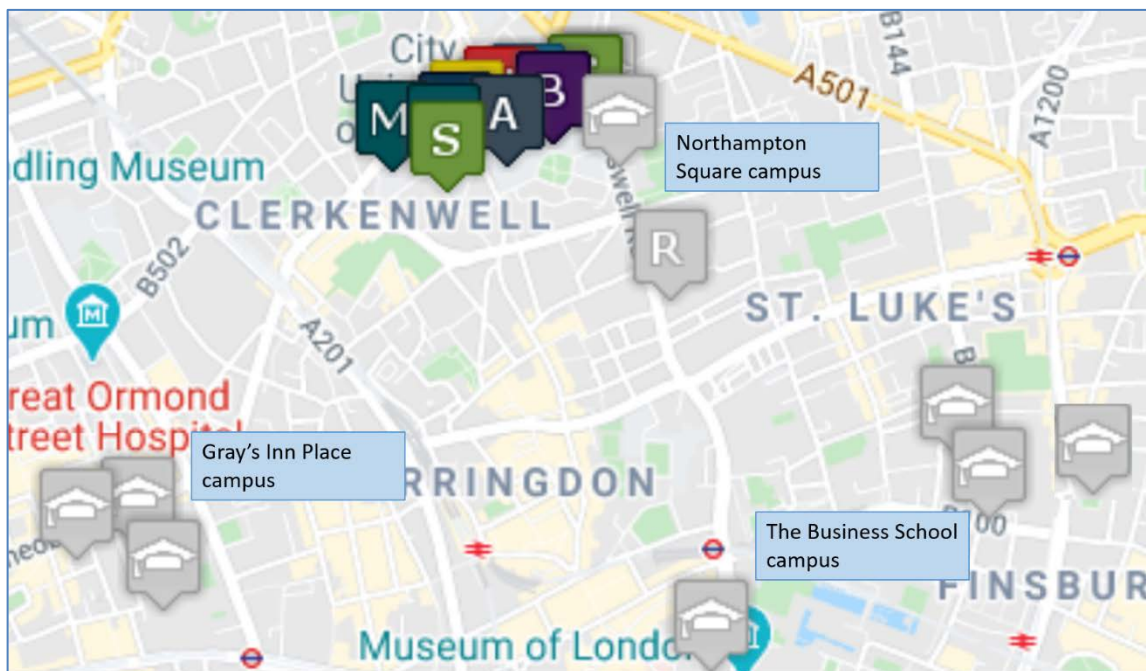
In summary, the existing TP is considered a strong foundation for an updated and expanded TP, and it is therefore proposed that some of the measures should be retained and enhanced as part of the updated TP. The areas where measures have not been implemented should form the priority for new measures within this Travel Plan

5.0 Site Audit – Pedestrian Accessibility

Introduction

- 5.1 In order to fully understand travel opportunities to travel to and from the University, site visits have been undertaken at each of City's buildings. These site visits form the basis of an audit of each site's accessibility by sustainable modes of travel. This chapter outlines the pedestrian accessibility of the City, University of London sites. An overview of the sites is identified in Figure 5.1.

Figure 5.1: City, University of London campus

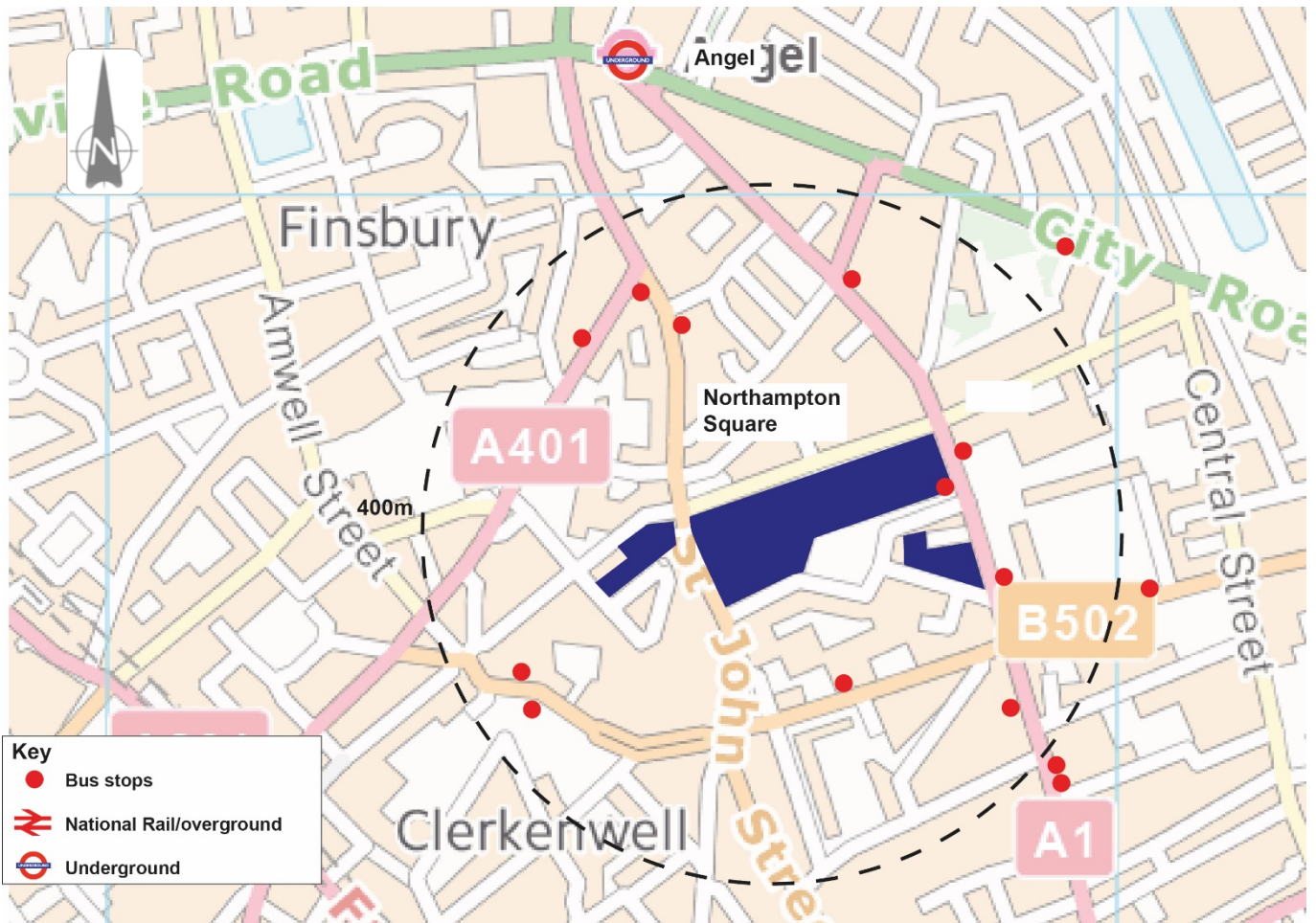


Northampton Square Campus

- 5.2 The Northampton Square Campus is located in the LBI. It is bordered to the north by Spencer Street, to the south by Sebastian Street and Wyclif Street, to the east by Goswell Road and to the west by Gloucester Way and St John Street. Figure 5.2 outlines the extent of the Campus.

Figure 5.2: Northampton Square Main Pedestrian Entrance

5.0 Site Audit – Pedestrian Accessibility



5.3 The Northampton Square Campus main pedestrian entrance is located off of the northern side of Northampton Square. The primary pedestrian routes to the Campus are as follows:

- From the south-west, from Farringdon Station via St John Road and Wyclif Street
- From the south-east, from Barbican Station, via Goswell Road and Ashby Street and from Sebastian Street via Northampton Square
- From the north, from Angel Station, via Upper Street, Goswell Road and Ashby Street
- From the east, from Old Street Station, via Old Street, Goswell Road and Ashby Street and from the Social Science Building via St. John Street, Wyclif Street and Northampton Square.

5.4 Ashby Street is lightly-trafficked with vehicles, and there are footways on both the southern and northern side of the carriageway. The southern footway on Ashby Street is approximately 1.2 metres in width. The footway edge is lined with bollards and light columns which reduce the useable width of the footway. There are raised

5.0 Site Audit – Pedestrian Accessibility

paving slabs and manhole covers which are potential trip hazards. The northern footway is narrow, reducing to approximately 1.8 metres in width. Towards Goswell Road, the footway is obstructed by street furniture such as parking pay stations. There is a raised walkway running parallel with the footway with steps at both the Goswell Road and Northampton Square access points, and access using this raised platform is not an accessible route due to the steps in place. Ashby Street is lined with trees and there is street lighting approximately 35 metres apart on alternate side of the carriageway. At the junction with Goswell Road there are dropped kerbs to facilitate access for those with accessible requirements. There is tactile paving on the southern side of the junction; however, there is no provision for those with visual impairments on the northern side of the carriageway.

- 5.5 Goswell Road is heavily-trafficked with vehicles, and there are footways on both sides of the carriageway. The footways vary in width; however, are in excess of two metres along most of the road. There are zebra crossing at both the Old Street/Goswell Road junction and adjacent to Barbican Station. There is also a pelican crossing at the Ashby Street junction. All the formal pedestrian crossing have tactile paving and dropped kerbs to increase accessibility. The condition of the footway is good in most cases; however, at the at the Dallington Street and Ashby Street junctions with Goswell Road, the adjacent footways have dropped kerbs; however, they do not have tactile paving. The footways are also cracked, have raised paving slabs and the area surrounding manhole covers are uneven. This is potentially hazardous to pedestrians using this route. Along Goswell Road at the junctions with Gee Street, Charter House Street, Batswick Street, Pear Tree Street and Compton Street the north-south crossings have dropped kerbs and tactile paving. Figure 5.3 shows the pedestrian crossing facilities on Goswell Road.

Figure 5.3: Pedestrian Crossings on Goswell Road



5.0 Site Audit – Pedestrian Accessibility

- 5.6 Sebastian Street is approximately 110 metres in length and accommodates low vehicle traffic flows. The street is lined with trees and there is some street lighting (approximately 50 metres apart). The light emitted from the light column on the southern side of the carriageway (located approximately 65 metres from the intersection with Goswell Road) is reduced by trees on both the eastern and western side of the column. There are footways approximately three metres in width on both the northern and southern sides of the carriageway. The paving is not level in some areas and trees also limit the accessibility of this route. On the southern footway at the junction with Berry Place, there are no dropped kerbs present. The footway on the northern side of the carriageway is good; however, the gradient varies due to vehicle crossovers.
- 5.7 Wyclif Street is a tree lined street to the south-west of Northampton Square. It experiences low levels of traffic. There are footways on both the northern and southern sides of the carriageway, both of which are level, in good condition and approximately three metres in width. There are light columns on the southern footway approximately 35 metres apart. At the junction with St John Street there is an at-grade pedestrian crossing with tactile paving to increase the accessibility of this pedestrian route.
- 5.8 St. John Street is heavily-trafficked with vehicles, and there are footways on the eastern and western sides of the carriageway. The footways in the northern section of the street are approximately four metres in width, level and in good condition. There are street lights approximately 20 metres apart and trees in some locations along the street. There are zebra crossings on St. John Street at the junctions with Myddelton Street and Compton Street. All formal pedestrian crossings have tactile paving and dropped kerbs to facilitate access for those with accessibility requirements and visual impairments.
- 5.9 Spencer Street runs on an east west axis to the north of the Northampton Square Campus. The street does not experience excessive level of vehicle traffic. There are footways either side of the carriageway which are approximately two metres in width. The footways are level and trees and street furnishings do not obstruct the movement of pedestrians. There are light columns approximately 30m apart along the street. There are zebra crossings along Spencer Street at both the Goswell Road and St. John Street junctions. These crossing points have dropped kerbs and tactile paving to increase the accessibility of the area.
- 5.10 Northampton Square is predominantly a residential area with the University Building on the northern side of the square. It is lightly trafficked with footways on both side of the carriageway. The footway in front of the buildings surrounding the street is approximately two metres in width and in good condition. The footway surrounding the square is narrow, being approximately 0.8 metres in width, and is not suitable for use by those with accessible requirements. At the eastern side of the square there is a pedestrian crossing with barriers either side leading from Ashby Street to the footway surrounding the square. There are dropped kerbs and

5.0 Site Audit – Pedestrian Accessibility

tactile paving present which would cater for those with accessible needs; however, as previously mentioned above the footway surrounding the square is narrow and it is unlikely to be accessible to those with disabilities. There are light columns surrounding the square approximately ten metres apart.

The Business School Campus

5.11 The Business School Campus is located in the London Borough of Islington. The Bunhill Row building is bounded by Bunhill Row to the east, Chiswell Street to the south, Whitecross Street to the west and Dufferin Street to the north. 33 Finsbury Square is bounded by Wilson Street to the east, Finsbury Square to the south, Finsbury Square to the west and Christopher Street to the north. The Campus Buildings are shown in Figure 5.4. It also involves 24 Chiswell Street and 200 Aldersgate.

Figure 5.4: The Business School Campus



5.12 The primary walking routes to the site are as follows:

5.0 Site Audit – Pedestrian Accessibility

- From the west, from Barbican Station, via Breech Street, Chiswell Street and Finsbury Square;
- From the north-, from Old Street Station, via Old Street and Bunhill Row or City Road and Finsbury Square;
- From the south (and east), from Moorgate Station, via City Road, Chiswell Street and Finsbury Square; and
- From the east, from Liverpool Street Station, via Sun Street and Finsbury Square

5.13 Bunhill Row is lightly-trafficked with vehicles, and there are footways on both the eastern and western sides of the carriageway. The surface of the footway is in good condition. There are light columns every ten metres on alternate sides of the carriageway. The pedestrian crossing at the junction with Lamb's Passage has dropped kerbs and tactile paving on the northern side of the crossing; however, the southern side of the crossing does not. The pedestrian crossing at the Dufferin Street junction has dropped kerbs; although there is no tactile paving in place. At the Banner Street pedestrian crossing, the carriageway is raised to accommodate those with accessible requirements, and there is tactile paving provided. At the junction with Chiswell Street there is a pelican crossing, while to the south of the junction with Old Street there is a zebra crossing. All formal pedestrian crossings have tactile paving and dropped kerbs.

5.14 Old Street is heavily-trafficked with vehicles, and there are footways on both side of the carriageway. There are footways on both the southern and northern side of the carriageway that are approximately 11 metres in width. The street is lined with trees, lighting columns and soft furnishings which create an attractive environment for pedestrians. The footways are in good condition. At the junction with Bunhill Row there is a zebra crossing which has tactile paving and dropped kerbs to facilitate access for those with accessibility requirements and visual impairments.

5.15 City Road is heavily-trafficked with vehicles, and there are footways on both sides of the carriageway which are approximately three metres in width. There are zebra crossings at the junctions with Banner Street and Chiswell Street. All pedestrian crossings along City Road between Chiswell Street and Old Street Roundabout have dropped kerbs and tactile paving.

5.16 Chiswell Street is lightly-trafficked with vehicles, and there are footways on both sides of the carriageway. The footways are approximately three metres in width. There are zebra crossings at both the junctions with City Road and Bunhill Row. Zebra crossing adjacent to the Bunhill Row/ Chiswell Street junction is shown in Figure 5.5.

5.0 Site Audit – Pedestrian Accessibility

5.17 Finsbury Square is lightly trafficked with vehicles, including a number of buses due to the location of on street bus stops. There are footways on both sides of the carriageway and the street is lined with lighting columns. The pedestrian crossing at the Finsbury Pavement and Chiswell Street junction has dropped kerbs; and tactile paving.

Figure 5.5: Pedestrian Crossings on Chiswell Street



Suggested Acceptable Walking Distances

5.18 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this site. These are reproduced in Table 5.1.

Table 5.1: Suggested Acceptable Walking Distances

| | Town Centres (m) | Commuting/School/ Sightseeing (m) | Elsewhere/Local Services (m) |
|-------------------|------------------|--------------------------------------|---------------------------------|
| Desirable | 200 | 500 | 400 |
| Acceptable | 400 | 1000 | 800 |
| Preferred Maximum | 800 | 2000 | 1200 |

5.0 Site Audit – Pedestrian Accessibility

5.19 To assist in summarising the accessibility of the site by foot, pedestrian catchments of 500m, 1,000m and 2000m from the site centre have been considered, corresponding to the CIHT “desirable”, “acceptable” and “preferred maximum” walking distances for commuting trips.

5.20 The pedestrian catchments have been measured from the main pedestrian entrance at each campus.

Northampton Square Campus Walking Catchment

5.21 The 500m catchment incorporates the majority of the buildings within City’s Northampton Square Campus, including the Centenary Building, College Building, Drysdale Building, Gloucester Building, Rhind Building, Tait Building and The City Law School Building.

5.22 The 1,000m catchment incorporates a number of residential developments, including student accommodation at Derwent Point, Liberty Court, Liberty Hall and Willen House. Angel and Barbican Stations are also located within the 1,000m pedestrian catchment.

5.23 Further afield, The Business School is also accessible within a 2,000m walk of the Site. The 2,000m catchment extends into the residential areas of Shoreditch, Farringdon and Lower Holloway.

5.24 The walking distance between the various buildings at Northampton Square allow students and staff to easily walk between them. The majority of these buildings are within 500m walk of the Site, while buildings located further afield such as The Business School fall within the 2,000m walk catchment. The Site is also located within walking distance of existing general residential and student residential developments, allowing the opportunity for staff and students to access the campus on foot if living in the area.

5.0 Site Audit – Pedestrian Accessibility

Figure 5.8: Pedestrian Catchment – Northampton Square Campus



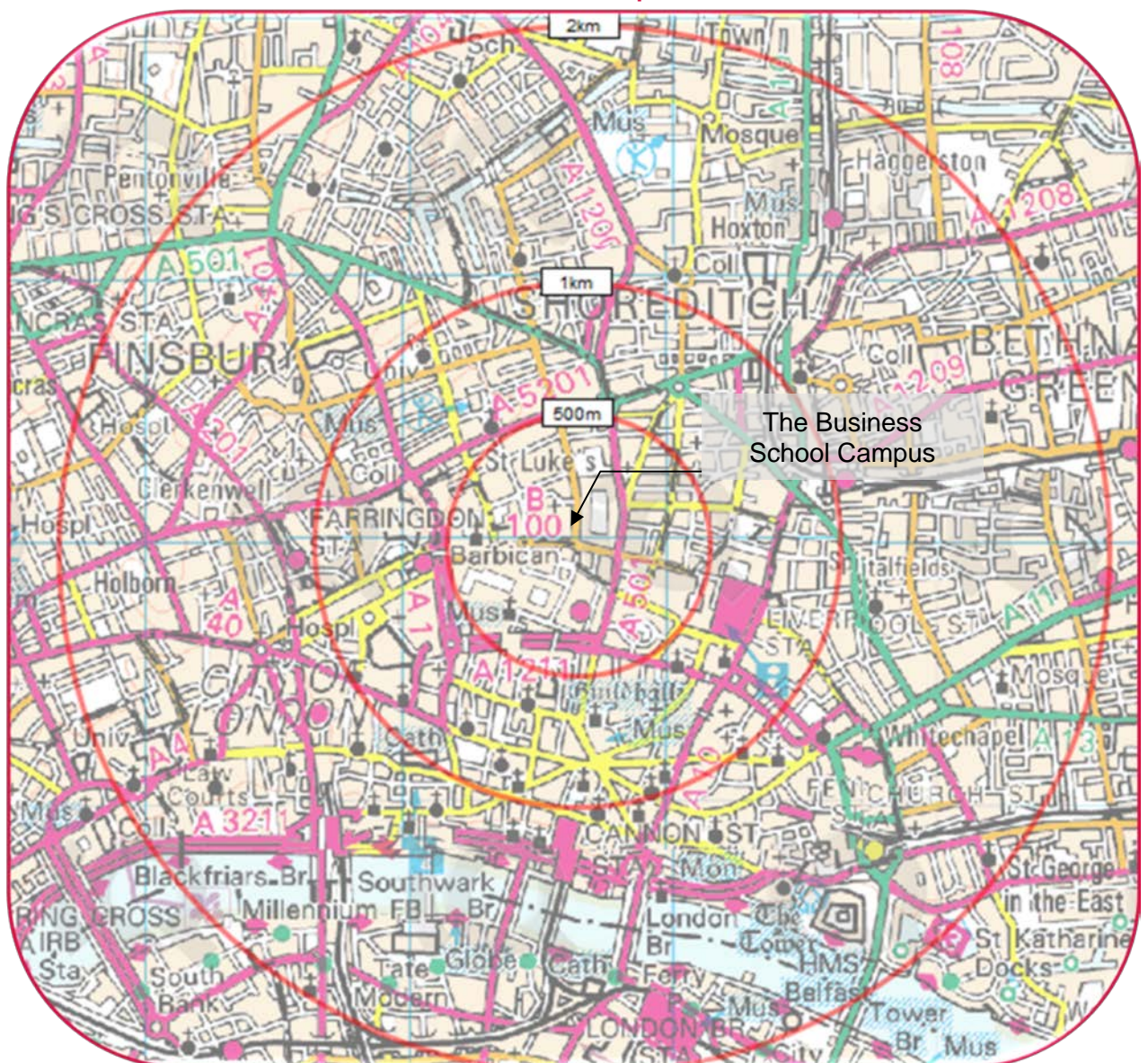
The Business School

- 5.25 The 500m catchment of the main Business School and 33 Finsbury Square pedestrian entrances are in proximity to a mixture of retail, residential and commercial streets, and green public spaces. The Barbican Centre and “The Silicon Roundabout” are within the catchment of The Business School.
- 5.26 The 1,000m catchment incorporates a number of retail streets, residential developments (including student accommodation) and transport interchanges such as Barbican, Old Street, Moorgate and Liverpool Street Stations.
- 5.27 All of City, University of London’s buildings are within a 2,000m walk of the Site. The 2,000m catchment extends into the residential areas of Bow, Stoke Newington, Farringdon and Southwark.

