

University of Gloucestershire  
**University of Gloucestershire, City  
Campus**  
Travel Plan

GCC-ARUP-ZZ-XX-TR-A-0002

Issue | 8 December 2021

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# 1 Introduction

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Ove Arup and Partners Ltd (Arup) has been appointed by the University of Gloucestershire (UoG) to prepare a Travel Plan in support of an educational development in the heart of Gloucester City Centre. The Site is based at the former Debenhams store which UoG propose to fully refurbish to create a new teaching and learning campus, hereafter called “City Campus”.

This document has been produced as the Travel Plan to accompany the planning application for the proposed City Campus. The University of Gloucestershire already has excellent sustainability credentials, including the following examples:

- Awarded “Highly Commended” in the Green Gown Awards 2021 for the ‘Tomorrow’s Employees’ category, and Highly Commended in the ‘Reporting with Influence’ category for its Annual Sustainability Report 2019-20.
- Awarded “Highly Commended” in the Green Gown Awards 2013 both in the Learning and Skills category for the Learning for Sustainable Futures scheme, and also in the Carbon Reduction category.
- The Students’ Union has been awarded Gold Green Impact Award in 2011 and 2012, and Silver in 2009 and 2010.
- Over 4 times as many staff members are car sharing to get to work in 2012 when compared to 2003 following implementation of the Sustainable Travel Action Plan (STAP).
- Ranked as 1st Class in the 2013 People and Planet Green League - the only university to have consistently ranked in the top 5 since the league began.

## 1.1 The Site

The City Campus site is located in the heart of Gloucester, 12km southwest of Cheltenham, and has good access to public transport and surrounding amenities. The Site location is presented in Figure 1.



Figure 1: Site Location

Other UoG sites include:

- Oxstalls Campus (Gloucester)
- Oxtalls Arena (Gloucester)
- Francis Close Hall (Cheltenham)
- Park Campus (Cheltenham)
- Pittville Campus (Cheltenham)
- Hardwick Campus (Cheltenham)

In relation to other UoG sites, City Campus is located approximately 1.5km west of Oxstalls Campus and approximately 11-14km west of campuses in Cheltenham. The City Campus site in relation to other campuses is shown in Figure 2.