5.0 Site Audit – Pedestrian Accessibility

5.28 The location of The Business School Campus facilitates staff and students to access services and other City, University of London buildings on-foot. The campus is also located within walking distance of general residential and student residential developments, allowing the opportunity for staff and students to access the University on foot from home if living in the area. It is also well located for a broad range of shops and facilities.

Figure 5.9: Pedestrian Catchment – The Business School Campus



5.0 Site Audit – Pedestrian Accessibility

Summary:

It is considered that all of the City University Campuses are well connected to the surrounding area with viable pedestrian links connecting the Campuses.

6.0 Site Audit – Cycle Accessibility

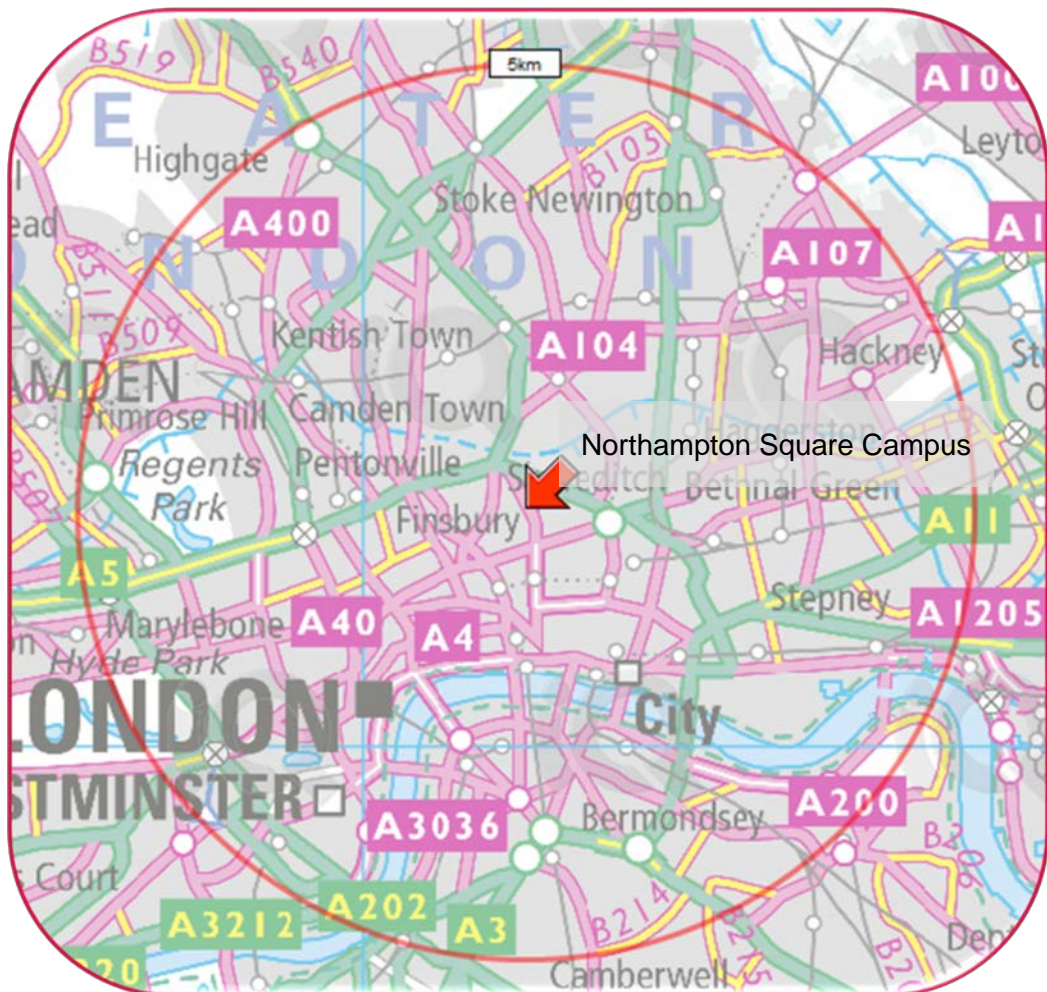
Introduction

6.1 This chapter outlines the cycling accessibility of City, University of London's Campuses, based upon a review of parking provision and local cycle infrastructure in the vicinity of each site. Furthermore, 5km cycle catchments have been prepared to assist in considering the cycle accessibility of each site more widely. This distance equates to a journey time of around 25 minutes, while cycling at a leisurely speed of 12 km per hour.

Northampton Square Campus

6.2 The 5km catchment of the Northampton Square Campus encompasses all of Islington and extends to Finsbury Park to the north, Mile End to the east, Kennington to the south, and St John's Wood to the west. Therefore, a wide area of central and inner London is potentially accessible within a reasonable cycle distance of the site.

Figure 6.1: 5km Cycle Catchment (Northampton Square Campus)



6.0 Site Audit – Cycle Accessibility

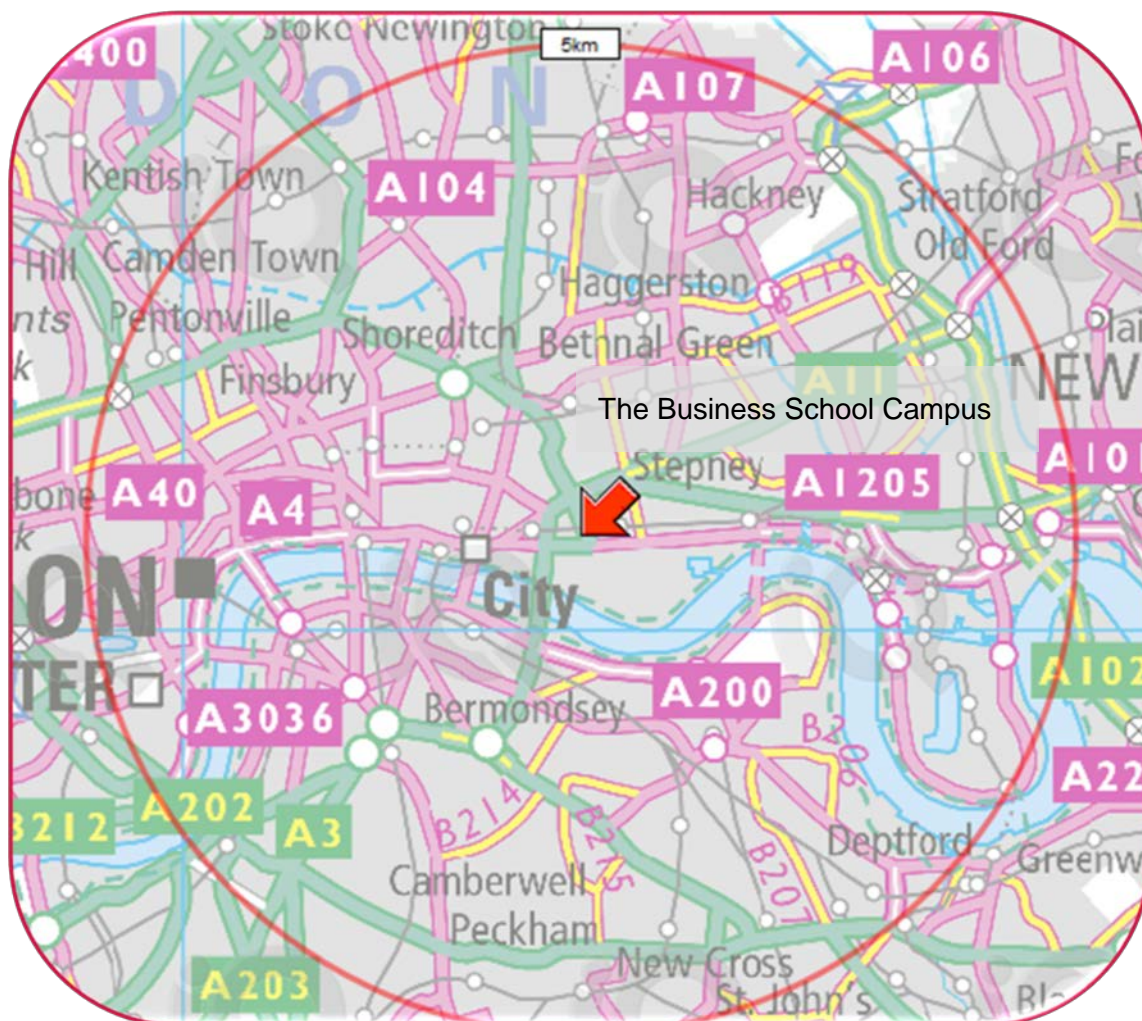
- 6.3 There is existing cycle infrastructure in place in the vicinity of the Northampton Square Campus, which includes cycle advance stop lines (ASLs) at the Percival Street/Goswell Road and St John Street/Percival Street priority junctions, and designated cycle lanes on both sides of Percival Street carriageway, to the south of the Campus. In addition, St John Street is recommended by TfL as ‘route signed or marked for use by cyclists on a mixture of quieter roads that have been recommended by other cyclists’, and includes a designated cycle lane in the southbound direction. There are also 24 “Sheffield”-type cycle parking stands on St John Street between the Wyclif and Skinner Street junction footway to the south of the College Building.
- 6.4 There are no designated cycle lanes between University Buildings; however, the local roads due to traffic calming measures, proximity to traffic lights, pedestrian crossing facilities and array of junctions are likely to promote low vehicle speeds. Therefore, it is considered that local road network provides an appropriate network for cyclists. In respect of cycle parking and storage, the Northampton square Campus has a total of 240 cycle stands a range of locations such as St. John Street, Myddelton Street, Student Union, Northampton Square and the University Building. These comprise the following locations:
- Northampton Square (main secured Drysdale bike shed) – holds 100 bikes
 - Northampton Square (small secured bike shed) – holds 40 bikes
 - Northampton Square (Sheffield stands, non-secured open spaces) – approx. 100 spaces.
 - Sebastian Street (uncovered cycle storage) – holds 22 bikes
 - Goswell Place (covered cycle storage) – holds 68 bikes
- 6.5 The cycle parking provision within the Northampton Square Campus is heavily used and as a result, informal cycle parking in undesignated areas surrounding the Northampton Square Campus is common.

The Business School Campus

- 6.6 The 5km catchment of The Business School Campus includes a number of neighbouring areas, extending to Stamford Hill to the north, Fish Island to the east, Burgess Park to the south, and Great Portland Street to the west. Therefore, a wide area of central and inner London is potentially accessible within a reasonable cycle distance of the site.

6.0 Site Audit – Cycle Accessibility

Figure 6.2: 5km Cycle Catchment (The Business School Campus)

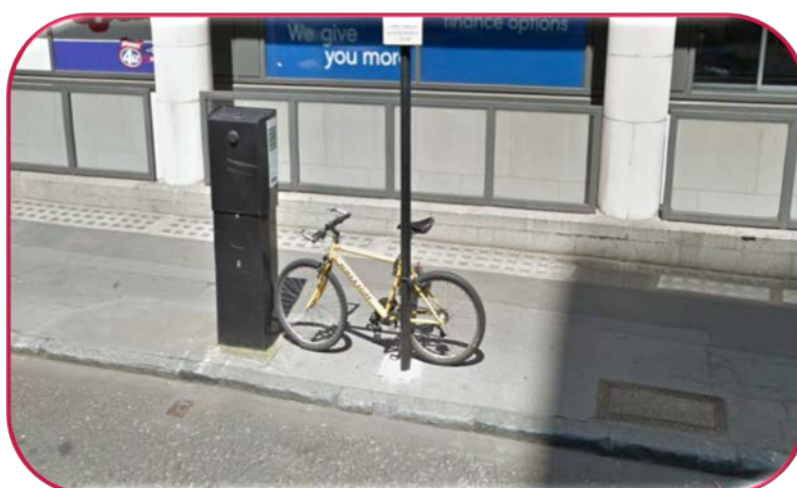


- 6.7 Cyclists are able to access The Business School Campus from Bunhill Row, Silk Street, Dufferin Street and Finsbury Square which form part of the TfL cycle route network and are designated as 'quieter roads that have been recommended by other cyclists'. Apart for the cycle lane and advanced stop line on the south side of Finsbury Square, there are no others on the roads immediately surrounding the Campus.
- 6.8 There is limited on-street public cycle parking provision within or near The Business School; Sheffield stands provide cycle parking for 40 cycles on Silk Street, three cycles on Dufferin Street and 36 cycles on the lane adjacent to the Lambs Building. In respect of cycle parking and storage, The Business School building has a total of 50 open unsecure Sheffield type stands. There are no lockers available for staff or student use; however, there is one unisex shower.

6.0 Site Audit – Cycle Accessibility

- 6.9 There is limited on street public cycling provision near 33 Finsbury Square: 12 Sheffield stands on the south side of Finsbury Square and 4 Sheffield stands on the north-west corner of Finsbury Square. 33 Finsbury Square will include 33 unsecure cycle parking spaces and 48 lockers for student and staff use. There will also be four unisex showers available for staff use.
- 6.10 Due to the limited availability of cycle parking spaces informal cycle parking in undesignated areas surrounding the campus is common which further illustrates the limitations of the current provision.

Figure 6.3: Informal Cycle Parking – The Business School Campus



Summary:

Cycling is considered to be a realistic mode of travel for staff, students and visitors of the University. There are cycle lanes around the site, but none which directly feed into the Northampton Square Campus. Therefore, there are opportunities to consider the enhancement of cycle access directly into the campus, which will be considered as part of this TP.

Introduction

- 7.1 In order to fully understand travel opportunities to travel to and from the University, site visits have been undertaken at City, University of London sites. These site visits form the basis of an audit of each site's Public Transport Accessibility Level (PTAL).
- 7.2 In order to assist in the assessment of public transport provision, a PTAL assessment has been undertaken at each of the sites, using the Transport for London (TfL) WebPTALs tool. TfL gives the following information on PTAL assessments:

Public Transport Accessibility Levels (PTALs) are a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at any location within Greater London.

Walk times are calculated from specified point of interest to all public transport access points: bus stops, rail stations, light rail stations, Underground stations and Tramlink halts, within pre-defined catchments. The PTAL then incorporates a measure of service frequency by calculating an average waiting time based on the frequency of services at each public transport access point.

A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then produced for each point. These are summed for all routes within the catchment and the PTALs for the different modes (bus, rail, etc.) are then added to give a single value. The PTAL is categorized in six levels, one to six where six represents a high level of accessibility and one a low level of accessibility. Levels one and six have been further sub-divided into two sub-levels to provide greater clarity.

- 7.3 The calculation is therefore based on the distance of access points from the site (with a preferred 640m walk to bus services and 960m walk to Underground and rail services), and the frequency of those services.

Northampton Square Campus

Bus Services

7.4 The closest bus stops providing access to services accessible within the PTAL-preferred 640m walk of the Northampton Square campus are shown in Table 7.1 below.

Table 7.1: Bus Stops and Services Accessible from Northampton Square

| Bus Stop Location | Route |
|-------------------|-------------------|
| St John Street | 153 |
| Goswell Road | 56, 274, 4 |
| City Road | 43, 394, 214, 205 |

7.5 It should be noted that the actual walking distances to individual stops will depend upon the entrances and exits used. However, the existing main entrance at Northampton Square has been used as a representative “point of interest” for the overall site.

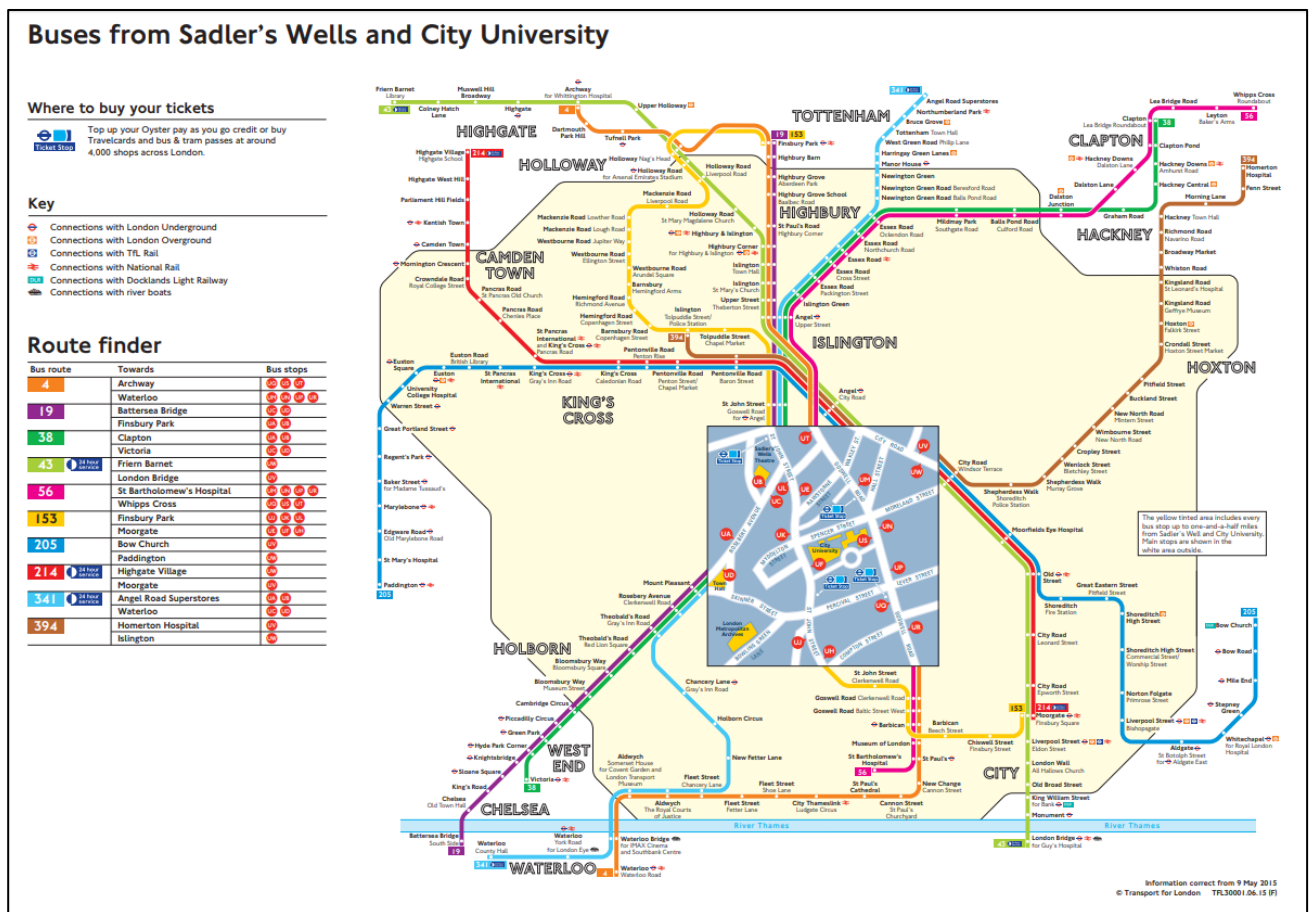
7.6 The location of the above bus stops on busy local roads provides passive surveillance, while street lighting is also present. Figure 7.1 below, shows bus stop US located adjacent to the Tait Building on Goswell Road to the north of the junction connecting Ashby Street, and demonstrates the bus stop infrastructure within the vicinity of the Campus, with shelters and seating provided. The six bus stops (UW/UV City Road, UN/US Goswell Road, UK/UF Goswell Road) that serve the eight bus routes in both directions do not have real time information.

Figure 7.1: Goswell Road Bus Stop US



7.7 A plan of the local bus network is shown on Figure 7.2 below.

Figure 7.2: Accessibility by Bus – Northampton Square Campus



Rail Services

7.8 Underground services at Angel and Barbican Stations are accessible within an approximately 960m walk of the site, which is the PTAL-preferred walking distance for access to rail services. These stations provide access to services on the Northern, Circle, Hammersmith & City and Metropolitan lines. A summary of Underground services accessible from these stations is presented on Table 7.2 below.

Table 7.2: Underground Services from Angel and Barbican Underground Stations

| Services | Direction |
|--|--------------------------|
| Hammersmith & City, Circle, Metropolitan lines | Towards Kings Cross |
| Hammersmith & City, Circle, Metropolitan lines | Towards Liverpool Street |
| Northern Line | Towards Camden Town |
| Northern Line | Towards Morden |

PTAL Assessment

- 7.9 Taken from a “point of interest” at the main entrance, Northampton Square Campus achieves a PTAL score of 6a, which is described as “excellent”.

The Business School Campus

Bus Services

- 7.10 Eleven bus services can be accessed within eight minutes’ walk from the site via stops on Goswell Road, King Edward Street, Little Britain and Montage Street.
- 7.11 The closest bus stops providing access to services accessible within the PTAL-preferred 640m walk of The Business School Campus are shown in Table 7.3 below.

Table 7.3: Bus Stops Serving The Business School Campus

| Bus Stop Location | Campus building | Route |
|------------------------|--------------------|---|
| Finsbury Pavement | Bunhill Row | 43, 76, 141, 214 |
| Chiswell Street | Bunhill Row | 153 |
| Old Street (City Road) | Bunhill Row | 21, 43, 76, 141, 214, 271 |
| Finsbury Square | Bunhill Row | 21, 76, 141, 153, 271 |
| Primrose Street | 33 Finsbury Square | 8, 11, 26, 42, 47, 78, 135, 149, 205, N8, N11, N205, N242 |
| Appold Street | 33 Finsbury Square | 11, 42, N11 |

- 7.12 It should be noted that the actual walking distances to individual stops will depend upon the entrances and exits used. However, the main entrance at Bunhill Row and 33 Finsbury Square have been used as representative “points of interest” for the overall site.