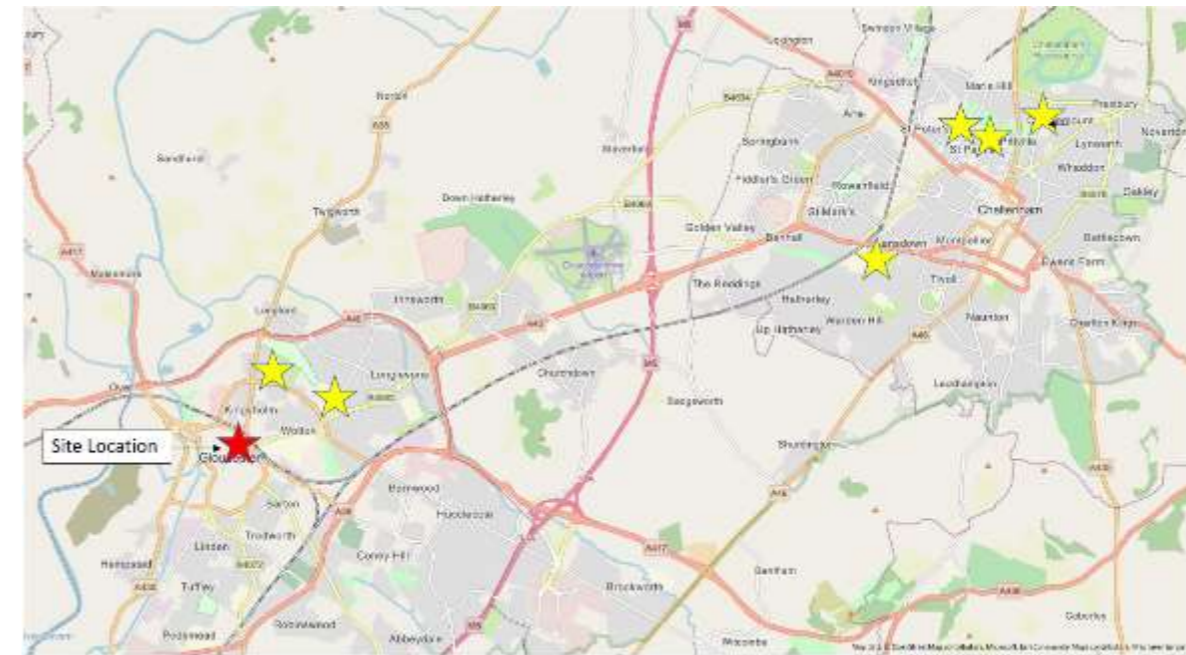


Figure 2: City Campus in Relation to Surrounding UoG Campuses

## 1.2 Travel Plan Overview

Travel Plans must be viewed as an Access Management Tool – they are an active and long-term process. This section provides details on the aims of the Travel Plan and existing policies on sustainable travel. This Travel Plan will have a lifetime of five years, however, will take its objectives and soft measures from the overarching existing Sustainable Travel Action Plan (STAP), and any future iterations of it. This Travel Plan will be periodically reviewed by the Travel Plan Coordinator (TPC) as part of the review and monitoring process.

### Aims and Objectives

The aims and objectives of this Travel Plan are to promote sustainable and healthy travel to both staff and students, with the result being a reduction in the number of people travelling by private vehicle and increased active travel. This will have follow on benefits for reducing congestion, collisions, improving health, saving money, reducing noise and pollution, and reducing carbon dioxide emissions.

### Sustainable Travel Action Plan

The Sustainable Travel Action Plan (STAP) is the UoG's existing strategy which sets out policies towards sustainability and good travel practices that provide improved access and greater flexibility to staff and students. The aims of this document are to develop cost efficient travel practices that contribute to personal sustainability and helping the University achieve its vision to become more sustainable. This is currently being achieved through consultation, information sharing and awareness raising amongst staff and students.

## Green Impact

Green Impact is an environmental accreditation and awards scheme run by the National Union of Students. The UoG Students' Union is involved in the scheme and has been awarded Gold Green Impact Award in 2011 and 2012, and Silver in 2009 and 2010.

This Travel Plan will be delivered in partnership with UoG Students' Union, with the aim being that any of the benefits that Green Impact brings will be felt at the City Campus, alongside the rest of the University.

## 2 Existing Measures

### 2.1 Sustainable Travel Plan 2017 – 2022

The University of Gloucestershire's existing Sustainable Travel Plan (STP) sets out a list of strategic objectives and an associated action plan. There is a commitment by the University to update the STP for this planning application to promote sustainable travel to and from the site, limiting trips made by private vehicle.

#### Existing Objectives

The existing core strategic objectives of the STP are:

- To increase the proportion of trips made by sustainable travel modes (walking and cycling, public transport and car sharing);
- To reduce the absolute number of Single Occupancy Vehicle (SOV) trips undertaken by staff and students, and to reduce the proportion of total journeys undertaken by that mode;
- To improve the awareness of staff and students of the range of travel options available to them;
- To understand, manage and reduce the levels of SOV usage for business travel;
- To manage the demand for parking at University campuses; and
- To reduce transport's contribution to the University's overall carbon emissions.
- The University has the following measures in place to reduce SOV trips:
- The University has signed up to the Gloucestershire Liftshare scheme;
- The Sustainability section of the University website includes links to the Liftshare service, as well as the Co Wheels car club, and information on car parking and parking permits at the University;
- The parking facilities at the University are designed to be limited and aimed at sharing so staff are discouraged from using single-occupancy cars for travelling to and from the university. The UoG's car parks are either permit holder only areas or pay and display; and
- Car sharing parking permits are discounted for staff.

#### Specific Targets

There are currently targets in place for travel to and from the Pittville Student Village. The targets are linked to the planning application (14/01928/FUL) for the village which was approved in 2015 for the erection of 577 new-build student bedrooms, demolition of existing teaching facilities and the retention and refurbishment of 214 existing student rooms. The specific targets for the village are to:

- Reduce the proportion of staff commuting using single occupancy vehicles by at least 6% from 2017/18 to 2022/23.
- Increase the proportion of students travelling by bicycle by 5% each year from 2017/18 to 2022/23.

#### Measures

A range of measures are also set out in the STP to meet objectives, to include:

- An annual travel survey for staff and students;
- An annual review of the parking management policy published in 2017/18 (most recent review undertaken in August 2021);
- Annual reporting on travel contributions to the University's carbon footprint; and
- A sustainable travel engagement and communications plan.