7.13 These bus stops are located on busy local roads, which provide passive surveillance for those waiting at the bus stops. Street lighting is also present. Bus stops BM, S and R on Chiswell Street, bus stops D and G on Finsbury Square are simple flag and pole arrangement as shown in Figure 7.3 below.

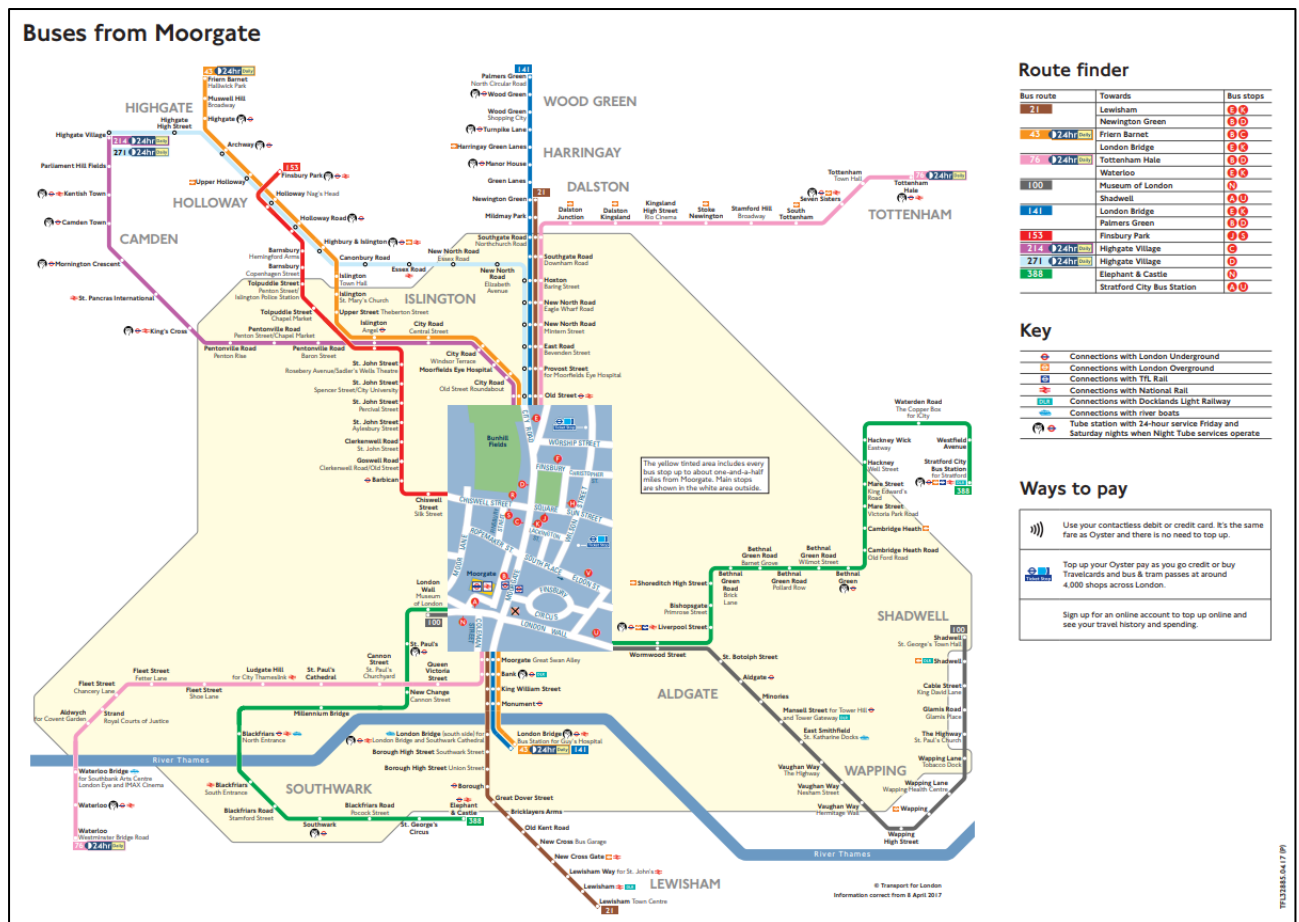
Figure 7.3: Chiswell Street Bus Stop BM



8.0 Travel Survey

7.14 The bus network is shown on Figure 7.4 below.

Figure 7.4: Accessibility by Bus – The Business School Campus



Rail Services

7.15 Underground services at Liverpool Street, Barbican, Moorgate and Old Street Stations. Between them, these stations provide access to services on the Central, Northern, Circle, Hammersmith & City and Metropolitan line, as well as TfL Rail and London Overground. A summary of Underground services accessible from these stations is presented in Table 7.4 below.

Table 7.4: Services from Liverpool Street, Barbican, Old Street and Moorgate Stations

| Services | Direction |
|---|------------------------------|
| Central Line | Towards Chancery Lane |
| Central Line | Towards bank |
| Hammersmith & City, Circle Metropolitan lines | Towards Kings Cross |
| Hammersmith & City, Circle Metropolitan lines | Towards Aldgate/Aldgate East |
| Northern Line | Towards Camden Town |
| Northern Line | Towards Morden |
| National Rail | Toward Luton |
| National Rail | Towards Letchworth |
| National Rail | Towards at Albans |
| National Rail | Towards Bedford Midland |
| National Rail | Towards Welwyn Garden City |
| National Rail | Towards Gordon Hill |
| National Rail | Towards Stevenage |
| National Rail | Towards Brighton |

PTAL Assessment

7.16 Taken from a “point of interest” at the main entrance, The Business School Campus achieves a PTAL score of 6b, which is described as “excellent”.

Summary:

Following a detailed review of the proximity and quality of public transport waiting facilities, and the range and frequency of services, it is considered that the University as a whole is highly accessible by public transport. In line with this, the calculated PTAL score for each of the sites is 6a or 6b which is described as “excellent” by TfL guidance.

Notwithstanding the above, some potential points of improvement of existing infrastructure have been identified, which could be undertaken to further enhance the excellent level of accessibility observed.

Introduction

- 8.1 In order to fully understand travel and transportation issues across City, University of London, both staff and student updated travel surveys have been undertaken in 2017. The results of these surveys have been used to understand how staff and student travel behaviour has changed since the adoption of the 2013 travel plan. Additionally, another student travel survey was conducted over a 5 ½ week period from 5 November 2014 – 15 December 2014, as well as a staff travel survey was conducted over a 7-week period from 27 March to 15 May 2015. All surveys will be incorporated into the analysis.

Survey Design

- 8.2 A survey comprising 53 questions was designed by Curtins in 2013. This was based on previous experience of producing TPs, and on the previous City Travel Surveys, and the proposed survey questions were agreed with the Environmental Officer at City, University of London.
- 8.3 In relation to survey design, it is a TfL requirement that all TPs are “iTRACE compliant”. iTrace is an online tool designed to support the monitoring of TPs. Site information and survey results can be input into an online database by Local Authority officers, to monitor and keep track of the number, status and effectiveness of TPs in their borough.
- 8.4 The TfL “iTRACE and TRAVL” compliancy Technical Note states the following in relation to iTRACE compliancy:

‘iTRACE compliancy’ means that the following activities must be undertaken as part of a travel plan:

- *An iTRACE compliant baseline survey – to enable modal split to be established prior to implementation of the travel plan; and*

- *Periodic iTRACE compliant ‘monitoring’ surveys – to enable modal shift to be identified.*

...

The main mode of travel must be based on the mode which the respondent uses for the longest distance on any journey leg. Modes should align with the standard iTRACE definitions.

...

Asking the mode question in this specific way is the only pre-requisite to ensure ‘iTRACE compliancy’.

- 8.5 The same questions were based on the initial survey.

Survey Distribution

- 8.6 After approval, the surveys were distributed to staff and students.

-
- 8.7 For the electronic survey, questions were transferred to *Survey Monkey*, which is an online survey service which is widely used by both private and public-sector organisations for data collection. The electronic survey was circulated via internal staff and student emails and promoted by internal newsletters.
- 8.8 In order to maximise the response rate, a prize of an iPad Mini was offered to a randomly selected entrant. In addition, a “second wave” of promotion was undertaken during the final week of the period.
- 8.9 For the 2014 student survey, an electronic survey was only made available online and was promoted through the monthly environment newsletter “The Point”, social media, and via an all-student email. In order to maximise the response rate, a prize incentive of a £250 John Lewis gift voucher was offered to a randomly selected entrant.
- 8.10 Similarly, for the 2014 staff survey an electronic survey was only made available online and was promoted through an all-staff email (on 28 April 2015) and through the weekly staff e-newsletter (CityWire). In order to maximise the response rate, a prize incentive of a £250 John Lewis gift voucher was offered to a randomly selected entrant.
- 8.11 For the 2017 surveys, the surveys were distributed to staff and students. Responses for the staff travel survey were gathered over a 4-week period from 3 April 2017 – 30 April 2017. The survey was made available online and hard copies were available for those staff without regular access to computers. It was promoted through a variety of staff focussed media channels, including newsletters, Yammer, Staff Hub and posters. In order to maximise the response rate, a prize incentive of a £100 John Lewis gift voucher was offered to a randomly selected entrant.
- 8.12 Responses for the student travel survey were gathered over a 9-week period from 25 November 2016 – 15 January 2017. The survey was only made available online and was promoted through a variety of student focussed media channels, including newsletters, twitter, Facebook, student hub and posters. In order to maximise the response rate, a prize incentive of a £250 John Lewis gift voucher was offered to a randomly selected entrant.

Sample Size

- 8.13 In order to minimise the errors that can result from an unrepresentative sample, and to maximise confidence in the responses received, it is necessary to establish a target sample size. This was established based upon a target “margin of error” and a target “confidence interval”.
- 8.14 A margin of error accounts for how likely it is that the answers represent the views of the actual population. Typical margins of errors lie between 1% and 10%, depending on the level of accuracy desired and the practicality of achieving a viable response level. The City, University of London travel survey aimed for a 5% margin of error, which is considered common practice for data collection.
- 8.15 Confidence intervals are an indication of how confident one can be that sample represents the behaviour of the overall population. Typical confidence intervals are 90%, 95% or 99%. The City travel survey aimed for a 95% confidence interval, which is considered common practice for data collection.
- 8.16 The required number of completed surveys can be calculated using a sample size calculator or formula. Based on a population size of 1,800 staff and 19,225 students, a minimum sample size of 317 staff and 377 students would be required to provide a 5% margin of error with a 95% confidence interval.
- 8.17 The completed questionnaires are therefore considered sufficiently representative of the University's population, in excess of the margin of error and confidence interval sought, in order for robust conclusions to be drawn from the results.
- 8.18 For the 2014 survey, a total of 1589 students (out of approximately 16,500 total students) completed the survey, representing a 10% response rate. This is an increase of 1% on the last survey in 2013 when 9% of the student population completed the survey. Additionally, a total of 635 staff members (out of approximately 1,800 total staff) completed the survey, representing a 35% response rate. This is an increase of 3.28% on the last survey in 2013 when 32% of all staff completed the survey.
- 8.19 For the 2017 surveys, a total of 560 students completed the survey, representing a 3% response rate, and a total of 675 staff completed the survey, representing a 38% response rate.

Survey Results

8.20 In order to fully analyse the results, the information from the surveys were entered into a single database for student and staff surveys. The following pages show a summary of the results from this database. Depending on the respondents answers they were asked a different series of questions:

- Questions 1 – 15 relate to all respondents
- Questions 16 – 22 relate to the respondents who travel to the University by car
- Questions 23 – 28 relate to the respondents who travel to the University by motorcycle
- Questions 29 – 34 relate to respondents who travel to the University by the underground network
- Questions 35 – 39 relate to respondents who travel to the University by train
- Questions 40 – 44 relate to the respondents who travel to the University by bus
- Questions 45 – 47 relate to the respondents who walk to the University
- Questions 48 – 52 relate to the respondents who cycle to the University
- Question 53 relates to all respondents.

8.21 The responses are considered in detail in the remainder of this chapter, under the above categories.

All Modes: Questions 1 – 15

Question 1 – Professional Status

8.22 The 2014/15 surveys were largely made up of students (71.4%).

8.23 Inversely, in 2017, there was a larger proportion of staff responses (55%) compared to students (45%).

Question 2 – Gender

8.24 For the 2014/15 survey 57% of staff respondents were women, and 64% of the student respondents were male.

8.25 For the most recent survey (2017) 64% of responses were women and the remaining 36% being men.

8.26 This shows that over the majority of survey respondents has consistently been women, with the margin appearing to grow over the 3 years.

Question 3 – Where do the Respondents Live?

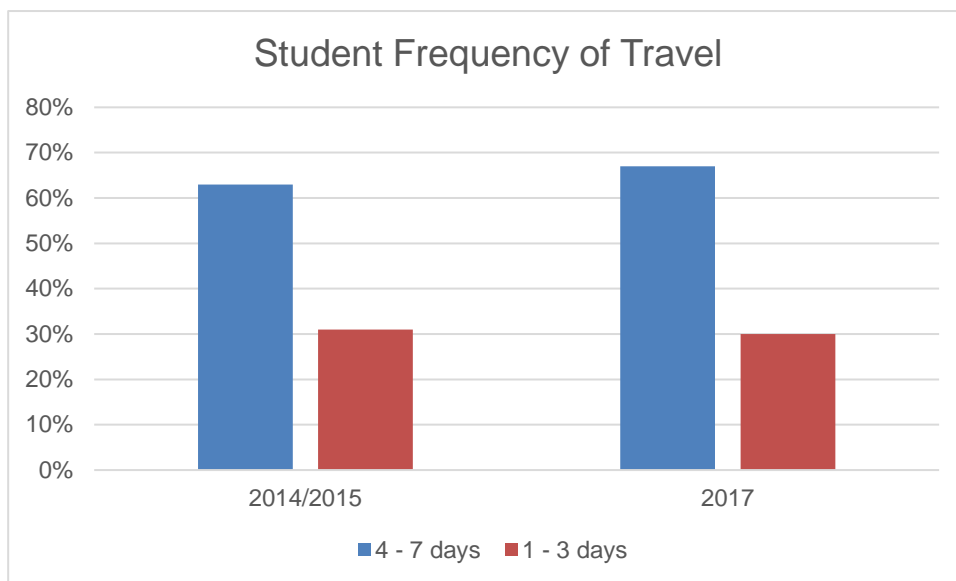
- 8.27 Given the central location and the transport accessibility of the University both staff and student commuters live in a variety of locations.
- 8.28 To add context EC1 is the northern area of the City of London, N1 is Islington, E1 is Whitechapel and N7 is Holloway.
- 8.29 In the 2014/15 student survey 188 (11.91%) of the respondents live in EC1, 93 (5.89%) live in the N1 area, 61 (3.87%) live in the E1 area and 59 (3.74%) live in N16 area. Similarly, the majority of staff surveyed in 2014/15 were located in EC1 and N1.
- 8.30 The 2017 features 12.5% of people living in the EC1 postcode, 4.6% living in N1, 4.2% in E16, and 3.2% in E1. The staff home address appears more spread out, with 4.7% living in EC1V and 2.9% in N1.
- 8.31 The data shows that until recent years the most popular postcodes that survey respondents lived were EC1, N1, E1 and N7. This appears to have reduced, producing a higher spread of locations.

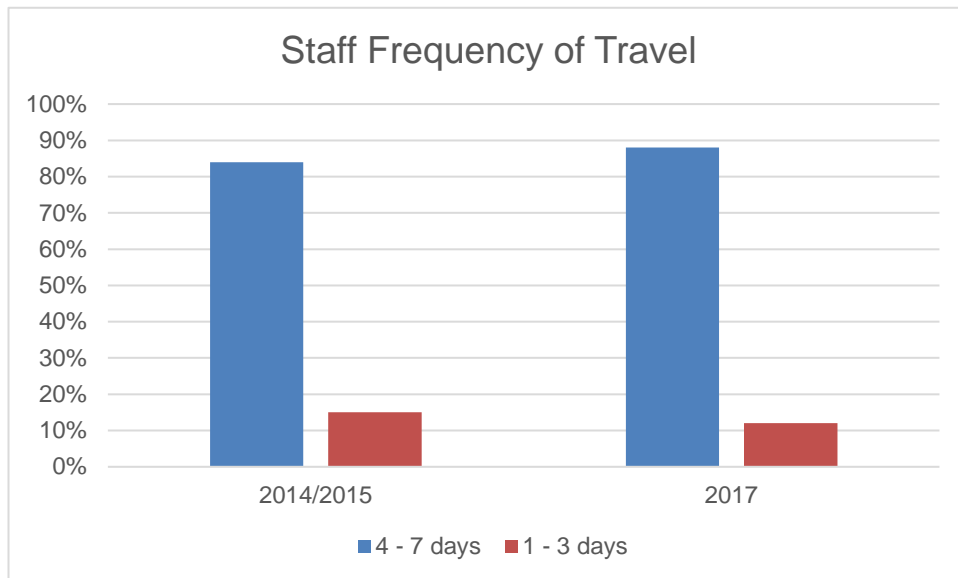
Question 4 – Full-time/Part-time

- 8.32 The 2014/15 data recorded the majority of students (91%) study full-time at the University, whilst the majority of staff (84%) work full-time at the University.
- 8.33 The 2017 survey demonstrated 93% of respondents were full time and only 7% were studying part time, whilst 87% of staff respondents were full time and 13% were working part time.
- 8.34 This illustrates little change in the style of working and studying, potentially a slight growth in full-time studying and working.

Question 5 – Frequency of Travel to University

- 8.35 The survey asked respondents how often they were required to travel to the University.
- 8.36 The 2014/15, data recorded 94% of student respondents were required to attend the University at least one day per week, and 63% were required to attend between 4 and 7 days per week. Whilst 99% of staff were required to attend the University at least one day per week, and 84% were required to attend between 4 and 7 days per week.
- 8.37 In comparison, of the 2017 student respondents travelling to the University, 30% travelled 1-3 days a week and 67% typically travelled to the University 4-7 days a week. Of the staff, all respondents travelled to the University at least once a week. 88% travelled 4-7 days a week, with only 12% coming to the University 3 days a week or fewer.

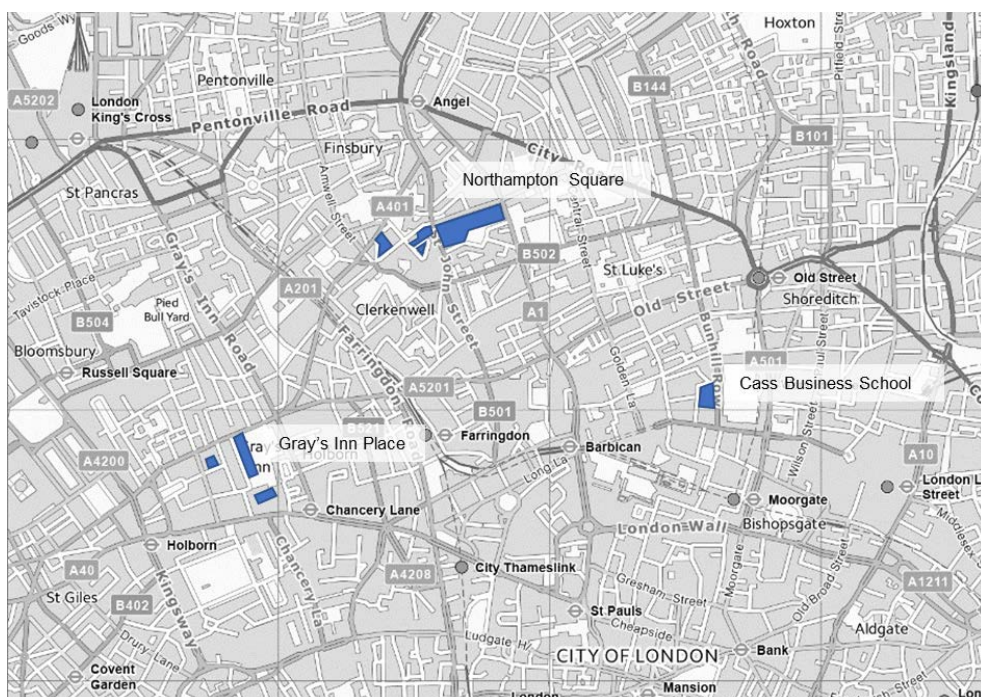




8.38 This illustrates that the majority of students and staff continue to travel to university at least 1 day per week, with an increasing proportion of students and staff travelling in 4-7 days.

Question 6 – Main Campus

8.39 City University comprises three campuses: City Law School (Gray's Inn), Cass and Northampton Square. The locations of each campus is detailed below:



-
- 8.40 The 2014/15 data showed 81% of the student respondents were situated mainly at the Northampton Square campus, with 79% of the staff respondents situated mainly at the Northampton Square campus.
- 8.41 Similarly to 2013, in the 2017 surveys, 88% of student respondents travelled to the main campus at Northampton Square and 8% travelled to Cass Business School (Bunhill Row and 200 Aldersgate). The remaining 4% travelled to The City Law School Buildings (Atkin Building, Gray's Inn Place and Princeton Street).
- 8.42 Of the staff, 67% of respondents mainly work at the Northampton Square campus and 21% work at Cass Business School (200 Aldersgate and Bunhill Row). The remaining staff respondents were based at buildings on City Road (Franklin and CitySport), The City Law School buildings (Gray's Inn Place and Princeton Street) and Chiswell Street.
- 8.43 The various datasets show a mix of results, with the number of students using the Northampton Square campus increasing, whilst the number of staff working there decreasing.
- 8.44 It is important to remember Northampton Square, Cass and Gray's Inn campuses comprise a number of buildings. In order to identify the main building the respondents were based within these campuses they were asked to specify the building they mainly study or work in. The results of which were represented in questions seven to nine.

Question 7 – Main building – Northampton Square

- 8.45 This section indicates the main building within the Northampton Square campus that the respondents work or study in proportionally.
- 8.46 The 2014/15 data suggests that for both students and staff the College Building is the most visited building on the Northampton Square campus.
- 8.47 The 2017 survey data showed that 23% of students visited the College Building the most, followed by Drysdale (20%), and the Tait and University buildings (19%). Similarly, for staff the majority worked in the College building (17%), followed by the Tait and University buildings (13%). However the most visited building by staff was the Myddelton Street Building (26%).

Question 8 – Main Building – Cass Business School

- 8.48 This section details the main building within the Cass Business School Campus that the respondents work or study in.
- 8.49 The 2014/15 data showed the approximately 99% of the student respondents visited the Bunhill Row building, whilst 82.95% of staff worked here.
- 8.50 The 2017 data only covered this question in the student responses showing 93% of visitors went to the Bunhill Row building.
- 8.51 This indicates a small reduction in the number of students visiting the Bunhill Row building.

Question 9 – Main building – Gray's Inn (City Law School)

- 8.52 This section details the main building within the Gray's Inn Campus that the respondents work or study in proportionally.
- 8.53 For the 2014/15 data, 51% of students visited the Atkin building, 38% the Princeton Street building, and 11% to Gray's Inn Place. However 25% of staff did not respond to this question, with the remaining majority working in the Gray's Inn Place building (45%).
- 8.54 The 2017 student responses showed that the most visited buildings were Gray's Inn Place and Princeton Street buildings (40% and 33% respectively), followed by Atkin Building (27%).

Question 10 – Other buildings of use (excluding main building)

- 8.55 In order to identify the travel behaviour of the student over the course of a typical day, they were asked to identify other buildings they use. Movement between buildings is a necessity for both staff and students.
- 8.56 In the 2014/15 student survey, the results were fairly spread, however the Tait (24%), University (23%) and College (20%) were the busiest. In the staff 2014/15 survey, 51% of respondents were required to travel to Northampton Square.
- 8.57 The 2017 student survey highlighted that the University building was the most visited (30%) on a typical day, followed by Tait (21%), and College (19%). The staff survey highlighted that the College building was the most visited (17%) on a typical day, however similarly to the 2013 data the results were well spread.

Question 11 – Arrival Time

- 8.58 The 2015 data showed the majority of students surveyed (66%) arrive at University between 8-10am. 31% arrive after 10am and only 2% arrive before 8am. The majority of staff (80%) arrive at the University between 8-10am. 11% arrive before 8am and 10% after 10am.
- 8.59 Again, similarly only 2% of student respondents in the 2017 survey typically arrive on site before 8am. 84% of respondents arrive at the University between 8-10am, with 14% arriving after 10am. In the 2017 staff survey nearly half of staff respondents (49%) arrived at work between 8-9am. With 28% arriving between 9-10am. Only 14% arrived before 8am and 9% typically arrived after 10am.
- 8.60 This shows a continued trend of the majority of staff and student arriving at the various university sites between 8-10am. This is expected as it is in-line with the traditional network peak hours.

Question 12 – Departure time

- 8.61 The majority of 2014/2015 students surveyed (59%) depart the University after 5pm; 25% between 4-5pm; and 16% before 4pm. The majority of 2014/2015 staff surveyed (80%) depart the University after 5pm; 17% between 4-5pm; and 4% before 4pm.
- 8.62 Again, similarly 19% of 2017 student respondents leave before 4pm, with the majority (51%) leaving between 5-6pm. Overall 29% depart from the University after 6pm. At Northampton Square, this is 25% of respondents, whereas at Cass Business School, 63% leave after 6pm.
- 8.63 In the 2017 staff survey over half of staff (52%) left between 5-6pm, with a further 21% leaving work after 6pm. The same percentage as in 2014/15 (4%) departed from the University before 4pm.
- 8.64 This shows a continued trend of the majority of staff and students leaving the various university sites between 5-6pm. Very few staff and students leave the university campus before 4pm. This is expected as it is in-line with the traditional network peak hours.

Question 13 – Commuting Distance

- 8.65 The 2014/15 data shows that the majority of respondents live within 2 miles of the university (24%), followed by 23% living between six and ten miles from place of study. 22% students indicative they were living between three and five miles; and 20% living over 15 miles..
- 8.66 Alternatively 11% of staff live within two miles of the University and 30% live within five miles of the University. 29% indicated that they live over 15 miles from the University.

Question 14 – Commuting Time

- 8.67 In the 2014/15 data, 22% of student respondents estimated that their journey to the University from their term time residence is over 60 minutes. Almost half of the respondents (48%) estimated their journey time between 30 and 60 minutes; 30% estimated their journey was less than 30 minutes, with 7% of the respondents indicating their journey was less than ten minutes.
- 8.68 Staff respondents (35%) estimated that their journey to the University takes over 60 minutes. Almost half of the respondents (49%) estimated their journey time between 30 and 60 minutes; 15% estimated their journey was less than 30 minutes.
- 8.69 The 2017 data was gathered on the variable of time, as expected, in general, student respondents who travel greater distances to City travel for longer. 9% of respondents commute for under ten minutes. Over 21% of students travel for over one hour to reach the University. Whilst only 2% of staff travel for under ten minutes to get to work. 36% of respondents travel for over 60 minutes.
- 8.70 Initial observations suggest people are travelling further distances to get to the University, indicated by the higher proportion of people who travelled over 60 minutes to get to the campuses.

Question 15 – Modal Split

Student 2014/15 Modal Split

- 8.71 The graph below shows that the majority of respondents (73%) use public transport to travel to the University, with the Underground being the most popular form of public transport, accounting for 38% of all trips. 26% of respondents walk (21%) or cycle (5%) to the University.

8.0 Travel Survey

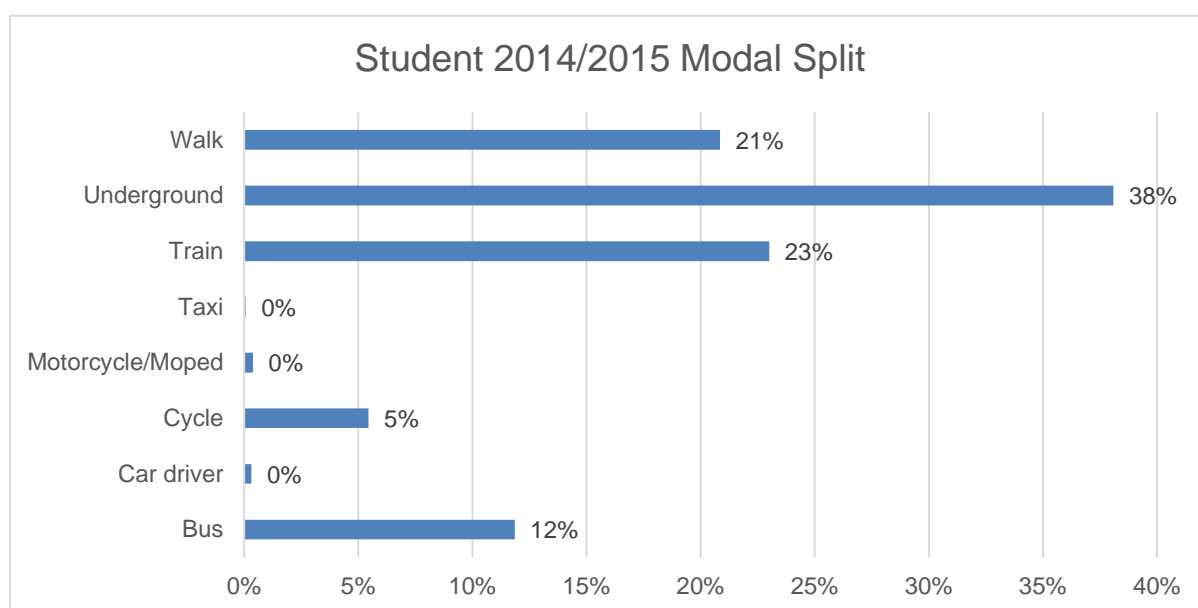
8.72 The table below compares the modal split of respondents from the 2013 and 2014 student surveys and compares these differences against the short-term modal split targets which were specified in the 2013 Travel Plan.

| Travel mode | 2013 Survey | 2014 Survey | %change | Short term target | Performance against target | |
|-------------------------------|-------------|-------------|---------|-------------------|----------------------------|-----------------|
| Car | 0.63% | 0.32% | -0.31% | 0% | 0% | on target |
| Taxi | 0.32% | 0.06% | -0.26% | 0% | 0% | on target |
| Walk | 18.50% | 20.85% | 2.35% | 5% | -3% | short of target |
| Bicycle | 5.52% | 5.45% | -0.07% | 5% | -5% | short of target |
| Motorcycle | 0.42% | 0.38% | -0.04% | 1% | -1% | short of target |
| <i>Public transport</i> | | | | | | |
| Bus | 15.25% | 11.85% | -3.40% | -1% | 2% | exceeded target |
| Underground | 37.59% | 38.09% | 0.50% | -5% | -5% | short of target |
| Train | 21.87% | 23.00% | 1.13% | -5% | -6% | short of target |
| <i>Public transport total</i> | 74.71% | 72.94% | -1.77% | -11% | -9% | short of target |

8.73

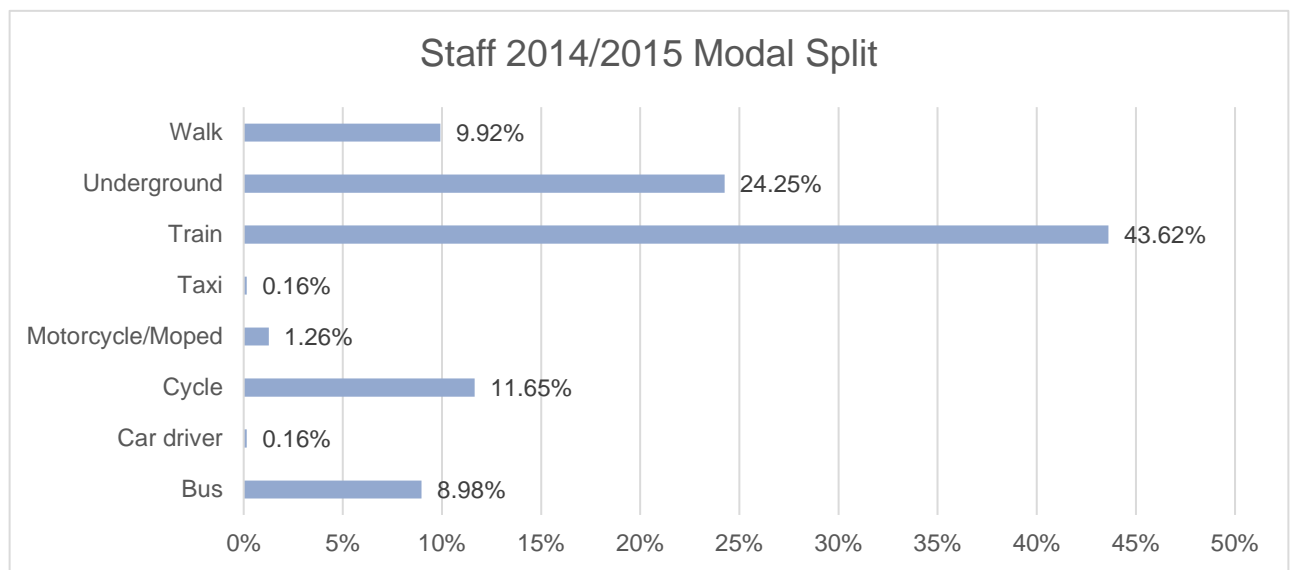
There had been an increase of 2.35% of students walking to the University, while the total number of students travelling by public transport had decreased by 1.77%. There hadn't been significant change in the number of students cycling to the University (5.45%, compared to 5.52% in 2013).

8.74 Overall the results indicate that the modal shift targets were not being met and that measures to encourage more walking and cycling should be prioritised in order to meet these targets.



Staff 2014/15 Modal Split

8.75 The graph below shows that 77% of staff use public transport as their main mode of travel to the University, with the train being the most popular form of public transport (44%). 22% of respondents either walk (10%) or cycle (12%) to the University.

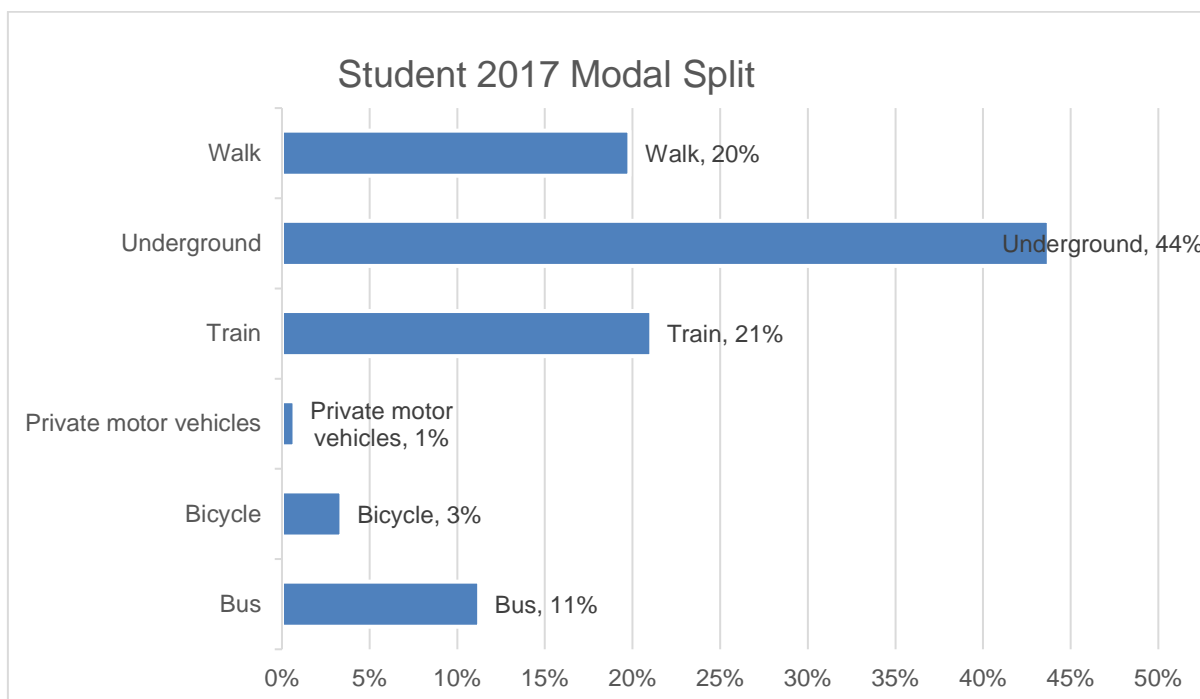


8.76 There has been an increase of 2.34% in number of staff cycling and 1.47% in number of those walking to the University, although this falls short of the 5% short-term targets set for each mode of transport. Public transportation has decreased by 4.09%, but again this falls short of the short-term targets set.

8.77 Overall the results indicate that the modal shift targets were not being met and that measures to encourage more walking and cycling should be prioritised in order to meet these targets.

Student 2017 Modal Split

8.78 Underground was the most popular mode of transport to and from the University, with 44% of people using it to cover the greatest distance of their journey. Approximately 20% of the respondents travel by train and another 20% walk. Only 1% of participants used private motor vehicles (car, motorbike, moped or taxi).



8.79 The table below compares the modal split of respondents from the 2014 and 2017 student surveys.

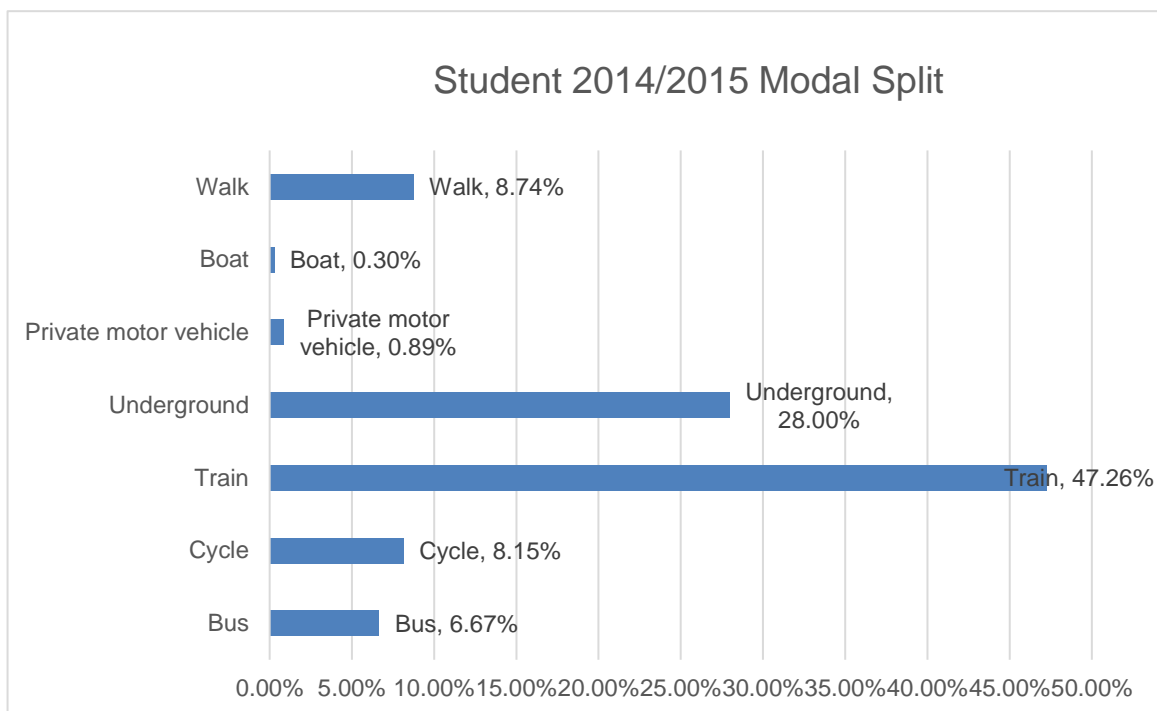
8.80 There has been a decrease in the use of all modes of transport except taxi (0.3% increase, representing one student) and underground (5.66% increase). Overall, increase in public transport has been 3.13%. However, the proportion of respondents who walked (1.03% decrease) and cycled (2.06% decrease) decreased.

| Travel mode | 2014 survey | 2017 survey | % change |
|-------------------------|-------------|-------------|----------|
| Car | 0.32% | 0.18% | -0.14% |
| Taxi | 0.06% | 0.36% | 0.30% |
| Walk | 20.85% | 19.82% | -1.03% |
| Bicycle | 5.45% | 3.39% | -2.06% |
| Motorcycle | 0.38% | 0.18% | -0.20% |
| <i>Public transport</i> | | | |
| Bus | 11.85% | 11.25% | -0.60% |
| Underground | 38.09% | 43.75% | 5.66% |
| Train | 23.00% | 21.07% | -1.93% |
| Public transport total | 72.94% | 76.07% | 3.13% |

Staff 2017 Modal Split

8.81 Train was the most popular mode of transport to and from the University, with almost half of the respondents (47%) of people using it to cover the greatest distance of their journey. A further 35% travelled by other modes

of public transport; 28% of people travel by underground and another 7% by bus. 9% walk and 8% cycle to and from work. Only 1% of participants used private motor vehicles (car, motorbike, moped or taxi), representing six members of staff.



8.82 The table below compares the modal split of respondents from the 2015 and 2017 staff surveys.

8.83 There has been a significant increase in the overall use of public transport (5.38%). This is comprised of a 3.75% increase in underground and 3.64% increase in train travel. However there has been a decrease in more active modes of transport, walking (-1.18%) and cycling (-3.50%). The use of private motor vehicles have stayed low.