## 3 Site Accessibility

### 3.1 Staff Background

It is envisaged that approximately 112 staff will work at the City Campus on a typical peak day on opening of Phase 1 of development, increasing to 266 when Phase 2 of development is opened (anticipated to be five years after Phase 1).

Trips will be distributed across the day; it is estimated in the Transport Statement that around 30% of staff will arrive and depart during peak hours. The development proposals include provision of secure cycle parking, showers, lockers and changing facilities, as well as very limited parking provision, with five accessible car parking spaces for blue badge holders only. On this basis, staff will be encouraged to walk, cycle, use public transport or car share wherever practicable. If travelling by car, staff will be encouraged to park in public car parks, park on-street or make use of Park and Ride (P&R) sites or parking at the existing Oxstalls campus or Oxstalls Arena enroute, from which the City Campus can be accessed by bus, bike or e-scooter.

Staff will be expected to promote the aims of the Travel Plan and set an example to students to further encourage sustainable travel. Staff will recognise the benefits of sustainable and active travel, and that modal shift away from the private car will in turn reduce congestion and carbon emissions, and help improve road safety.

### 3.2 Student Background

It is envisaged that 818 students will attend the City Campus on a typical peak day on opening of Phase 1 of development, increasing to 2,617 when Phase 2 of development is opened (anticipated to be five years after Phase 1).

Trips will be distributed across the day; it is estimated in the Transport Statement that around 30% of students will arrive and depart during peak hours. Students travelling to City Campus are likely to be travelling from their accommodation or other university campuses (although the number of students being taught at both the City Campus and another UoG campus is anticipated to be low). Figure 3 **Error! Reference source not found.** overleaf shows the City Campus site in relation to UoG student accommodation in Gloucester and Cheltenham.

The development proposals include provision of secure cycle parking, showers, lockers and changing facilities, as well as no general parking provision for students; therefore, students will be encouraged to walk, cycle, use public transport or car share wherever practicable. If travelling by car, students will be able to park in public car parks, park on-street or make use of P&R sites or car parking at the Oxstalls campus or Oxstalls Arena where practical.

Students will be expected to follow the aims of the Travel Plan, should recognise the benefits of sustainable and active travel, and understand that the modal shift will reduce congestion and their own carbon footprints.

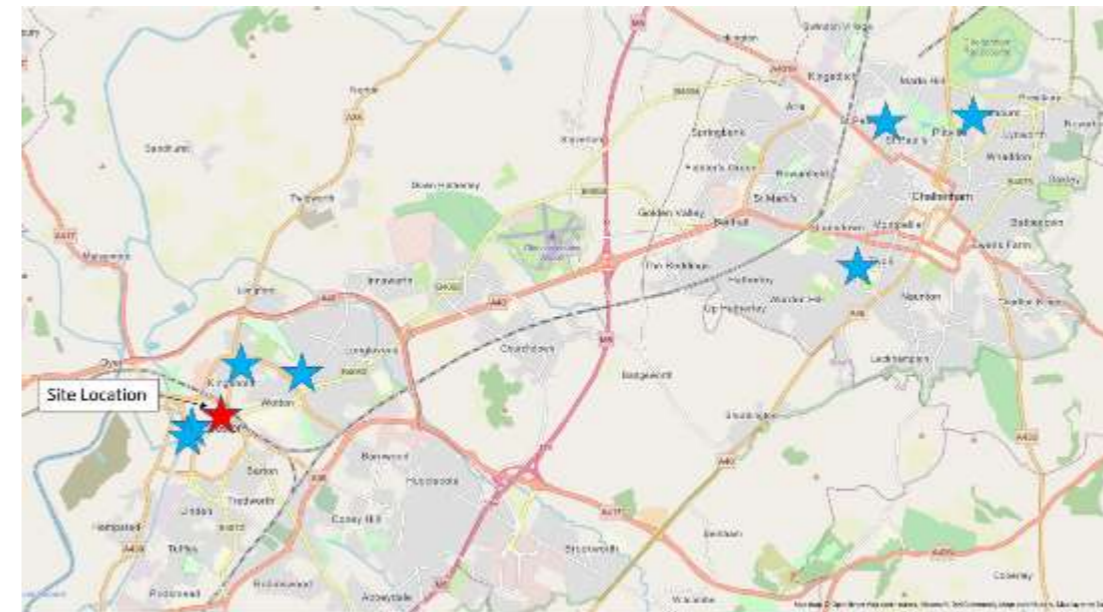


Figure 3: Student Accommodation near City Campus

### 3.3 Walking and Cycling

Walking and cycling will play a vital role in the majority of staff and student daily trips to the site, particularly for shorter journeys. Walking and cycling benefits the economy through lives saved, cost savings to health services, reduced crime, and more vibrant safer streets. At a simple level it leads to more predictable journey times and healthier and more motivated staff and students.