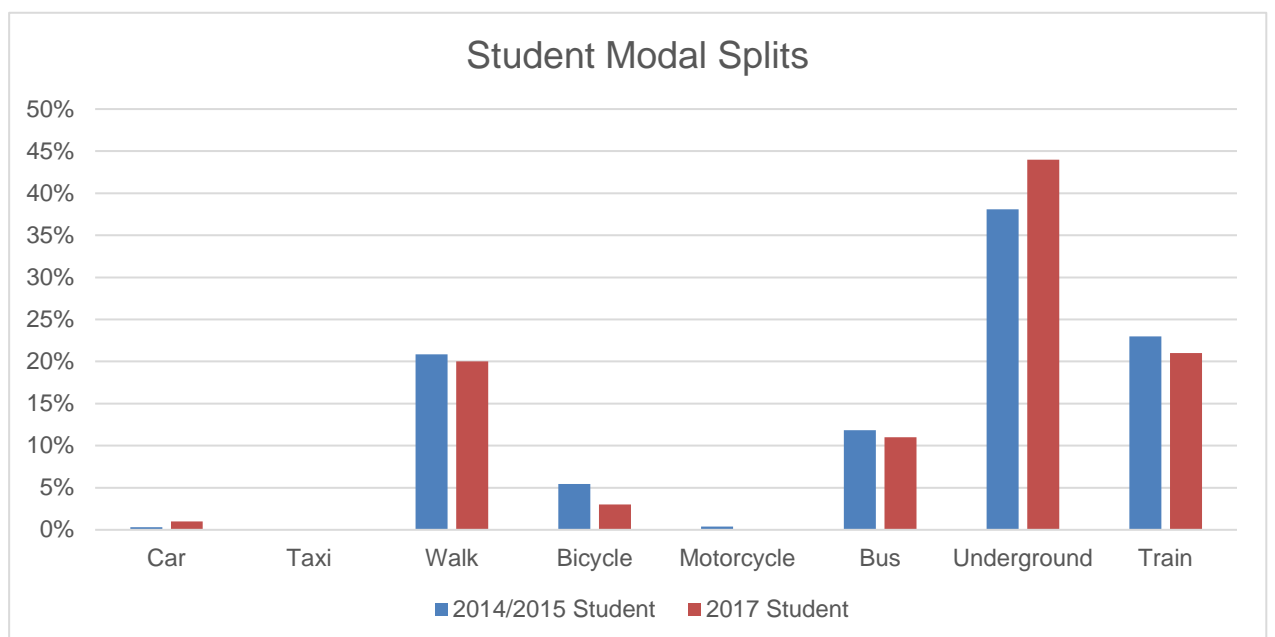
8.0 Travel Survey

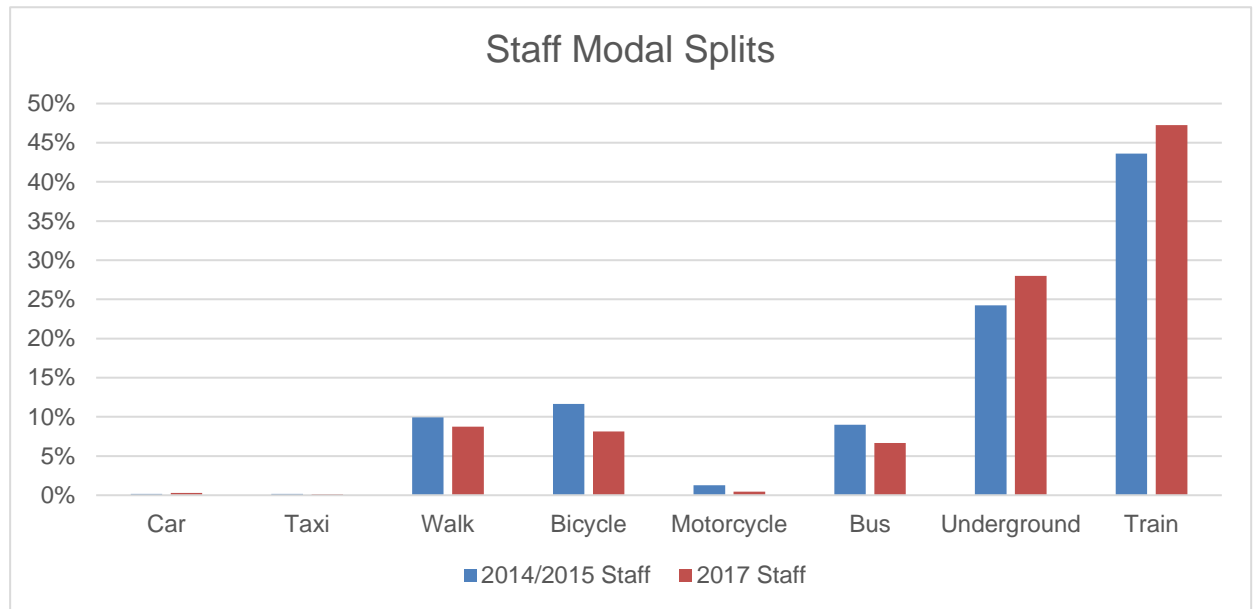
| Travel mode | 2015 survey | 2017 survey | % change |
|-------------------------|-------------|-------------|----------|
| Car | 0.16% | 0.30% | 0.14% |
| Taxi | 0.02% | 0.15% | 0.13% |
| Walk | 9.92% | 8.74% | -1.18% |
| Bicycle | 11.65% | 8.15% | -3.50% |
| Motorcycle | 0.54% | 0.44% | -0.10% |
| <i>Public transport</i> | | | |
| Boat | - | 0.30% | 0.30% |
| Bus | 8.98% | 6.67% | -2.31% |
| Underground | 24.25% | 28.00% | 3.75% |
| Train | 43.62% | 47.26% | 3.64% |
| Public transport total | 76.85% | 82.23% | 5.38% |

Summary

8.84 In summary, there are a number of conclusions that can be made when comparing the various modal splits. It is important to note that the trends between staff and students modes of travel are different, with the majority of students travelling by tube in comparison to staff travelling by train.

8.85 It is clear that the most popular mode of transport is either train or underground for both students and staff, followed by walking. This has not changed, with the exception of the 2014 staff survey where cycling was more popular than walking.





8.86 It is apparent that between the 2014/15 and 2017 surveys the proportion of staff and student walking, cycling and getting the bus has reduced. This should be addressed in the action plan.

Car Users: Questions 16 – 22

Question 16 – Car Parking

8.87 Those travelling by car were asked where they parked.

8.88 In the 2014 survey 40% of the respondents indicated that the vehicle associated with their arrival parked on-street. 30% of the respondents were dropped off. 20% park in public car parks and 5% use park and ride facilities. One (5%) of the respondents that arrives by car parks in the Universities parking facilities.

8.89 In the 2014/15 survey only five students responded that their main form of transport to the University is by car, 33% parked on-street, 33% parked in a public car parking with the remaining parking in a station car park and in the Elia New Car Park. Whilst only one member of staff travelled by car, they did not detail where they parked.

8.90 In the 2017 survey, only four student respondents (1%) regularly travel to and from the University by private motor vehicle. This is broken down in to one car driver. Where they park is split evenly between dropped off,

on-street and other (not detailed). Only six staff (less than 1%) regularly travel to and from the University by private motor vehicle. 50% park in a public car park and 50% park on-street.

- 8.91 The data shows an increase in parking in public car parks and on-street, and a move away from park and ride facilities. There are no longer any parking spaces on the University campuses.

Question 17 – Respondents with Accessibility requirements (car users)

- 8.92 The data shows that 67% of car user respondents did not have a disability which affects their travel arrangements, while 33% of car user respondents indicated that they did.

- 8.93 The presence of car drivers whose choice of travel is affected by a disability may restrict the ability of the University to reduce car travel further from its current proportion of 0.29% of staff and 0.53% of students. It is therefore considered that measures should be targeted at maintaining the current low levels of car usage rather than aiming to reduce them further.

Question 18 – Understanding Modal Choice (Car Users)

- 8.94 The 2013 respondents stated that the most common reason (81%) for using a car to travel to work is convenience and 57% indicated that their modal choice was to save time. Availability (38%), cost (33%) and health/disability reasons (29%) were also indicated as significant factors for choosing this mode. Satisfying work commitments, safety and health and fitness were also considered to be contributing factors. None of the respondents indicated that lack of public transport accessibility was a contributing factor. This would suggest that for some car users, public transport is a viable alternative.

- 8.95 Alternatively, the 2014/15 survey highlighted the most common reason for using a car to travel to University is convenience (42%), followed by cost (33%). Other reasons cited were: availability, health/disability reasons, to satisfy work needs/commitments, and cheap/direct form of travel. This indicates a reduction in use because of convenience, favouring other factors.

- 8.96 In 2017, all student respondents who travelled by car or taxi had disabilities that affected their preferred mode of travel. Of the staff, two had disabilities that affected their preferred mode of travel, and the remaining person stated 'no access to public transport' as the other reason for using a car.

- 8.97 The number of people using private vehicles is very low, therefore it is difficult to identify meaningful trends. However it is fairly evident that most recently the majority of people using private vehicles do so due to disabilities.

Question 19 – Attitude towards Cycling (Car User)

- 8.98 During the 2013 surveys 62% of respondents stated that no measures would encourage them to cycle. 28% indicated that safer route would encourage them to cycle to work while 24% stated that shorter commuting distance would encourage modal shift. 24% of respondents indicated that better facilities at the University would encourage them to cycle. Whilst 14% of respondents indicated that information on cycle routes and infrastructure, secure cycle parking, training and discounts/loans for the purchase of cycling equipment would encourage them to cycle. 10% indicated that another cyclist to show them a good cycling route to work would encourage them to cycle.
- 8.99 The student survey in 2014/15 indicated only 8% of respondents stated ‘no measures would encourage’ them to cycle, representing a high reduction from 2013. The most popular change that would encourage cycling was showers and changing rooms (25%), followed by a reduction in travel distance and drying rooms and lockers at university (both 17%). Of the staff, 50% stated information on local cycle routes and infrastructure would encourage them to cycle. With the other 50% stating nothing would encourage them.
- 8.100 Of the 2017 student respondents, 33% stated nothing would encourage them, with the rest split evenly 17% each on reduced travel distance, safer routes, discounts or loans for purchase of cycle equipment, and other. Whereas the staff respondents all stated that nothing would encourage them (100%).
- 8.101 The data shows that although there was a fall in students stating that nothing would encourage them to cycle, this is still a prominent choice.

Question 20 – Attitude towards Walking (Car User)

- 8.102 The 2013 data shows that that nothing would encourage 50% of the respondents to walk to the University. 48% stated that shorter commuting distance would encourage modal shift. 19% of respondents indicated improved lighting and security would encourage them to walk. Whilst 19% of respondents indicated that improved university facilities would encourage them to walk to work. 10% stated that safer crossing facilities on the route to work would encourage them to walk.
- 8.103 The student survey in 2014/15 indicated 54% of respondents stated a reduced travel distance would encourage them to walk. This is followed by 18% stating nothing would encourage them to walk, and 9% choosing safer crossing facilities, improved lighting and security and other respectively. Of the staff there was only one response to this question, stating they were unable to walk short distances.

8.104 Of the 2017 student respondents, 50% stated nothing would encourage them, with the rest split evenly 25% each on reduced travel distance, and other.

8.105 Similarly to the 2013 survey, a large proportion of respondents stated nothing would encourage them to walk. Reduced travel distance appears to be the next most popular response.

Question 21 – Attitude towards Public Transport (Car users)

8.106 The 2013 survey shows that that nothing would encourage 20% of the respondents to use public transport to commute to work. 60% of respondents indicated cheaper fares and a less crowded service would encourage public transport use. The respondents also indicated that increased frequency (40%), improved pedestrian links (30%) and improved security (35%) would encourage them to use public transport to commute to work. 15% of the respondents indicated that interest free loans, travel information and better waiting areas would encourage them to use public transport.

8.107 In comparison, the student survey in 2014/15 indicated 36% of respondents stated a less crowded services would encourage them to travel by public transport. This is followed by 27% stating cheaper or subsidised fares, then 18% choosing more frequent services. Of the staff there was one response, stating more convenient public transport for wheelchair users.

8.108 Of the 2017 student respondents, 50% stated less crowded services, with the rest split evenly 25% each on cheaper or subsidised fares, and other – ‘The attitude of other people, more lifts, more reliable train services, guaranteed seats, more information about how far you might have to walk at each station’.

8.109 This highlights that the main things holding back car users from moving to using public transport is less crowded services, cheaper or subsidised fares, and better provision for wheelchair users.

Question 22 – Other transport modes used as part of the university commute (Car Users)

8.110 The 2013 respondents indicated that 52% used public transport as part of their journey to the University, while 48% solely use the car.

8.111 The 2014 student respondents data showed that 44% used public transport for part of their journeys, with the method split evenly between bus, underground and train. Of the staff respondents, 50% used the underground, with the remaining 50% not using public transport.

8.112 Of the 2017 student responses 33% stated they used the underground, with the remaining 67% not using public transport. The staff surveyed chose the same options.

8.113 Over the 4 years this shows a reduction in the proportion of car users utilising public transport for part of their journeys.

Motorcycle Users: Questions: 23 – 28

Question 23 – Motorcycle Parking

8.114 Those travelling by motorcycle were asked where their motorcycle was parked. Of the 2013 survey respondents, 46.2% of the respondents indicated that they use University motorcycle parking provisions, while 7.7% use park and ride facilities, and 7.7% of the respondent that arrive motorcycle use other facilities.

8.115 The 2014/2015 student respondents data showed 100% parked their motorbikes on-street. Of the staff respondents, 25% used the on-site car park, with the remaining 75% parking on-street.

8.116 Of the 2017 student responses 100% stated they used the on-site car park. Of the staff respondents, 33% used the on-site car park, with the remaining 67% parking on-street.

8.117 This shows a clear reduction in the use of park and ride facilities.

Question 24 – Respondents with Accessibility Requirements (Motorcycle users)

8.118 The data from all surveys show that none of the respondents have a disability that affected their mode choice.

Question 25– Understanding Modal Choice (Motorcycle Users)

8.119 The 2013 data shows that 69% of the respondents who travel to work on a motorcycle do so due to convenience and cost. 54% indicated that their modal choice was to save time. To satisfy work needs (15%), availability (8%), environmental reasons (8%) and health/fitness reasons (8%) were also considered to be contributing factors. None of the respondents indicated that lack of public transport accessibility was a contributing factor.

8.120 The 2014 student respondents data showed most common reason for using a motorbike/moped to travel to University is convenience (41%), followed by cost (35%). Other reasons cited were: availability and to satisfy

work needs/commitments. This is reciprocated in the staff survey which showed most common reason for using a motorbike/moped to travel to University is convenience (47%), followed by cost (40%).

8.121 Of the 2017 student responses 50% stated convenience, with the remaining 50% stating they needed it to satisfy work needs or commitments. Of the staff respondents, 50% stated convenience, with the remaining 50% stating cost.

8.122 These results highlight a slight change in reasoning behind using a motorcycle, moving away from time saved to convenience and cost.

Question 26 – Attitude towards Cycling (Motorcycle Users)

8.123 The 2013 survey data shows that nothing would encourage 8% of the respondents to cycle to work. 46% indicated that a discounts/loans for the purchase of cycling equipment would encourage them to cycle. 30% indicated that secure cycle parking, additional showers and changing facilities and safer routes would encourage them to cycle to work, while 15% stated that shorter commuting distance, training, off-site cycle repair facility and information on local cycle routes and infrastructure would encourage modal shift. 10% stated that another cyclist show them a good cycling route to work would encourage them to cycle.

8.124 The 2014 student respondents data showed discounts or loans for the purchase of cycle equipment, the provision of secure cycle parking and safer routes were all the most popular changes that would encourage them to cycle with 16% each respectively. This is reciprocated in the staff survey which highlighted the provision of secure cycle parking (21.4%) as the most popular choice. This was followed by safer routes and roads (14%) and nothing would encourage them (14%).

8.125 Of the 2017 student responses 100% stated nothing would encourage them to cycle. Of the staff respondents, the encouragements chosen were split four-ways 25%, stating reduced travel distance, safer roads, showers and changing rooms, and nothing would encourage them.

8.126 This highlights a shift away from cycle storage facilities being the main encourager for cycling, towards a larger variety of choices.

Question 27 – Attitude towards Walking (Motorcycle Users)

8.127 The 2013 data showed that nothing would encourage 31% of the respondents to walk to work. 54% stated that shorter commuting distance would encourage modal shift. 8% of the respondents indicated that safer

crossings, improved lighting and security, availability of lockers and changing facilities would encourage them to walk to the University.

8.128 The 2014 student respondents data showed low cost and good weather as the two reasons that would encourage them to walk. The staff survey highlighted a reduction of travel distance (50%) and nothing would encourage them (50%).

8.129 Of the 2017 student responses 100% stated nothing would encourage them to walk. Of the staff respondents, 50% supported reduced travel distance, 25% improved shower and changing facilities and 25% stating nothing would encourage them to walk.

8.130 Over the 4 years reduced travel distance and nothing would encourage were the most popular options when asked what would encourage respondents to walk.

Question 28 – Attitude towards Public Transport

8.131 The 2013 survey data shows that that nothing would encourage 8% of the respondents to use public transport to commute to work. 69% of respondents indicated cheaper fares and 62% indicated that a less crowded service would encourage public transport use. The respondents also indicated that increased frequency (15%), improved pedestrian links (8%), better waiting areas (8%) and interest free loans (8%) would encourage them to use public transport to commute to work.

8.132 The 2014 student respondents data showed less crowded services (33%), subsidised or cheaper fares (27%), and interest free loans for season ticket purchases (13%) would encourage them to travel on public transport. The staff survey highlighted subsidised fares (33%) and less crowded services (25%) would encourage uptake.

8.133 Of the 2017 student responses, 100% chose nothing would encourage a change to public transport. Of the staff respondents less crowded services (50%), subsidised or cheaper fares (33%), and more frequent and reliable services (16%) would encourage them to travel on public transport.

8.134 A comparison of the data over time shows a continued demand for less crowded services, subsidised or cheaper fares, and more frequent and reliable services would encourage respondents to travel on public transport.

Underground Users: Questions 29 – 34

Question 29 – Underground Routes

- 8.135 Respondents in 2013 who indicated they use the underground to travel to the University were asked to specify the lines they use. The results of which are indicated below. 61% of the respondents travel on the Northern line. The Hammersmith & City and Central lines were also heavily used with 25% and 24% of the respondents travel on these lines respectively. The Circle, District, Jubilee, Metropolitan, Piccadilly and Victoria lines each carry between 10% and 18% of the respondent to the university. 2% of the respondents travel on the Bakerloo line while none of the respondents travel on the Waterloo and the City line to the University.
- 8.136 The 2014/15 student survey showed 31% of the respondents travel on the Northern line. Other lines heavily used were the Hammersmith & City (14%), Piccadilly (13%) and Central line (12%). In comparison, the staff survey detailed the majority (27%) travel on the Northern Line. Other heavily used lines were Hammersmith & City (17%), Central (13%) and Metropolitan (11%).
- 8.137 Similarly, the 2017 student survey highlighted that respondents travel on a total of ten underground lines (all except the Waterloo and City line). Almost 60% of people travel on the Northern line for some part of their journey, with the Hammersmith and City line being the next most popular (25%). Of the staff respondents, they travel on a total of 11 underground lines (all underground lines). 44% of people travel on the Northern line for some part of their journey. The Metropolitan (25%) and Hammersmith and City line (24%) are the next most popular.
- 8.138 This data shows that the majority of people using the underground still travel on the Northern line, with the Hammersmith and City line remaining popular, and the Metropolitan line becoming increasingly popular.

Question 30 – Underground Stations (Underground Users)

- 8.139 The 2013 survey respondents who indicated they use the underground were asked to specify where they alight to access the University. The results of which are detailed below. The most common station used to travel to the University by the respondents is Angel underground station (50%). Barbican and Farringdon accommodate 16% and 10% of the respondents travelling to the university.
- 8.140 The 2014/15 survey student respondents indicated that the most common station is Angel underground station (50%). Barbican, Farringdon and Moorgate accommodate 15%, 10% and 9% respectively of the respondents travelling to the University. 16% use other stations. Of the staff surveyed the most common station used by

respondents is Angel underground station (34%). Farringdon and Barbican accommodate 15% and 13% respectively. The remaining 38% of respondents use other stations.

8.141 The 2017 student survey indicated that the majority of respondents who travel by underground (53%), exit the network at Angel, the nearest station to the Northampton Square campus. Of the staff, the most popular exit from the network of respondents who travel by underground was also Angel (35%).

8.142 The data showed a continued reliance on Angel station, this is because it is the nearest station to the Northampton Square campus, which is the majority of student and staff's most visited part of the University.

Question 31 – Measures to Improve the Underground Experience (Underground Users)

8.143 Respondents who indicated they use the underground were asked to identify measures which would improve their journey while using the underground. 79% of respondents indicated that cheaper fares would improve their journey to the University. The respondents also indicated that a less crowded service (56%), increased frequency (31%), improved pedestrian links (10%) and improved security on public transport (8%), improved security at waiting area (6%) and 17% of the respondents indicated that interest free loans would encourage them to use public transport to commute to work.

8.144 Some of the respondents provided comments on how their journey via the underground service could be improved. The most common themes amongst these were:

- Cheaper fares for all students (including part-time students)
- Provision of additional Boris Bikes
- Later university start time to avoid crowded services
- Uninterrupted services.

8.145 In comparison 38% of the 2014/15 student respondents indicated that subsidised/cheaper fares would improve their journey, while 27% indicated less crowded services would improve their journey to the University. Of the staff surveyed 36% of respondents indicated that subsidised/cheaper fares would improve their journey, while 34% indicated less crowded services would improve their journey to the University.

8.146 The 2017 student survey indicated that the main perceived improvements to respondent's journeys via Underground were subsidised/cheaper fares (80%), less crowded services (44%) and more frequent and reliable services (26%). In addition to this, comments regarding lecture start times were also made; some students found it more difficult to travel in for 9am lectures due to cost and crowding on the tube. One student

stated that more information regarding travel to the University before they started studying would have been useful.

8.147 Similarly, the 2017 staff survey highlighted the main perceived improvements to respondent's journeys via Underground were subsidised/cheaper fares (68%), less crowded services (63%) and more frequent and reliable services (32%). In addition to this, comments regarding the possibility and promotion of flexible working hours and working from home across City would improve the commute for some staff. Concerns about air quality on the underground were also raised.

8.148 The comparison of various surveys shows a clear trend, with demand for subsidised/cheaper fares, less crowded services and more frequent and reliable services.

Question 32 – Respondents with Accessibility Requirements (Underground Users)

8.149 The 2013 data shows that the majority of respondents (96%) did not have a disability which affects their travel arrangements. 4% said that they did.

8.150 The 2014/15 survey indicated that less than 1% of respondents had a disability that affected their preferred method of travel.

8.151 The 2017 survey showed that 1% of respondents had a disability that affected their preferred method of travel.

Question 33 – Understanding Modal Choice (Underground Users)

8.152 The 2013 data shows that 77% of respondents travel to the University using underground services due to convenience. 48% indicated that their modal choice was to save time. Availability (41%), cost (18%) environmental reasons (4%), to satisfy work needs (20%) and personal safety (3%) were also considered to be contributing factors.

8.153 In comparison, of the 2014/15 student respondents who use the Underground as their main mode of travel to the University, 38% choose to travel on the Underground due to convenience; 22% select this modal choice to save time. Similarly, 40% of staff choose to travel on the Underground due to convenience; 22% select this modal choice due to availability and 18% to save time.

8.154 The 2017 student survey indicated that the main reason for using the underground was convenience (41%), followed time saving (19%), availability (18%) and cost (12%). Similarly, staff indicated convenience (37%), availability (21%) and time saving (16%) as the most popular choices. Cost only received 7% of votes.

8.155 The data indicates that convenience and availability are still the key reasons for staff and students choosing to travel on the Underground.

Question 34 – Other Transport Modes Used as Part of Commute

8.156 The 2013 data indicates that 55% of the respondents travel to the University using additional public transport services. 42% of the respondents solely use the Underground, while 3% cycle as part of their journey to the University.

8.157 The 2014/15 student surveys showed 55% of the respondents who travel to the University on the Underground use additional public transport services. 41% of the respondents solely use the Underground, while 3% cycle as part of their journey. Comparably 39% of staff respondents who travel to the University on the Underground also use the bus as part of their journey. 14% also use the train, while 45% use only the Underground.

8.158 In the 2017 survey, almost half (45%) of student underground travellers also use buses for part of their journey, 38% travel solely on the tube. Whereas 52% of staff respondents travel solely by tube. 40% also use the bus for some of their journey, 12% travel by train and 3% use cycle hire.

8.159 This indicates a shift towards increasing usage of the bus as an additional travel mode.

Train Users: Questions 39 – 44

Question 35 – Exiting Stations

8.160 Respondents who indicated travel to the University by train were asked to specify the station they exit.

8.161 The most common station used to travel to the University by the 2013 respondents is Farringdon Station (20%). Angel (17%), Liverpool Street (10%), Barbican (8%) and Cannon Street (12%) accommodate 46% of the respondents travelling to the University.

8.162 The most common station used by 2014/15 student respondents is Farringdon (25%). Angel (22%), Barbican (10%), London Bridge (7%) and Waterloo (6%) accommodate 45% of the respondents who travel by train. The most common station mentioned by staff respondents is Farringdon (25%), followed by Liverpool Street (17%).

8.163 The most common stations used by 2017 student respondents is Farringdon (20%), Angel (20%), and Barbican (12%).

8.164 The data show that Farringdon is predominately the most popular station, followed by Angel. It appears that Liverpool Street is most commonly used by a higher proportion of staff than students.

Question 36 – Measures to Improve the Train Experience

8.165 Respondents who indicated they travel by train were asked to identify measures which would improve their journey. The majority (59%) of 2013 respondents indicated that a less crowded service would improve their journey to the University.

8.166 The respondents also indicated that improved cost associated with travel (45%), increased frequency (46%) and improved station facilities would encourage and improve their commuting to the University via train.

8.167 Some of the respondents provided comments on improvements they would like. The most common themes amongst these were:

- Cheaper fares for all students (including part-time students)
- Provision of additional TfL “Boris Bikes”
- Later improved bus services from mainline train stations
- Discounted fares for students during peak periods
- Uninterrupted services.

8.168 34% of 2014/15 students indicated that less crowded services would improve their journey; 31% indicated that improved costs associated with train travel would improve the journey; 27% indicated that improved frequency of services would improve the journey. In comparison 39% of staff surveyed indicated that less crowded services would improve their journey; 31% indicated that improved frequency of services would improve the journey; 18% indicated that improved costs associated with train travel would improve the journey.

8.169 There were three main changes which 2017 respondents said would improve their train journey to work; improved costs associated with travel (29%), improved frequency of services (28%) and less crowded services (30%). The problem of train strikes was also cited by a number of train travellers, as well as a comment regarding the difficulty of arriving on campus for 9am lectures or short periods of time. Suggestions for improvements the University could make for students travelling by train included on site car parking and subsidising travel.

8.170 In comparison, staff highlighted improved frequency of services (45%), lower costs (14%), and less crowded services (26%). The problem of unreliable train services and delays was cited as an issue by a number of train travellers, as well as inadequate train facilities (toilets and more available seats). Many respondents commented that travel by train is the only viable option (availability and cost) for their commute.

Question 37 – Respondents with Accessibility Requirements (Train Users)

- 8.171 The majority of 2013 respondents (96%) did not have a disability that affected their travel arrangements. 4% said that they did.
- 8.172 Approximately 2% of 2014/15 students surveyed had a disability which affects their travel arrangements, of the staff it was nearer to 1%.
- 8.173 The 2017 student survey did not feature anyone who used the train that had a disability which affects their travel arrangements. The staff surveyed featured approximately 3% of respondents that had a disability which affects their travel arrangements.

Question 38– Understanding Modal Choice (Train Users)

- 8.174 The 2013 data shows that 62% of the respondents travel to the University using the train due to convenience. 41% indicated that their modal choice was due to availability. Time saving (30%), cost (14%) environmental reasons (5%), to satisfy work needs (15%), other commitments (2%) and personal safety (1%) were also considered to be contributing factors.
- 8.175 Of the 2014/15 students respondents who travel by train as their main mode of transport to the University, 35% select this mode due to convenience. Other reasons for choosing this mode include: availability (21%), time saving (17%) and cost (13%). Of the staff respondents who travel by train 34% select this mode due to convenience. Other reasons for choosing this mode include: availability (20%), to satisfy work needs/commitments (14%) and time saving (12%).
- 8.176 Of the 2017 students respondents who travel by train as their main mode of transport to the University, 39% select this mode due to convenience. Other reasons for choosing this mode include: availability (15%), time saving (18%) and cost (16%). Of the staff respondents who travel by train 33% select this mode due to convenience. Other reasons for choosing this mode include: availability (25%), to satisfy work needs/commitments (11%) and time saving (13%).
- 8.177 In comparison, the reasons for respondents to travel to the university by train has stayed the same, choosing convenience, availability, time and cost saving as the main attractive factors.

Bus Users: Questions 39 – 44

Question 39 – Route Choice (Bus Users)

8.178 In order to identify bus services used by both staff and students commuting to the university, they were asked to specify the main bus routes they use to travel to the University.

8.179 Bus route 43 (9%), 205 (8%), 73 (6%), 341 (7%) and 73 (6%) were the five most commonly used bus routes used by the 2013 respondents to travel to the university.

8.180 Alternatively, the 2014/15 student survey found the 56 (10%), and 341 (10%) as the most popular bus routes, followed by the 43 (8%), and the 73, 4 and 205 (6% respectively). However the staff survey highlighted the 43 as the most popular route (14%), followed by 56 (12%) and the 63 (10%).

8.181 Interestingly, the 2017 student survey found the 73 route was the most popular route (19%), followed by 341 (13%) and the 205 and 476 (11%). Alternatively, the 2017 staff survey highlighted the number 4 as the most popular route (12%) followed by the 43 (10%) and the 19 (9%).

8.182 This data shows that the demand for certain bus routes has changed over time and differentiates between students and staff.

Question 40 – Route Choice (Bus Users)

8.183 Staff and students were asked to specify the street they exit when commuting by bus to and from the University.

8.184 The 2013 survey indicated that Upper Street (Angel) (17%), Goswell Road (12%), Spencer Street (14%), City Road (10%) and St John Street (10%) were the five most common streets which the respondents exited.

8.185 The most common stop used by 2014/15 student respondents is Islington High Street (14%), followed by City Road (11%), Goswell Road (11%), and St John Street (10%). The most common stops mentioned by staff respondents were Angel (17%), St John's Street (11%), City Road (11%), and Farringdon Road (9%).

8.186 The most common stops used by 2017 student respondents were Angel (20%), St John Street (11%). The most common stops used by 2017 staff respondents were Goswell Road (13%), Angel (9%), St John Street (11%).

Question 41 – Measures to Improve the Bus Experience

8.187 The survey respondents for the 2013 results who indicated they use the train were asked to identify measures which would improve their journey to the University. The results of which are detailed below. The majority (53%) of the 2013 respondents indicated that increased frequency of services would improve their journey. The respondents also indicated that improved cost between bus services (52%), less crowded services (30%) and improved waiting facilities (17%) would improve their journey to the University.

8.188 Some of the respondent's provided comments on measures to improve their journey. The most common themes amongst these were:

- Real time information at all bus stops
- "Boris Bikes" to be integrated with the TfL Oyster Card
- Improved lighting at bus stops
- Fewer road works
- Shuttle bus operating between university buildings
- Bus stop on Northampton Square.

8.189 In comparison, the majority of 2014/15 student respondents indicated that improved frequency of services (34%) and improved costs associated with bus travel (34%) would improve their bus journey. Other responses included less crowded services (23%) and improved waiting facilities (9%).

8.190 The majority of staff respondents indicated that improved frequency of services (27%) and less crowded services (27%) would improve their bus journey. Other responses included improved costs associated with bus travel (17%) and improved waiting facilities (9%). 21% indicated that nothing would improve their bus journey.

8.191 The 2017 student surveys highlighted three main changes which would improve their bus journey to work; improved costs associated with travel (47%), improved frequency of services (45%) and less crowded services (38%). Improved waiting/station facilities would have more of an improvement for many bus passengers (21%). Regarding actions the University could take, comments included a car park on site, subsidised travel and keeping access gates open longer (specifically keeping Gray's Inn Place access gate open beyond 9pm).

8.192 Staff highlighted three main changes which would improve their bus journey to work; improved frequency of services (42%) and less crowded services (31%). 20% of respondents thought nothing could be done to improve their journey. A number of comments indicated that staff could travel by alternative means (train and underground) but prefer the bus due to less crowded and more pleasant services.

8.193 A comparison of data highlights that the main improvements have not changed, namely improved costs associated with travel, improved frequency of services and less crowded services.

Question 42 – Respondents with Accessibility requirements

8.194 The 2013 survey data shows that the majority of respondents (97%) did not have a disability which affects their travel arrangements. 3% said that they did.

8.195 The 2014/15 student survey data shows that the majority of respondents (99%) did not have a disability which affects their travel arrangements. Approximately 1% said that they did. None of the staff using the bus had disabilities.

8.196 Both the 2017 student and staff survey data shows that the majority of respondents (98%) did not have a disability which affects their travel arrangements. Approximately 2% said that they did.

Question 43– Understanding Modal Choice (Bus Users)

8.197 The data shows that 72% of the 2013 respondents to travel to the University by bus due to convenience and 61% indicated that their modal choice was based on cost. Time saving (16%), availability (27%) environmental reasons (4%), to satisfy work needs (5%) and personal safety (3%) were also considered to be contributing factors.

8.198 Some of the respondents provided comments as to why they choose to travel to the University by bus. The two most prominent themes were inner city London's Cycle Network is intimidating and their alternative is the Underground which is congested in peak periods.

8.199 Of the 2014/15 student respondents who travel by bus as their main mode of transport, 38% choose this mode due to convenience; 32% choose it due to cost; 14% due to availability. In terms of staff, 34% choose this mode due to convenience; 32% choose it due to cost; 14% due to availability.

8.200 Of the 2017 student respondents who travel by bus as their main mode of transport, 39% choose this mode due to convenience; 25% choose it due to cost; 15% due to availability. In terms of staff, 39% choose this mode due to convenience; 29% choose it due to cost; 16% due to availability.

Question 44 – Other transport modes used as part of the university commute (Bus Users)

8.201 The 2014 data shows that 36% of the respondents travel to the University using additional public transport services. 61% of the respondents solely use the bus while 8% cycle as part of their journey to the University.

8.202 The 2014/15 student survey data shows that the majority of respondents (64%) did not use another mode of transport. Approximately 27% said that they used the tube as well as the bus, 7% used train and 2% used Cycle Hire. The staff survey stated 70% did not use another mode of transport, 19% used the underground as well as the bus.

8.203 The 2017 student survey data shows that the majority of respondents (63%) did not use another mode of transport. Approximately 29% said that they used the Underground as well as the bus. The 2017 staff survey data shows that the majority of respondents (76%) did not use another mode of transport. Approximately 20% said that they used the Underground as well as the bus.

Respondents Who Walk: Questions 45 – 47

Question 45 – Measures to Improve Walking (Existing Pedestrians)

8.204 Respondents from the 2013 who indicated they walk to the University were asked to identify measures which would improve their journey. The majority (53%) of the respondents indicated that better pedestrian facilities would improve their commute to the University. The respondents also indicated that provision of lockers and changing facilities (41%), provision of showers (19%) and improved signage (16%) would encourage their mode choice.

8.205 Some of the respondents provided comments on measures they would like to improve their journey. The most common themes amongst these were:

- More formal crossing facilities
- Less congestion at Northampton Square main entrance
- Improved lighting

- More University entrances
- Clearer plans of the University Buildings.

8.206 Of those 2014/15 student respondents whose main mode of travel is walking to the University, 45% indicated that improved pedestrian facilities would improve their walking journey. 29% indicated that provision of lockers and changing facilities would improve their journey. Of the staff, 50% indicated that nothing would improve their journey. 38% indicated that improved pedestrian facilities, including provision of showers, lockers and changing facilities would improve their journey.

8.207 The two most important factors for improving 2017 student respondents' walking journeys to the University were improved pedestrian facilities (39%) and provision of lockers and changing facilities (34%). Some comments, highlighted that although there were already lockers at the University, it is difficult to access them, as they were in high demand and usually already in use. Only 6% thought provision of showers would improve their journey. Respondents also highlighted that walking is a convenient and free option for travel, although one student mentioned concerns about safety due to the prevalence of muggings in some areas.

8.208 Of the 2017 staff respondents, 66% stated 'nothing would improve my walking journey', the two most important factors for improving respondents' walking journeys to the University were improved pedestrian facilities (17%) and provision of showers (14%). Additional comments included issues regarding the poor air quality in London, however a number of respondents enjoyed their walk and chose it over other modes of transport because they found it enjoyable.

8.209 The data consistently shows that the majority of walkers were happy with 'nothing would improve my walking journey', with the next most popular options as improved pedestrian facilities and provision of lockers.

Question 46 – Respondents with Accessibility requirements (Existing Pedestrians)

8.210 The graph below shows that the majority of respondents (97%) did not have a disability which affects their travel arrangements. 3% said that they did.

8.211 Of the 2014/15 student survey less than 1% of respondents had a disability which affected their travel arrangements, of the staff 3% did.

8.212 Of the 2017 student survey less than 1% of respondents have a disability which affects their travel arrangements, no staff journeys were affected by disability.

Question 47– Understanding Modal Choice (Existing Pedestrians)

8.213 The 2013 survey data shows that 84% of the respondents walk to the University due to convenience and 66% due to cost. 61% indicated that their modal choice was based on cost. Health and fitness (34%) time saving (21%), availability (18%), environmental reasons (19%), to satisfy their commitments (7%) and personal safety (2%) were also considered to be contributing factors.

8.214 Some of the respondents provided comments identifying measures they would like to improve their journey. The most prominent themes were :

- Improves their mood
- Lack of alternatives
- Cannot justify the cost of public transport due to the distance of their commute.

8.215 Convenience (35%) is the biggest reason the 2015 student respondents chose to walk to the University. Other reasons include: cost (25%), health/fitness reasons (13%), time-saving (10%), availability (8%) and environmental reasons (5%). Similarly convenience (30%) is the biggest reason 2015 staff choose to walk to the University. Furthermore other reasons include: cost (21%), health/fitness reasons (21%), environmental reasons (9%), time-saving (6%) and availability (5%).

8.216 The 2017 student survey found convenience (34%), cost (24%), availability (9%), and time saving (9%) as the reasons why they walked. Comparably, the staff survey found convenience (29%), health – fitness reasons (23%), cost (17%), availability (6%), and time saving (10%) as the reasons why they walked.

8.217 Convenience, cost, availability and time saving can be considered the most prominent reasons why people walk, this appears to have changed very little, with the exception of 2017 staff respondents stating health – fitness reasons.

Respondents Who Cycle: Questions 48 – 52

Question 48 – Cycle Parking (Cyclists)

8.218 Respondents who cycle to the University were asked where they park their bicycle. 77% of the 2013 respondents indicated that they use university cycle parking while 10% park on site in “informal” non-designated areas. 17% use off-site public cycle parking, while a negligible level of respondents park “informally” in non-designated locations off-site.

8.219 The majority (61%) of students who cycle to the University in the 2014/15 survey parked in on-site designated cycle parking facilities. 15% park in on-site non-designated areas; 11% in off-site designated public spaces and 11% use the TfL Cycle Hire docking stations. In comparison The majority (61%) of those who cycle to the University park in on-site designated cycle parking facilities. 16% park in on-site non-designated areas; 12% in off-site designated public spaces and 10% use the TfL Cycle Hire docking stations.

8.220 In comparison, the 2017 survey highlighted only 5% of student respondents who cycle to the University use cycle hire bicycles. No respondents parked off site, other than at cycle hire docking stations. The majority of cyclists use on-site cycle parking facilities (95%), 79% park in the designated cycle parking facilities. Comparably, of staff respondents only 2% who cycle to the University use cycle hire bicycles. Respondents parked in a variety of on-site and off-site areas, although the majority of cyclists use on-site cycle parking facilities (74%), 67% park in the designated cycle parking facilities.

8.221 All the survey data years show that the majority of students and staff park in the designated cycle parking facilities. Additionally, in comparison to 2014/15, there has been a reduction in people using cycle hire bicycles.

Question 49 – University Changing and Locker Facilities (Cyclists)

8.222 In order to identify the use of changing and locker facilities provide in the university, respondents who cycle to the University were asked whether or not they used the University facilities. Of the 2013 survey respondents the majority of respondents (82%) did not use these provisions, while 18% said that they did.

8.223 The 2017 survey highlighted that only 16% of student cyclists currently use the on-site showers available at the University. Currently only 24% of staff cyclists used the onsite shower facilities.

8.224 Comparison shows that the usage of shower facilities at the University has fluctuated slightly however has remained below 28%.

Question 50 – Measures to encourage Cycling (Cyclists)

8.225 Respondents who indicated they cycle to the University were asked to identify measures which would enhance their commute to the University. The majority (56%) of the 2013 respondents indicated that they would like provision of lockers and changing facilities. The respondents also indicated that they would like improvements in the local cycle network (50%), provision of showers (50%), additional cycle parking (49%) and more secure cycle parking (39%).

8.226 Some of the respondents provided comments on improvements they would like. The most common themes amongst these were:

- Information on existing showers, lockers and changing rooms to be publicised
- Increase frequency of bicycle maintenance
- Increase security
- Signage indicating showers lockers, changing rooms and bicycle sheds
- Removal of old bicycles from parking areas
- Alleviate flooding cause by gathered rain water in bike sheds
- Provision of a ventilated area to dry cycle wear
- Provision of facilities in all University Buildings.

8.227 Of the 2014/15 student survey respondents, 24% indicated that improved local cycle routes would improve their journey; 23% indicated that the provision of lockers and changing facilities would improve their journey. Other improvements included: additional cycle parking (19%), more secure cycle parking (16%), provision of showers (15%) and better availability of Cycle Hire bikes (3%).

8.228 In comparison of the staff respondents, 23% indicated that more secure cycle parking would improve their journey; 22% indicated that improved local cycle routes would improve their journey; 20% specified that the provision of lockers and changing facilities would most improve their journey. Other responses included additional cycle parking (13%) and provision of showers (13%).

8.229 In comparison, over 50% of the 2017 student respondents who cycle would like to see improved cycle routes and provision of lockers and changing facilities. Comments showed some confusion over availability of lockers and showers, and although 32% would also like to see provision of showers, only 16% of cyclists currently use

the on-site showers available at the University. One respondent was pleased to see the availability of free cycle maintenance at the University but was unsure how to sign up for a session.

8.230 Similarly almost 50% of staff respondents would like to see more secure cycle parking. Other improvements popular amongst cyclists would be provision of showers (42%), improved local cycle routes (40%), provision of lockers and changing facilities (36%) and additional cycle parking (33%). Currently only 24% of cyclists used the onsite shower facilities, however there were comments stating the cleanliness of the showers was below standard.

8.231 The data shows the from the 2013 survey, until the latest 2017 survey, cyclists have stated improved cycle routes and provision of lockers and changing facilities would improve their commute.

Question 51 – Respondents with Accessibility Requirements (Cyclists)

8.232 The 2013 data shows that the majority of respondents (94%) did not have a disability which affects their travel arrangements. 6% of respondents to this indicated that they did have a disability that affects their method of travel.

8.233 Respondents who cycled in the 2014/15 survey, and the student 2017 survey did not have any disabilities. However 5% of the 2017 staff survey respondents did have a disability that affects their method of travel.

Question 52– Understanding Modal Choice (Cyclists)

8.234 The 2013 data below shows that 86% of the respondents cycle to the University due to cost and 81% due to convenience. 69% indicated that their modal choice was due to time saving. Health and fitness (63%), environmental reasons (50%), availability (14%) and to satisfy their commitments (10%) were also considered to be contributing factors. Some of the respondents provided comments as to why they choose to cycle to the University. The most prominent theme regarding reasons for choosing to cycle was personal enjoyment.

8.235 The 2014/15 student survey highlighted cost (23%) as the most influential factor, followed by convenience (17%), time saving (17%), and health- fitness reasons (16%). Similarly, in addition to health- fitness reasons (20%), staff highlighted cost (19%) and time saving (18%) as priorities, however convenience was rated highest with (20%).

8.236 The 2017 student survey highlighted cost (21%) and convenience (21%) as the most prominent factors for cycling to the university. This is followed by time saving (18%), health-fitness reasons (17%) and environmental reasons (17%). The staff survey highlighted cost (20%) as the most influential factor, followed by convenience (18%), time saving (16%) and health- fitness reasons (16%).

8.237 The general trend appears to have remained the same over the various surveys with the main reasons for cycling remaining cost and convenience, followed by time saving and health– fitness reasons.