The walking infrastructure in close vicinity to the Debenhams site provides traffic-free or low-traffic routes to City Campus. The majority of footpaths are between 3.5 – 4.5m wide along the high-streets with regular street lighting and CCTV.

Most local amenities provided in Gloucester town centre can be reached within a 15-minute walk such as Gloucester Transport Hub and retail and leisure facilities. Major residential areas such as Linden, Tredworth and Wotton can be reached within a 30-minute walk. In terms of student accommodation, Oxstalls, Blackfriars, Ermin Hall and Upper Quay halls of residence can all be reached within a 30-minute walk.

Figure 4 presents the walking isochrone from the site, demonstrating where can be reached within a 15, 30 and 45-minute walk.



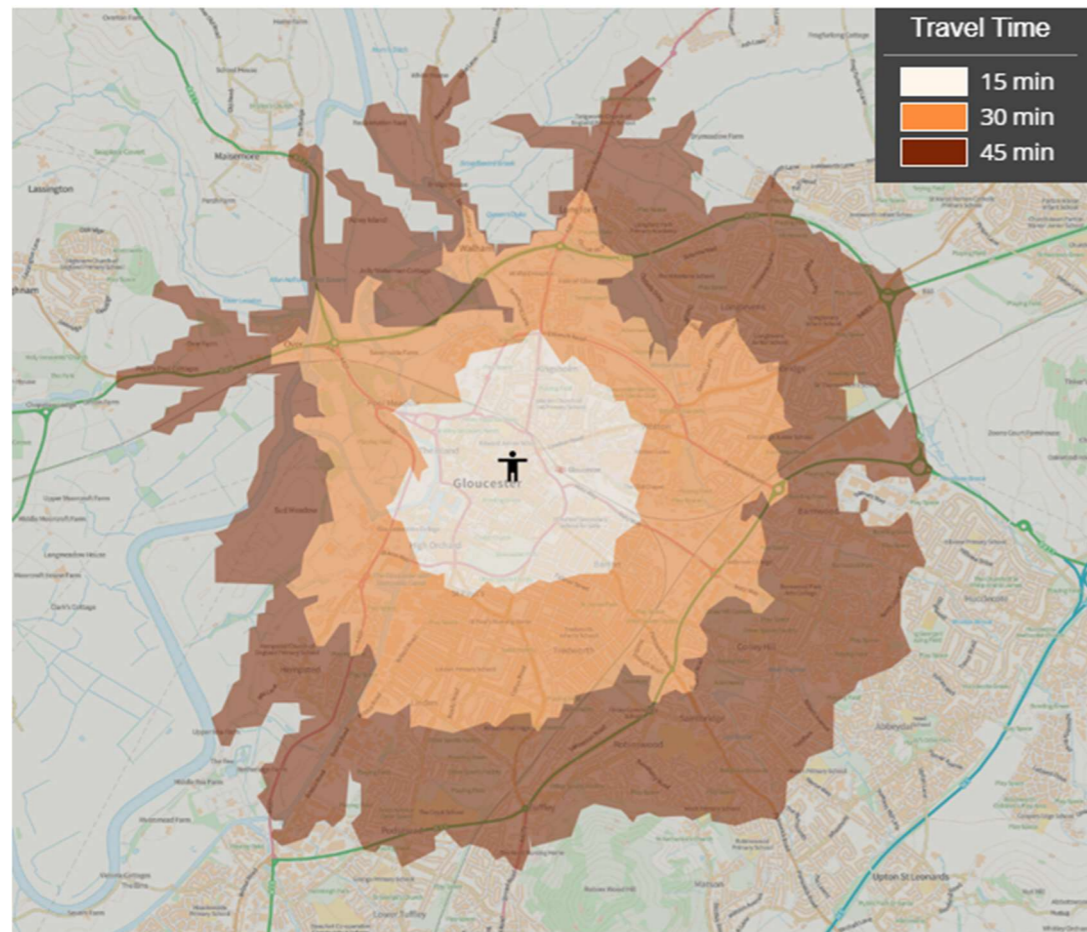


Figure 4: Walking Isochrone from City Campus

In terms of cycling, the majority of Gloucester town centre, including the Oxstalls Campus and Gloucester Transport Hub, can be reached within a 15-minute cycle. The western fringe of Cheltenham can also be reached within a 45-minute cycle.