Other Modes of Travel: Question 53

Question 53– Other transport modes used while travelling between university buildings

8.238 The 2013 data shows that 89% of the total staff and students walk between university buildings, a total of 25% of the respondents use public transport services, and 5% cycle between university buildings.

8.239 The 2014/15 student survey found when travelling between university campuses, the majority (63%) choose to walk; 31% use public transport services, and 4% cycle. More similar to the 2013 survey results, of staff travelling between university campuses, the majority (82%) choose to walk; 8% cycle and 5% use the bus.

8.240 The 2017 student survey found 69% chose to walk, followed by 17% choosing to take the bus and 7% getting the train. Of the staff, 84% walked between university buildings, whilst 7% cycle and 5% got the bus.

8.241 In summary, walking has remained the main transport mode when travelling between university buildings. There is a trend that more staff than students choose to cycle between buildings however the proportion doing so is small, below 10%.

Summary of Survey Results

8.242 Curtins have been appointed on behalf of City, University of London to update the existing travel plan to include both students and staff attending the University.

8.243 In order to identify the travel behaviour of the staff and students attending the University, Curtins conducted a survey, approved by the University, which was distributed electronically .

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- 8.244 Compared to previous years, in the 2017 surveys, there was a larger proportion of staff responses (55%) compared to students (45%).
- 8.245 The majority of survey respondents has consistently been women, with the margin appearing to grow over the 4 years.
- 8.246 The data shows that until recent years the most popular postcodes that survey respondents lived were EC1, N1, E1 and N7. This appears to have reduced, producing a higher spread of locations.
- 8.247 The data shows a slight growth in the proportions of people responding who working and studying full-time at the University.
- 8.248 The majority of students and staff continue to travel to university at least 1 day per week, with an increasing proportion of students and staff travelling in 4-7 days.
- 8.249 The Northampton Square campus has the largest student and staff population with 76% of the respondents indicating that their main building is within this campus. The trend of which campus is the most popular over the years shows a mix of results, with the proportion of students using the Northampton Square campus increasing, whilst the proportion of staff working there has decreased.
- 8.250 Within the Northampton Square campus, the most visited building has remained the College building, with Tait and University buildings also popular, as well as Drysdale, particularly with students in the 2017 survey.
- 8.251 Within the Cass Business School the Bunhill Row building remained the most popular, however the trend indicates a small reduction in the number of students visiting the building.
- 8.252 Within the Gray's Inn Place campus, the most visited buildings appear to have shifted from Gray's Inn Place, 52% in 2013, towards the Atkin and Princeton buildings, 68% in the 2017 survey in comparison to 31% for Gray's Inn Place.
- 8.253 The data shows a continued trend in terms of arrival and departure times with the majority of arrivals occurring between 8-10am and departures between 5-6pm.
- 8.254 Initial observations suggest people were travelling further distances to get to the University, indicated by the higher proportion of people who travelled over 60 minutes to the get to the campuses.
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- 8.255 The trends between staff and students modes of travel were different, with the majority of students travelling by tube in comparison to staff travelling by train.
- 8.256 It is apparent that between the 2014/15 and 2017 surveys the proportion of staff and students walking, cycling and getting the bus has reduced.
- 8.257 In terms of car users the data shows an increase in parking in public car parks and on-street, and a move away from park and ride facilities. As the number of people using private vehicles is so low it is difficult to identify meaningful trends. However it is fairly evident that most recently the majority of people using private vehicles do so because disabilities affect their preferred mode of travel. The surveys showed that there was little that could be done to encourage them to cycle, although reduced travel distance and safer routes might have a positive effect.
- 8.258 A large proportion of respondents stated nothing would encourage them to walk. Reduced travel distance appears to be the next most popular response. Over the four years there appears to have been a reduction in the proportion of car users utilising public transport for part of their journeys.
- 8.259 Motorbike users have moved away from time saved to favouring convenience and cost. Over the four years reduced travel distance and nothing would encourage were the most popular options when asked what would encourage respondents to walk. A comparison of the data over time shows a continued demand for less crowded services, subsidised or cheaper fares, and more frequent and reliable services to encourage respondents to travel on public transport.
- 8.260 The data shows that the majority of people using the Underground still travel on the Northern line, with the Hammersmith and City line remaining popular, and the Metropolitan line becoming increasingly popular. The data showed a continued reliance on Angel station, this is because it is the nearest station to the Northampton Square campus. The comparison of various surveys shows a clear trend, with demand for subsidised/cheaper fares, less crowded services and more frequent and reliable services being the most influential factors that would improve journeys on the Underground. The number of people travelling on alternative methods of transport as well as the tube has marginally increased since 2013, with bus being the main alternative.
- 8.261 Respondents who indicated travel to the University by train highlighted Farringdon as the most popular station. This increased from 20% in 2013, to 25% in 2014/15 (for both staff and students), then back to 20% for students in 2017.
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8.262 The data shows that the pattern of people using the bus has changed over time and differentiates between students and staff. The most prevalent routes have changed over time however the 43 has remained consistently one of the most popular routes, along with the 205. Angel, St John Street, and Goswell Road have remained the most popular places to get the bus to when commuting to the University. A comparison of data highlights that the main improvements that could be implemented have not changed, namely improved costs associated with travel, improved frequency of services and less crowded services.

8.263 The majority of those who walk as their main mode of travel considered the most prominent reasons for their choice to be convenience, cost, availability and time saving. This appears to have changed very little, with the exception of 2017 staff respondents stating health – fitness reasons. People walking to the University were happy with ‘nothing would improve my walking journey’, with the next most popular options as improved pedestrian facilities and provision of lockers.

8.264 The respondents who cycled mainly parked in the designated cycle parking facilities. Additionally, in comparison to 2014/15, there has been a reduction in people using cycle hire bicycles. The main reason for people choosing cycling trend appears to have remained the same over the various surveys, namely cost and convenience, followed by time saving and health– fitness reasons. In terms of the use of showers and locker facilities, comparison shows that the usage has fluctuated slightly however has remained below 28%. The data shows from the 2013 survey, until the latest 2017 survey, cyclists have stated improved cycle routes and provision of lockers and changing facilities would improve their commute.

8.265 When considering other transport modes used when travelling between buildings, walking has remained the main transport mode. There is a trend that more staff than students choose to cycle between buildings however the proportion doing so is small, below 10%.

Objectives

9.14 Setting clear objectives is considered to be essential to ensuring a successful TP. The DfT Good Practice Guidelines state that:

“It is important that all parties are clear from the outset as to the objectives being sought through the Travel Plan and the outcomes related to them.”

9.15 Objectives provide a clear context for the measures proposed within the TP and allow an opportunity for measurable target-setting.

9.16 A review of the 2017/2018 TP survey results and Government policy and guidance has also been used to inform broader objectives for the TP. The new TP objectives are set out in Table 9.1 below.

Table 9.1: TP Objectives

| | |
|--------------------|--|
| Objective A | Increase the proportion of trips to and within the University on foot. |
| Objective B | Increase the proportion of trips to and within the University by cycle. |
| Objective C | Maintain the proportion of trips to and within the University by public transport. |
| Objective D | Build on the successes of the initiatives since and adoption of the 2010 TP. |
| Objective E | Reduce unnecessary travel. |
| Objective F | Reduce the University’s impact on climate change, per HEFCE Scope 3 guidance. |
| Objective G | Encourage staff and students to live a healthier and more active lifestyle. |

9.17 The measures contained in this TP are designed to achieve the above objectives.

9.18 Section 14 compares these objectives to the latest survey data for staff and students.

9.19 While for students, the majority of objectives have been met, namely the number of people driving to the University, and an increase in the number of people walking to work, cycling uptake has not increased.

10.0 Measures to Encourage Sustainable Travel

Introduction

10.1 This section is intended to draw together the potential measures identified as a result of the individual site audits and City staff and student surveys.

10.2 DfT Good Practice Guidelines suggest that TPs should:

“...consider both ‘stick and carrot’ measures” and “...ensure that the outcomes are stretching but realistic and the measures are deliverable.”

10.3 Therefore, a series of measures have been devised which encourage travel behaviours away from public transport (“stick” measures) and towards more active and sustainable modes (“carrot” measures). These measures are based upon those measures proposed for the 2017/2018 TP and a review of the site audits.

10.4 The measures proposed have been considered separately by mode, and are aimed at:

- Encouraging Walking;
- Encouraging Cycling;
- Maintaining Public Transport Use, and
- Other Measures.

10.5 Each measure has also been considered in relation to which of the TP objectives in Section 2 the measure is intended to satisfy.

Encouraging Walking

10.6 The 2016/17 travel survey indicated that, across all City sites, 9% staff and 20% students travelled to the sites by foot.

10.7 Table 10.1 below summarises the proposed measures designed to encourage walking across the City sites and which of the objectives outlined in the previous section would be satisfied:

10.0 Measures to Encourage Sustainable Travel

Table 10.1: Proposed Measures to Encourage Walking

| Measure | Description | Objectives Satisfied |
|---|--|----------------------|
| Review of Pedestrian Facilities | Review of the existing pedestrian infrastructure across City campuses and publish suitable routes to the University sites. | A ,C, D, F, G |
| Promotion of Showers and Locker Facilities | Promote cycle showers for use by those travelling on foot | A, C, D, F, G |
| Promoting Benefits of Walking | Marketing the benefits of walking, focussing on most popular reasons in Travel Surveys | A ,C, D, F, G |
| Personal Security Measures | Provision of personal security alarms and offering self-defence training to staff | A ,C, D, F, G |
| Walking Buddy Scheme | Buddy scheme where walkers can meet up and arrange to walk to and from work together | A ,C, D, F, G |

Review of Pedestrian Facilities

10.8 In the 2016/2017 Travel Surveys, 39% of student respondents who currently walk indicated that better pedestrian facilities would improve their commute to the University.

Promotion of Showers and Locker Facilities

10.9 In the 2016/2017 Travel Survey, 34% of student respondents indicated that the provision of additional lockers and changing facilities would improve their commute to the University. In the staff survey 34% of respondents stated provision of showers (14%) would improve their commute to the University. While lockers are currently available, these are located at cycle storage areas and are therefore primarily promoted for use by cyclists. It is considered that, in tandem with potentially providing additional facilities to satisfy cyclists as discussed below, all changing and locker facilities should be marketed for the use of pedestrians given the proportion of current pedestrian commuters who would prefer more facilities.

10.10 As with changing and locker facilities, these are currently provided, but are predominantly for the benefit of cyclists. Therefore, it is considered that additional showers should be provided, which should be promoted for the benefit of both users, for example on walking maps or walking pages of the City website.

Promotion of Benefits of Walking

10.11 It has been noted that, since the 2010 TP, communications have taken place with staff regarding the benefits of walking, through Staff Wellbeing Day, and emails. It is considered that this measure could be built upon, to

10.0 Measures to Encourage Sustainable Travel

include students as well as staff, based upon the findings of the 2016/2017 Travel Survey.

10.12 The 2016/2017 student survey indicated that 34% of those who currently walk to University do so due to convenience, with cost (24%) being the next most popular reason. The 2016/2017 staff survey indicated that 29% of those who currently walk to University do so due to convenience, with health (23%) being the next most popular reason, followed by cost (17%). It is considered that these benefits could be made the focus of an advertising campaign to promote walking, which could potentially cite the results of the survey as evidence.

10.13 The health benefits of walking can be capitalised upon by supplementary measures such as the free provision or subsidised sale of pedometers. The “walking links” which are currently provided on the City website connecting to TfL’s walking pages and Islington LBC’s walking map could be supplemented by more health-focussed links, such as Walk4Life (www.walk4life.info). This is a UK government-funded website, which provides free progress and fitness trackers for everyday walking journeys, as well as information on walking events and a free walking smartphone application.

Personal Security Measures

10.14 In previous survey years it was highlighted that improved lighting and security would encourage them to walk to the University. Potential measures to directly address personal security concerns could include the free provision of personal alarms, which can be purchased in bulk at a discount, to staff and/or students; and the promotion of self-defence classes. In addition, posters providing information about security will also be put up around the campus.

10.0 Measures to Encourage Sustainable Travel

Walking Buddy Scheme

10.15 To supplement improved lighting and personal security measures, it is considered that a Walking Buddies Group can go some way to alleviating the security concerns demonstrated in previous years of the travel survey. A Walking Buddies Group should be open to all staff across the University, which would be a benefit for staff who may currently either be unsure of the best routes or may not feel safe walking alone (particularly in winter when it is dark on the way to and from work). Under the scheme, staff could put their names forward for the scheme, and they would be matched against others with a similar journey.

10.16 A free coffee or lunch could be organised on a quarterly basis so that walkers can meet, and form new buddy partnerships, and could be tied into a “Walk to Work Week” scheme.

Encouraging Cycling

10.17 The 2016/2017 student Travel Survey indicated that, across the University, 3% of staff travelled to the sites by cycle, and 8% of students.

10.18 Table 10.2 below summarises the proposed initiatives designed to encourage cycling across the City sites and which of the objectives outlined in the previous section would be satisfied:

Table 10.2: Proposed Measures to Encourage Cycling

| Measure | Description | Objectives Satisfied |
|--|--|----------------------|
| Financial Incentives | Cycle discounts: negotiate discounts with local cycle retailers so that staff can easily access cycle accessories | B, C, D, F, G |
| | Business mileage: encourage cycling for business trips getting agreement to cycle mileage payment, and publicising this to staff | |
| Cycle Buddy Scheme | Buddy scheme where cyclists can meet up and arrange to cycle to and from work together. | B, C, D, F, G |
| Additional Cycle Storage | Improvements to current cycle parking where shelters can be erected and additional parking provided | B, C, D, F, G |
| Promotion of Changing and Locker Facilities | Maximise usage of existing facilities by promoting awareness of their locations | B, C, D, F, G |
| Additional Showers | Identify areas where new showers can be provided | B, C, D, F, G |

10.0 Measures to Encourage Sustainable Travel

Financial Incentives

10.19 In the 2016/2017 student Travel Survey, respondents indicated that “cost” and “convenience” were the primary motives for choosing to cycle, with 21% of respondents indicating these reasons. In the staff Travel Survey, respondents indicated that “cost” was the primary motive for choosing to cycle, with 20% of respondents indicating this reason. Therefore, it is considered that measures which focus on the financial benefits of cycling versus car, motorcycle, or public transport use, can provide a strong motivation for non-cyclists to change their travel habits. While these measures offer a saving to individuals, they do not necessarily incur a significant cost to the University.

10.20 Some potential financial incentives are as follows:

- Negotiate Cycle Discounts: experience with other TPs suggests that cycle retailers, particularly independent stores, are often able to provide a discount to large organisations where a significant number of individuals are referred regularly. Clearly the high student roll number at the University would provide significant negotiating opportunity.

Cycle Buddy Scheme

10.21 While a Bicycle User Group (BUG) already exists at City, it is considered that this could be supplemented by an organised Cycle Buddy Scheme. Individuals would put their names forward for the scheme and matched against others with a similar journey.

10.22 A free coffee or lunch could then be organised on a quarterly basis so that cyclists can meet and form new buddy partnerships. This can be timed to coincide with BUG meetings, ensuring more involvement. This will create a support group of cyclists.

10.23

Currently only one department has a cycling buddy system set up, however it is planned that this will be expanded to other departments, hopefully until the group gathers university-wide coverage.

Additional On-Site Cycle Storage

10.24 In the 2016/2017 Travel Survey, 5% of student respondents who cycle to the University use cycle hire bicycles. No respondents parked off site, other than at cycle hire docking stations. The majority of cyclists use on-site cycle parking facilities (95%), 79% park in the designated cycle parking facilities.

10.0 Measures to Encourage Sustainable Travel

10.25 Over 50% of student respondents who cycle would like to see improved cycle routes and provision of lockers and changing facilities. Comments showed some confusion over availability of lockers and showers, and although 32% would also like to see provision of showers, only 16% of cyclists currently use the on-site showers available at the University.

10.26 Of the staff respondents only 2% cycle to the University use cycle hire bicycles. Respondents parked in a variety of on-site and off-site areas, although the majority of cyclists use on-site cycle parking facilities (74%), 67% park in the designated cycle parking facilities.

10.27 Popular amongst staff cyclists would be provision of showers (42%), improved local cycle routes (40%), provision of lockers and changing facilities (36%) and additional cycle parking (33%). Currently only 24% of cyclists used the onsite shower facilities, however there were comments stating the cleanliness of the showers was below standard.

10.28 Since the 2010 TP, a new covered shelter was installed at Northampton Square Campus; however, other existing facilities have not been expanded upon.

- Double-stacking existing provision at all existing locations at Northampton Square
- Provision of new cycle parking outside CitySport on Goswell Road.

Promotion of Changing and Locker Facilities

10.29 It is recommended that existing facilities should be promoted to all current cyclists, which can be done through the BUG, and via signage at cycle storage facilities. The BUG should also be consulted as to whether there are any aspects of existing facilities which currently discourage their use, and follow-up measures such as the siting of new lockers/changing rooms or the upgrading of existing ones could then be considered.

Promotion of Shower Facilities

10.30 The TPC should liaise with the University's facilities team to identify additional locations where showers can be provided, which should ideally be within proximity of existing and new cycle storage.

10.0 Measures to Encourage Sustainable Travel

Additional Comments

10.31 In the 2016/2017 Travel Survey, staff indicated that the most prominent opinions on how to improve cycling include:

- Showers being cleaned more regularly;
- Clothing washing and/or drying areas;
- Provide more cycle parking and showers at Bunhill Road and the Rhind building;
- Improve the junction of St John St and Theobalds Road as it is very dangerous for cyclists because of left turn filter;
- Continued provision of the bike doctor all year round, and
- Resurfacing surrounding roads to reduce pot holes

10.32 In the 2016/2017 Travel Survey, there were no additional comments from students.

Improving Public Transport Use

10.33 The 2016/2017 Travel Survey indicated that, across the University, 76% of students travelled to the sites by bus, tube, or train; and 82% of staff.

10.34 Of the public transport modes, the tube was the most popular mode for students (44% students) train was the most popular for staff (47% staff).

10.35 Walking and cycling should be considered the “preferred” modes of travel due to their minimal environmental impact and the health benefits associated with these modes, and therefore it is recommended that the measures which are intended to encourage the use of these modes should be prioritised in this TP.

10.36 Notwithstanding the above, public transport is preferred over single or multiple occupancy car use, taxis or powered two wheelers, and therefore public transport is recognised as an important mode of travel particularly for longer journeys and journeys outside of peak times, when other vehicle-based modes may be attractive. Therefore, a number of measures have been proposed which will encourage public transport use, for appropriate journeys.

Signage

10.37 Signage between the University sites and local underground and train stations was proposed as a measure in to 2010 TP but has not subsequently been attempted.

10.0 Measures to Encourage Sustainable Travel

10.38 The 2013 Travel Survey indicates that 50% of underground users currently use Angel Station, with the remaining usage spread across a number of stations. Similarly, 61% of respondents who travel by tube stated that they use the Northern Line. Therefore, signage directing staff and students to Angel station alone could capture a significant proportion of potential London Underground users.

10.39 Implementation of signage directing to and from the stations may be considered.

Eurostar Travel

10.40 In view of the proximity of St Pancras International railway station, and in line with the University's desire to reduce carbon emissions under HEFCE Scope 3 guidance, it is proposed that Eurostar services should be promoted for all national and continental travel where possible.

10.41 Similarly, in light of the significant differences in CO₂ emissions, staff could be encouraged to choose rail services over domestic air services, where possible. These measures could be reinforced by calculating an internal "carbon tax", to represent the environmental cost of choosing to travel by air.

Sustainable Business Travel

10.42 In order to encourage business travel, staff should be encouraged to communicate business trips to relevant colleagues, with an incentive provided for staff sharing. This could include, for example, allowing both staff to claim business mileage, despite only one staff member driving.

10.43 Additionally, the use of skype and conference calling should be encouraged, as well as train travel over flying.

Other Measures

10.44 Table 10.5 below identifies any other generic initiatives which do not specifically fit into any previous category, or apply to multiple modes of transport:

10.0 Measures to Encourage Sustainable Travel

Table 10.5: Other Proposed Measures

| Measure | Description | Objectives Satisfied |
|--|---|----------------------|
| Transport Awareness Week | A week aimed at promoting cycling, walking, and public transport across the University. | A, B, C, D, F, G, H |
| Green Taxis | Make the selection of “green taxi” providers mandatory | A, B, C, D, F, G, H |
| Personalised Journey Planning (PJP) | Adjustments to existing PJP services available through the City website | A, B, C, D, F, G, H |

Transport Awareness Week

10.45 In order to raise awareness of sustainable modes of travel, it is suggested that the University organises a ‘Transport Awareness Week’ aimed at promoting cycling, walking, and public transport. This could contain the following initiatives for each transport mode:

Walking

- Posters advertising the week
- Posters detailing the health and economic benefits associated with walking in comparison to private car use
- Posters detailing the threats of climate change, and transports contribution towards climate change.

Cycling

- Posters advertising the week
- Maps showing cycle routes
- Posters detailing the health and economic benefits associated with cycling in comparison to private car use
- Posters detailing the threats of climate change, and transports contribution towards climate change.

Public Transport

- Posters detailing the health and economic benefits associated with public transport in comparison to private car use; and
- Posters detailing the threats of climate change, and transports contribution towards climate change.

10.0 Measures to Encourage Sustainable Travel

10.46 It is beneficial for the TP to encourage more cyclists and pedestrians to travel to and from the sites, but not at the cost of increased accidents. As part of Transport Awareness Week, staff and students could be encouraged to attend a cycle/pedestrian safety training session. This should be open to all employees.

10.47 In order to obtain maximum participants, the Transport Awareness Week should be held in the late spring/early summer time, when the weather is preferable and before the examination period.