Figure 5 shows the locations that can be reached within a 15, 30 and 45-minute cycle from the site.

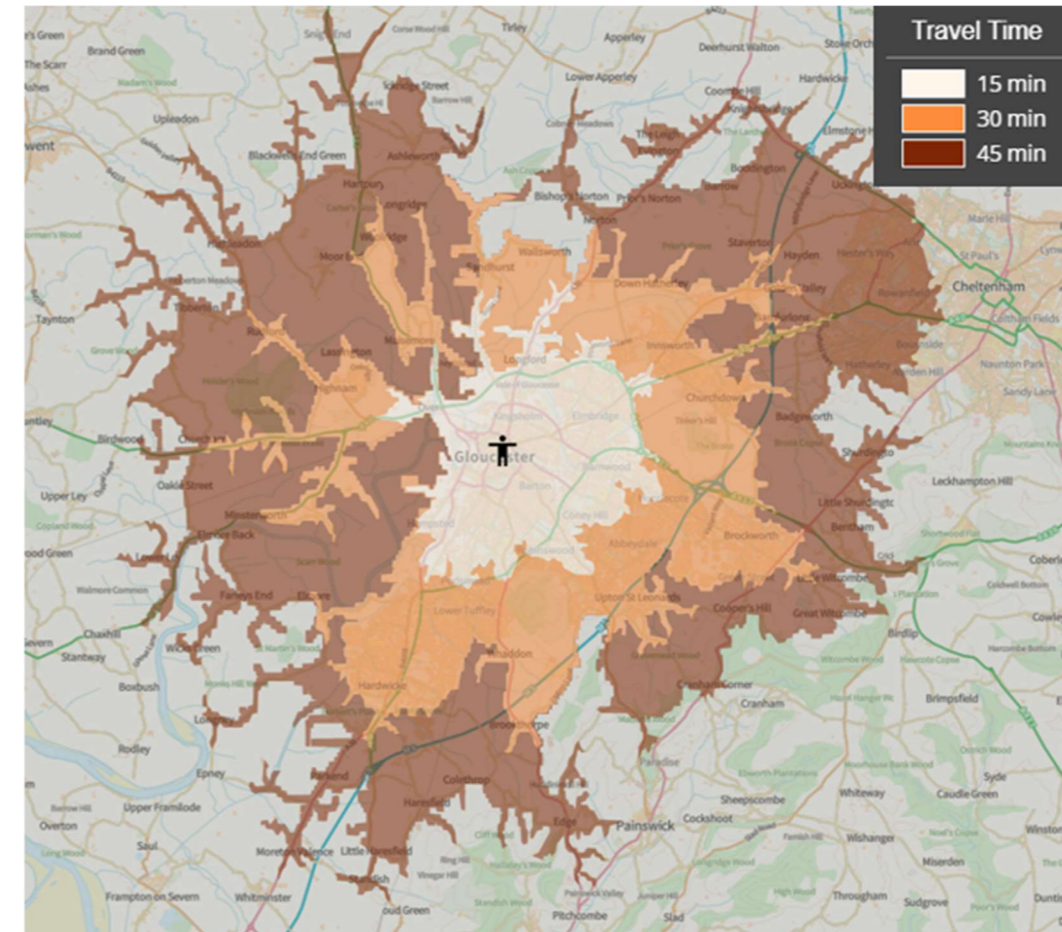


Figure 5: Cycling Isochrone from the Site

The site is situated in close vicinity to National Cycle Network (NCN) routes. Just 70m northwest, NCN Route 41 can be accessed which connects the Debenhams site to UoG campuses at Oxstalls and in Cheltenham. Route 41 also provides cycling access towards Bristol. Also accessible within a 15-minute cycle, Route 42 and Route 45 can be reached. The NCN near the site is shown in Figure 6.

In addition to the NCN routes, on-highway cycle lanes have recently been installed along London Road to the north-east of the site, providing a direct cycling route between the City Campus and Oxstalls Campus.