Providing updates on Transport on the University Twitter feed and website

10.48 One person within the Sustainability team will be responsible for providing transport information to the University Twitter feed and website to inform staff and students of delays and advice on how to travel more sustainably.

Green Taxis

10.49 It is acknowledged that “green taxis” are currently available at City, University of London sites, but their use is only optional. While taxi travel in general should be discouraged in favour of walking, cycling and public transport, it is proposed that the use of green taxi providers should be made mandatory, so as to minimise the CO2 impact of any residual taxi travel.

Personalised Journey Planning

10.50 Personalised Journey Planning is a service which provides information directly to those travelling on the options available for their individual journey. In general terms, this can include providing information on local bus routes, directions to railway stations, and information on local walking and cycling routes, many of which are covered in the measures discussed above.

10.51 A further aspect of Personalised Journey Planning involves the use of IT systems to generate highly specific route maps and travel options for any given journey. It is noted that the existing City “Campus Map”/“Visit” webpage has tabs beneath the campus maps, with links to journey planning resources for different modes, including an integrated TfL tube journey planner. The full version of this tool is available at:

<http://journeyplanner.tfl.gov.uk>

10.52 The above tool is currently only shown under the “Tube” tab of the Campus Map web page; however, the full version of the tool allows users to select walking and cycling options, if short routes are available. This is a useful way of encouraging users to consider walking and cycling as options for a journey they might otherwise

10.0 Measures to Encourage Sustainable Travel

have only considered by public transport. To this end, it is proposed that the TfL tool should be supplemented with text encouraging users to select the “walking” and “cycling” options, to show routes by these modes.

10.53 Similarly, the “Plane” tab of the Campus Map page could be reworded to “international travel” and could include links to Eurostar information in addition to air travel information. This change of emphasis would be intended promote this mode as the preferred option, due to the environmental benefits over air travel, in line with HEFCE Scope 3 CO2 monitoring objectives.

Introduction

11.1 DfT Good Practice Guidelines (“Delivering TPs through the Planning Process, 2009), outlines six key messages regarding implementation and management, as follows:

- *“TPs are living documents that need to be updated in the light of experience and sustained throughout the life of a development.*
- *At all times a named individual needs to be responsible for leading the delivery of the TP.*
- *The developer/occupier should take the lead in respect of delivering the site-specific elements of the TP.*
- *Local authorities need to establish robust databases of all TPs in their areas.*
- *Post-implementation management arrangements must be identified and included in the TP.*
- *Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of TPs within a wider area.”*

11.2 It is clear from the above that a TP document should be considered as merely the starting point of the TP process. The implementation of a TP is an on-going requirement and will require support and leadership in achieving its objectives.

TP Coordinator

11.3 The primary support and leadership for implanting a TP should come from an individual with a specific remit for delivering the measures proposed within the TP: the TP Coordinator (TPC).

11.4 Duties of the TPC include:

- Looking after the day to day operation of the plan
- Keeping all relevant databases, information, and administration up to date
- Liaising with appropriate partners
- Leading on the delivery of the TP
- Representing the human face of the TP
- Promoting the TP by explaining its purpose and opportunities
- Promoting individual measures in the TP
- Monitoring the TP
- Reviewing the TP using regular surveys.

11.0 TP Management Strategy

11.5 Since 2004, City has had a TPC in place whose contact details are as follows:

Sustainability team
Property and Facilities
City, University of London
Northampton Square
London EC1V 0HB
sustainable_city@city.ac.uk
020 7040 8053

11.6 The current TPC has been responsible for implementing the previous measures described in Section 3, and it is considered that the TPC should continue to be responsible for implementing the additional measures proposed in this TP.

Steering Groups

11.7 The DfT Good Practice Guidelines also note the utility of “steering groups” which can be comprised of a range of stakeholders to input into either the TP as a whole, or specific areas. A Steering Group can, for example, include representatives from human resources, facilities, staffing committees, operations teams, communications teams, the Students’ Union, as well as the TPC. The advantage of a Steering Group is that opinions from a range of stakeholders can be obtained, and “buy in” across the organisation can be improved, particularly in contentious areas.

11.8 It is considered that there may be benefit in establishing Steering Groups to assist implementation in specific areas, such as cycling and public transport. This would potentially allow the inclusion of external stakeholders, such as service operators, into the process and would offer the potential for joint delivery where appropriate.

12.0 Delivery Management Plan

12.1 While the focus of a TP is on influencing the travel habits of individuals, it is recognised that there is scope to deliver benefits to a site through the effective management of delivery movements.

12.2 The benefits of effective delivery and servicing management include:

- Minimised impact on the local highway network at peak times
- Minimised delivery costs
- Minimised vehicle emissions
- Minimised conflict between road users within the site.

12.3 Generic measures which can achieve the above benefits include:

- Scheduling deliveries outside of peak hours
- Rationalising suppliers so that orders may be delivered together
- Promoting defined delivery routes and loading areas within the site.

12.4 In order to gain an understanding of current delivery operations, discussions were undertaken with the site managers at the individual University campuses. The following points were noted in relation to existing delivery management:

- The main Northampton Square Campus operates approximately 70 deliveries per week to the post room, plus seven refuse collections per week
- The Business School and The City Law School operate ten refuse collections and three refuse collections each respectively, in addition to numerous individual deliveries
- Orders from suppliers are dealt with individually by different schools, who have a range of needs
- Deliveries generally occur between 7am and 5pm, and deliveries outside of these times are discouraged
- Access to the servicing/delivery ramp/bay at Northampton Square can cause delay to other deliveries during busy times
- There is no formal pre-booking system in place for the Northampton Square loading bay
- Access to the loading bay road at the The Business School is constrained, and large vehicles occasionally block access to adjacent buildings, resulting in a need to ask neighbours to move vehicles where there are multiple deliveries or contractors on site
- There are no services provided at present to direct deliveries to the correct City campus locations

12.0 Delivery Management Plan

- Most deliveries are delivered centrally to the post room (Northampton Square) or reception (The Business School; The City Law School) at each main site and redistributed, minimising the number of total deliveries to individual buildings
- There is no formal monitoring system in place to indicate whether couriers used are registered under FORS (the Freight Operator Recognition Scheme).

12.5 Deliveries should continue to be managed sensitively in respect of the surrounding area and pedestrian movements on site, particularly where changes to access arrangements may be proposed in future. In light of the above, the following specific measures should be considered:

- A booking system for deliveries to the Northampton Square loading area should be investigated
- A “one-stop” ordering system, such as supply chain could be used for all consumables throughout the University, minimising delivery numbers, and therefore vehicle movements, CO2 emissions and network impacts
- Deliveries should be scheduled to occur outside of peak network times (07:00 – 10:00 and 16:00 – 1900) wherever possible
- An “information for couriers” page should be provided within the University website travel pages, with locations of loading bays and recommended delivery times;
- FORS (the Freight Operator Recognition Scheme) is a benchmarking scheme aimed at ensuring that fleet operators work lawfully and to best practice, including environmental practice. In line with TfL TP guidance, a target should be set for the percentage of delivery companies used which are members of FORS.

Introduction

- 13.1 The measures proposed in Section 10 of this TP consist of a mix of “stick” measures, where use of the private car is made less attractive, and “carrot” measures, where alternatives to the private car are made more attractive.
- 13.2 A clear and effective communication strategy can encourage the acceptance any “stick” measures, and can also promote awareness of “carrot” measures, and is therefore considered to be a vital step in ensuring the success of any TP.

Promotion of the TP

- 13.3 Promotion of the TP around the University should take the following forms:
- Produce TP information leaflet to promote the new TP
 - Publicise the TP with posters in canteens and common areas
 - Provide information on the TP to new staff and students
 - Promote the TP in student/visitor “Getting Here” leaflets and/or starter packs
 - Produce a TP summary/information page on the University website.
- 13.4 It is noted that the University already provides links to a range of useful online travel tools located at the bottom of the “Campus Map” page of the City website. It is considered that these tools could be made more prominent as part of a broader “Travel” page on the website. This would provide a logical location for a hyperlink to the TP document.

Document Distribution

- 13.5 A version of this TP document and any subsequent TP review documents should be made readily accessible to staff, patients and visitors of the sites. In order to ensure this, the following strategy will be undertaken:
- Online publication of the document on City’s website
 - Directions on how to access an online version of the TP sent as part of the staff induction/student welcoming process
 - An email sent to staff with a link to the TP on the staff intranet.

Introduction

14.1 Monitoring and review is of central importance to the progression of the TP. Good Practice Guidelines from the DfT state that:

“Monitoring and review are essential to ensure TP objectives are being achieved.”

14.2 However, too much monitoring and review of TPs is thought to be damaging to the overall effectiveness and impact of the document.

Targets

14.3 After reviewing the data from the travel survey results in Section 8, a series of targets can be established in order to encourage the overall modal shift to more sustainable forms of travel. These should consist of short, medium and long term modal shift goals. Table 14.1 below details the City TP staff travel targets:

Table 14.1: City, University of London Staff Modal Shift Targets

| Travel Mode | Existing Modal Split Percentage | Medium Term Target Modal Shift Change | Long Term Target Modal Shift Change | Total Target Modal Shift Change |
|-------------------------------|---------------------------------|---------------------------------------|-------------------------------------|---------------------------------|
| Single-Occupancy Car | 1% | 1% | 1% | 0% |
| Taxi | 0% | 0% | 0% | 0% |
| Car Share | 0% | 0% | 0% | 0% |
| Motorcycle | 0% | 0% | 0% | 0% |
| Private Vehicle Total | 1% | 1% | 1% | 0% |
| Bus | 7% | 6% | 5% | -2% |
| Underground | 28% | 25% | 20% | -5% |
| Train | 47% | 45% | 42% | -5% |
| Other (Boat) | 0% | 0% | 0% | 0% |
| Public Transport Total | 82% | 76% | 67% | -12% |
| Walk | 9% | 12% | 14% | +5% |
| Bicycle | 8% | 11% | 15% | +7% |
| Active Modes Total | 17% | 23% | 29% | +12% |

14.4 Table 14.2 below details the City TP student travel targets:

Table 14.2: City, University of London Student Modal Shift Targets

| Travel Mode | Existing Modal Split Percentage | Medium Term Target Modal Shift Change | Long Term Target Modal Shift Change | End Modal Shift Change |
|------------------------|---------------------------------|---------------------------------------|-------------------------------------|------------------------|
| Single-Occupancy Car | 1% | 1% | 1% | 0% |
| Taxi | 0% | 0% | 0% | 0% |
| Car Share | 0% | 0% | 0% | 0% |
| Motorcycle | 0% | 0% | 0% | 0% |
| Private Vehicle Total | 1% | 1% | 1% | 0% |
| Bus | 11% | 10% | 8% | -3% |
| Underground | 44% | 42% | 38% | -6% |
| Train | 21% | 20% | 18% | -3% |
| Public Transport Total | 76% | 72% | 64% | -12% |
| Walk | 20% | 22% | 26% | +6% |
| Bicycle | 3% | 5% | 9% | +6% |
| Active Modes Total | 23% | 27% | 35% | +12% |
| Other | 0% | 0% | 0% | 0% |

14.5 The travel surveys indicated that car use for both staff and students can be considered to be low, with a high proportion of public transport use demonstrated for both categories of respondent. While public transport provides a more sustainable alternative to private car use, within Central London there are capacity restraints on public transport provision, particularly London Underground services. To this end, the focus of the above targets is to increase the proportion of the most sustainable modes: walking and cycling, while reducing public transport usage correspondingly.

14.6 The targets for each public transport mode have been weighted according to the capacity constraints on each mode. In addition, it is recognised that there will remain a demand for public transport usage, particularly for staff, who travel to the area from a wide catchment. To this end, the targets for reducing travel by Underground are greatest, while the targets for reducing travel by bus are more modest.

Monitoring

14.7 The monitoring of travel behaviour is essential to measure progress towards the objectives outlined in the Introduction. Therefore, a biennial travel survey should be scheduled in order to effectively monitor the traffic

impact of the developments. The TPC would arrange for travel surveys at each site commencing one year after the initial surveys and at 24 month intervals thereafter.

- 14.8 On-going travel surveys can be based upon the surveys designed for inclusion within this TP. However, it may be appropriate to tailor surveys to ascertain views on specific proposed policies or the use of specific new measures. As a minimum, surveys should include a question concerning mode of travel, to allow progress against mode share targets in the following Section to be measured.

Annual Review

- 14.9 In order to record and communicate the progression of the TP, the TPC should produce an annual review report, which should, as a minimum, include the following:
- Reporting of progress against the targets set out Table 14.1 and Table 14.2
 - Provision of information relating to new initiatives introduced
 - Provision of information on proposed initiatives due for implementation
 - Details of relevant external transport-related news (e.g. new local bus services, new local cycle infrastructure).

Introduction

- 15.1 In order to maximise the value of the TP measures and to achieve the targets set out in the previous section, it is important to establish a clear timetabled Action Plan. This is intended to ensure that the steps to implementing each measure are thought through in detail.
- 15.2 It is also important to ensure that appropriate funding is made available to ensure that the TP can continue to be implemented on the same basis in future, particularly as there may be a capital cost associated with some measures.
- 15.3 The proposed Action Plan is set out in Table 15.1 on the following page and details suggested actions to achieve the stated objectives (section 9.0) and modal shift targets (section 14.0).

Timescales

- 15.4 In respect of timescales “short-term” has been used to refer to measures to be implemented within 12 months of the TP being adopted; “medium-term” refers to the next two to five years; and “long term” refers to the period beyond the next five years. “On-going” measures are expected to need constant support and input from the TPC during the course of their implementation

Budget

- 15.5 The anticipated relative cost of each TP measure has been set out in Table 15.1. Those categorised as “low” primarily involve only stationary costs and the cost of staff time. Those categorised as “medium” would be expected to cost under approximately £10,000. Costs categorised as “high” would be expected to cost £10,000 or more to implement.
- 15.6 Funding should continue to be made available not only for the implementation of the measures proposed in this TP, but also for their management and communication. As identified in Sections 13 and 14, the communication and management of a TP is best undertaken by a TPC, and funding should continue to be made available for the provision of this role.

Table 15.1: Action Plan

| Measure | Reference Number | Actions | Benefit | Timescale | Cost |
|---|------------------|--|--|-------------|--|
| Public Realm Audit | A1 | 1 Review existing audit of the public realm in the surrounding area, focusing on safe walking, cycling and public transport links. Findings can then be formalised in a report and if necessary relayed to the council | Improve attractiveness of walking, cycling and generally travelling to University, and between sites that make up the wider canvas | Medium term | Dependent on whether undertaken internally or externally |
| Promotion of Showers and Locker Facilities to Walkers | A2 | 1 Give locations of existing showers and lockers on the walking pages of City website and intranet | Improve attractiveness of walking to University, especially over long distances | Short-Term | Low |
| | A3 | 2 Include lockers locations on City's internal map mobile app (CityNav) | | | |
| | A4 | 3 Review benefit of the improvements through a targeted question in future annual travel surveys | | | |
| | A5 | 4 Respond to demand through subsequent measures such as providing further showers and lockers; restricting usage to registered long-distance walkers; or restricting usage to cyclists | | | |
| Improved Pedestrian Lighting | A6 | 1 Identify locations for new lighting on main pedestrian routes, based on an after-dusk site survey | Improve feeling of security across University. Reduced risk of accidents caused by slipping on ice or snow | On-going | Medium |
| | A7 | 2 Ensure pedestrian safety and adequate lighting is considered within the design process for any new buildings or refurbishments | | | |
| | A8 | 3 Highlight these improvements on website, citing the TP survey results suggesting that 19% of car users said this would encourage them to walk | | | |
| | A9 | 4 Review benefit of the improvements through a targeted question in future annual travel surveys | | | |
| | A10 | 5 If necessary, respond to survey results by discussing potential additional locations with Property and Facilities Department | | | |
| Personal Security Measures | A11 | 1 Display relevant personal security communications at exits, e.g. moped thefts | Improve feeling of security across University. | On-going | Low |
| | A12 | 2 Research cost of bulk purchase of personal security alarms; should be below £3 per unit | | | |
| | A13 | 3 Promote availability of alarms on website, in Welcome Packs, and during Transport Awareness Week. Other measures such as improved lighting can be mentioned alongside | | | |
| | A14 | 4 Make personal alarms available in communal areas, e.g. reception desks, during Freshers' Week | | | |
| | A15 | 5 Review awareness and success of the alarms and classes through a targeted question in future annual travel surveys | | | |

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|--|------------|----------|--|---|------------|--|
| Establish a Walking Buddy Scheme and Cycle Buddy Scheme | A16 | 1 | Establish and advertise "Walking Buddy Scheme" and "Cycle Buddy Scheme" throughout University (on posters, emails, and walking pages of website) | Improve feeling of safety to those who walk; provide social opportunities to staff and students; improve integration between groups who would otherwise not mix | On-going | Low |
| | A17 | 2 | Establish free coffee mornings during first week of scheme launch, book appropriate rooms in main campuses (i.e. Northampton Square, The Business School). | | | |
| | A18 | 3 | Maintain database of registered walking and cycling buddies | | | |
| | A19 | 4 | Provide on-going support for schemes, with mini "relaunch" every semester, including free coffee morning | | | |
| | A20 | 5 | Establish opinions and awareness of the schemes in on-going annual travel surveys | | | |
| | A21 | 6 | Amend promotion of the schemes as identified in the surveys | | | |
| Financial Incentives to Cycle | A22 | 1 | Contact a number of retailers, quoting the number of total students and staff at the University, and establish scope for discount on cycle sales | Reduce demand for parking, improve health and fitness of staff and students, potential cost savings of cycle mileage vs business mileage | On-going | Low* (*if cost of existing car mileage use is deducted) |
| | A23 | 2 | Agree full terms of any discounts available from retailers; publish summary list of discounts on City website travel pages and on flyers around University. Make full terms of any discounts available if requested | | | |
| | A24 | 3 | Investigate Cycle Business Mileage Scheme by investigating examples of "good practice", e.g. Lancaster University; and using free resources, e.g. chestercyclecity.org has cost calculators available which can be applied across the UK | | | |
| | A25 | 4 | Draft Cycle Business Mileage Use policy and agree internally | | | |
| | A26 | 5 | Promote Cycle Business Mileage scheme to all staff via flyers, welcome packs and on website. Include information on cycle scheme alongside any information given on car mileage policy, to encourage existing drivers to switch modes | | | |
| | A27 | 6 | Monitor usage of the schemes and views in annual travel survey | | | |
| | A28 | 7 | Amend payment levels, policy and promotion of Cycle Discounts and Cycle Business Mileage Scheme as necessary. | | | |
| Promote National Rail and Eurostar Travel | A29 | 1 | Advertise the proximity of London St Pancras station to the University, outlining the convenience and benefits of rail travel from major UK cities such as Glasgow and Manchester, and from Major European cities such as Brussels and Paris | Improve attractiveness of public transport usage to University, help reduce carbon emissions under the HEFCE Scope 3 guidance | Short-Term | Low |
| | A30 | 2 | In future monitoring reports, investigate the viability of providing Visitor Oyster Cards to overseas visitors arriving into London via the Eurostar for free as an incentive | | | |
| Sustainable Business Travel and reducing the need to travel | A31 | 1 | Advertise the importance of communication between staff in order to encourage car share, Zip car, and lift shares when appropriate | Reduce the demand for car parking spaces across the university, improve integration between groups who | On-going | Low |
| | A32 | 2 | Encourage the use of the car sharing database for business travel | | | |

| | | | | | | |
|--|-----|---|---|--|------------|------|
| | A33 | 3 | Review usage through a targeted question in future annual travel surveys | would otherwise not mix, reduce City's environmental impact | | |
| | A34 | 4 | Increased encouragement of Skype meetings and conference calls – the provision of guides and information on how to use the software where necessary | | | |
| Transport Awareness Week | A35 | 1 | Identify an appropriate date during spring/summer (before the examination period) for Transport Awareness Week | Reduce demand for parking, improve health and fitness of staff and students, increase levels of safety, and increase the attractiveness of sustainable transport modes | Short-Term | Low |
| | A36 | 2 | Produce promotional posters and maps | | | |
| | A37 | 3 | Hold cycle/pedestrian awareness courses during the week | | | |
| | A38 | 4 | Review the effectiveness of the week home in encouraging pedestrian and cyclist trips through questions in future travel questionnaires | | | |
| Transport Updates on social media and on the website | A39 | 1 | Appoint a person to take ownership of a providing the social media outlets and website with daily transport updates | Increase the awareness of sustainable transport modes | On-going | Low |
| | A40 | 2 | Provide the social media outlets (through the University Twitter feed) and website with daily transport updates | | | |
| | A41 | 3 | Detail past and future events such as Transport Awareness Week, update travel surveys and provide real life inspirational stories | | | |
| Green Taxis | A42 | 1 | Investigate the usage of green taxis across the University | Reduce the impact on the local environment and reduce carbon emissions, in line with HEFCE Scope 3 guidance | Short-Term | Low |
| | A43 | 2 | If deemed appropriate, implement a green taxi scheme which encourages staff, visitors and students to travel via a green taxi instead of a regular one | | | |
| Review of University Website | A44 | 1 | Methodically review of City's website regarding journey advice. Currently, if you select a particular school/faculty you are taken to a page with the school's address i.e. Dept of journalism, Northampton Square. There are no links to 'how to get here, If you go to 'maps' in the top right hand corner you are given a 'plan your journey to City' option. The 'for Walking' option leads to the same page as the 'for cycling' and only contains cycle related information. Distance between campuses and length of journey should also be included, when direct in the walking or cycling option, to inform user of the proximity between sites. | Increase awareness of sustainable transport modes | Short-Term | High |