The development proposals include an up-front provision of 128 secure cycle parking spaces, located in the courtyard of the development and accessed off St Aldate Street. Land is identified within the development plans for an expansion of cycle parking if surveys show that cycle parking is regularly used above 80% utilisation.



Figure 6: National Cycle Network Routes near the Site

### 3.4 Public Transport

#### Rail

Gloucester Railway Station is situated 600m east to the site, equating to a six minute walk or a three minute cycle. The station is managed by Great Western Railway and provides direct links to surrounding cities including Birmingham, Bristol, London Paddington and Cardiff Central.

Gloucester Station also provides a direct link to Cheltenham Spa station in approximately nine minutes, allowing travel to campuses in Cheltenham.

#### Bus

The site is highly accessible by bus, with bus stops within 300m of the site located on Clarence Road, Market Place, Station Road and Brunswick Road. These stops provide services running in both directions. There are more than 20 bus routes operating from these stations, providing services every 10–15 minutes to Gloucester Transport Hub, Gloucestershire Royal Infirmary and Cheltenham. These include the 94 service, which links the various university campuses

Gloucester Transport Hub can be reached in a three minute walk or a one minute cycle from City Campus. The Hub runs local buses to Chepstow, Cheltenham, Tewkesbury, and Hereford. National Express coaches also use the Transport Hub, providing services to Bristol, Birmingham, and London.

In partnership with Stagecoach Gloucestershire, UoG offers discounted bus travel for students and staff with a 'Unirider' ticket. This allows travel on most Stagecoach West buses at a reduced cost of £13.50 for one week, £49 for 28 days and £250 for one year.

### 3.5 Private Vehicle Use

The UoG currently has measures to reduce single occupancy car journeys to the site by promoting car sharing:

- The University has signed up to the Gloucestershire Liftshare Scheme;
- The Sustainability section of the University website includes links to the Liftshare service, as well as the Co Wheels car club, and information on car parking and parking permits at the University; and
- There are no parking facilities on City Campus so staff are discouraged from using cars for travelling to and from the site.

The City Campus does not provide any on-site parking (with the exception of five blue badge spaces), therefore deterring car usage to and from the site. Staff will be encouraged to use other forms of transport to make trips to the site.

## 4 Outcomes, Aims and Objectives

The objectives of this Travel Plan are to achieve the following ‘outcomes’:

- Minimise private vehicle travel to and from the development;
- Identify measures needed to maximise the use of non-car travel; and
- Lead to a change in the travel behaviour of staff and students to a sustainable mode of travel and maintain that change.

The core aim of this Travel Plan is to:

*Reduce vehicle trips to and from the site, through increased use of public transport, walking and cycling.*

As the City Campus development proposes to be largely a car free development, the following aims and targets are set out for the City Campus:

Table 1: City Campus Aims and Targets

Aim	Target
To reduce overall car trips to and from City Campus.	Reduce the proportion of staff and students commuting into the city centre by private vehicle (including car sharing) each year to reach 14% (students) and 36% (staff)
Increase the number of staff and student trips made by public transport (bus, rail and Park and Ride) to and from City Campus.	Increase the proportion of staff and students commuting by bus, rail and Park and Ride to reach 20% (students) and 11% (staff)
Increase cycle usage by staff and students to and from City Campus;	Increase the proportion of students travelling by bicycle to reach at least 4% mode share (students) and 20% mode share (staff)
Increase the number of staff and students walking to and from City Campus.	Increase the proportion of staff and students walking to campus each year to reach at least 59% for students and 26% for staff.
Reduce the need to travel to and from City Campus where possible.	Adopt remote working practices as set out in the University Agile Working Policy. Reduce travel as a consequence of the University Blended Learning approach to the delivery of teaching and learning.

It should be noted that a Travel Plan is an active, ‘living’ document that needs to be regularly updated and emended in response to changes and demand. As such, these should be reviewed and a phased set of targets set, allowing targets to be adapted to the travel information revealed in the survey of the future users of the proposed development.

## 5 Measures and Initiatives

### 5.1 Introduction

This section of the Travel Plan describes the measures that are proposed in order for the Travel Plan to meet the Aims and Objectives detailed in Section 4.

All Travel Plans should include a consideration of the following measures, appropriate and proportional to the size and impact of the proposed development, with those selected determined by the specific locality and nature of the site:

- Marketing the Travel Plan;
- Reduce the need for car travel
- Promotion of public transport use;
- Promotion of cycling; and
- Promotion of walking.

These measures are linked back to the objectives and address site specific transport issues, with the aim of improving accessibility and offering viable sustainable transport options.

#### Review of Existing Measures

The existing Travel Plan measures support the aims and objectives of the Travel Plan for the City Campus through targeting an increase in active travel and a reduction in private vehicle trips. By using these measures, staff and students will be made aware of the viable sustainable transport options available to them to encourage long-term changes in travel behaviour.

The existing TP measures aimed at staff include:

- A UoG walking, cycling and public transport map is produced and given to each member of staff;
- QR codes are generated and displayed at useful locations, providing links to sustainable travel sites;
- A copy of the updated STAP is provided to each staff member;
- Lessons are scheduled to start at 9:15 and finish at 17:15 to avoid peak travel periods;
- Cycle training courses are organised for staff that request it; and
- Bike maintenance courses are organised for staff if requested.

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The existing TP measures aimed at students include:

- A UoG Travel Pack and walking, cycling and public transport map given to each student on admission;
- An annual Travel Plan awareness briefing;
- A copy of the updated STAP is provided to each student;
- Lessons are scheduled to start at 9:15 and finish at 17:15 to avoid peak travel periods;

- “Taster Ticket” vouchers are given in first term to redeem against public transport travel;
- UoG sustainable travel social media site is utilised;
- QR codes are generated and displayed around campus linking to sustainable travel sites;
- Students are made aware of a bike loan scheme where they can purchase low-cost refurbished bikes, or use the free bike loan scheme ([Gloucestershirebikeproject.co.uk](http://Gloucestershirebikeproject.co.uk));
- Cycle training courses are organised through the Students Union;
- Bike maintenance courses are organised through the Students Union; and
- ‘Zwings’ e-scooters are hosted on-campus for the use of students.

#### Additional Measures

The following additional measures are recommended to be implemented to ensure staff and students have maximum potential to travel to and from the site by active modes:

- “Taster Ticket” vouchers are given to staff as well as students to redeem against public transport travel
- A minimum of 128 secure cycle parking spaces will be provided at the City Campus, with space identified for future expansion
- Maintenance facilities should look to be provided (for example provision of air pumps and puncture repair kits)
- Lockers and shower facilities will be provided at the City Campus to encourage cycling

## 6 Monitoring and Review

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### 6.1 Monitoring

Travel Plans are 'active' documents that must be reviewed and updated on a regular basis in order to demonstrate that the measures implemented have, over time, met the agreed targets. Monitoring is crucial to the successful implementation of any TP.

To manage the implementation and monitoring of the Travel Plan, a Travel Plan Committee (TPC) will be established with agreed Terms of Reference. The TPC must be in place prior to first occupation of the City Campus site.

It is the responsibility of the TPC to ensure that monitoring takes place and that the outputs are reported to Gloucestershire County Council (GCC). The primary means of monitoring mode share will be through an annual travel survey distributed to staff and students.

The criteria for monitoring will need to reflect the travel behaviours associated with the development so that transport measures can be adapted as required. Monitoring will be the responsibility of the Travel Plan Co-ordinator and will review the following:

#### **Travel Surveys**

Comprehensive annual travel surveys will be undertaken with a commitment to review the Travel Plan targets at the end of each monitoring phase. This review will identify elements of the Plan that are not working as well as others and allow the Travel Plan Co-ordinator to further strengthen any measures that are performing effectively. Travel Surveys for the City Campus will be carried out as part of the annual STP travel survey process.

#### **Full Site Audits**

Undertaken by the TPC, the audit will identify any barriers that obstruct walking, cycling and using public transport and make recommendations for improvements prior to occupation of the City Campus, and then annually alongside the travel surveys. An audit should be carried out prior to first occupation of the Site and then updated annually to take account of changes to infrastructure on the surrounding transport network. As part of this audit, utilisation of cycle parking must be recorded and where this is above 80%, additional cycle parking provided in accordance with the development plans that show safeguarded areas for this purpose.

### 6.2 Review

The findings from the monitoring process will be reported back to the UoG and GCC, so that decision makers are informed about the effectiveness of the TP once the site is occupied.

Remedial actions will be developed and agreed with the council if targets are not achieved. If the comprehensive outcomes review reveals that targets have not been met, the TP will be updated, as appropriate, with further measures. As there is no car parking provided on site and a low car mode share likely, it is probable that these measures would focus on encouraging more use of other (more sustainable) transport modes.