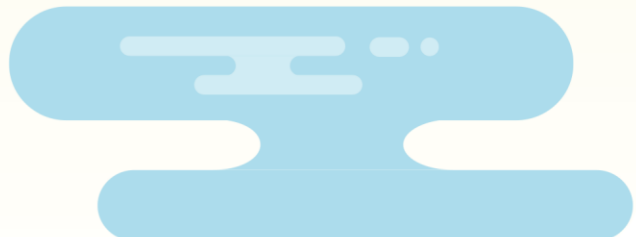


Green Travel Strategy & Action Plan 2016-2021



FALMOUTH
UNIVERSITY

UNIVERSITY OF
EXETER



Executive summary

I am delighted to introduce the Green Travel Plan for the Penryn and Falmouth campuses 2016-2021. In the last few years we have seen a significant shift towards more sustainable travel choices amongst our staff and students, but we aim to do more. With the Fal Mussel Card, cycle facility enhancements and electric vehicle charging points recently promoted, there are more opportunities to travel sustainably than ever before.

This new 5 year travel plan has been produced to build on the successes of the previous plans and to continue to excel in green travel planning at a local, regional and sector level.

Tim Brooksbank, Director Estates FX Plus

The why

This Green Travel Plan is a 5 year strategy for managing all travel and transport within FX Plus and all partner institutions in Cornwall. The Green Travel Plan expresses our commitment to developing provision for pedestrians, cyclists and other transportation including public transport. It includes both physical and behavioural measures to increase the travel choice for our staff, students and visitors, and reduce reliance on single occupancy vehicles.

This Strategy considers the actions we have planned up to 2021, towards ongoing, sustainable transport principles beyond this date.

Vision

To increase the number and percentage of staff and students using low carbon modes of transport and reducing emissions as part of their everyday lives. Ultimately we aim to achieve lasting change.

Key findings

- Purpose of the plan: to demonstrate that we have considered the impact of our activities together with our planned growth and development and are taking appropriate actions.
- The SMART objectives of this travel plan have been reviewed and are achievable within the timeframe and resources. They underlie the actions and strategic activities in this plan.
- Environmental sustainability; we make a positive impact by travelling sustainably?
- What we have achieved: a summary of our key achievements towards green travel.



- Planning ahead: the development of a 5 year travel plan is integral to the development framework plan for the campus.
- Actions: a comprehensive, living action plan is included in this travel plan.
- Communications: communication is key to influence travel behaviour. A comprehensive plan is included in this travel plan.

Objectives

The **SMART* objectives** of this Travel Plan have been reviewed and are achievable within the timeframe and resources. They underlie the actions and strategic activities in this plan.

SMART Objectives	Indicators
to improve the options available for travel between both Falmouth, Penryn campuses and to Truro (a key transport hub)	number of bus and train journeys
to improve the safety and accessibility of travel between campuses	accessible buses, taxis (% of each type), walking and cycling routes
to promote health and wellbeing of staff, students and visitors to the university campuses through active travel choices	number of events, promotional activities, cycle user group, cycle scheme, websites and other social media
to establish a digital data hub to collect economic, health, social, environment data to analyse the social, environmental and economic benefits of projects and non-car modes of transport	number of: <ul style="list-style-type: none"> • cycle spaces • car parking spaces • showers • storage facilities • bus journeys • hits on travel apps



	<ul style="list-style-type: none"> • hits on google analytics • projects • events
to ensure car parking ratios are achieved	<ul style="list-style-type: none"> • increase by 161 spaces above the existing parking over the next 5 years (in line with campus growth subject to planning) • explore flexible car parking permits • annual review of the above
targets to achieve annually over the period of this plan	<ul style="list-style-type: none"> • increasing car share by 10% • increase bus use by 50% • reducing car use by 10% (flexible working, car share, flexible car parking permits) • encourage more sustainable fleet transport • measure CO₂ emissions arising from all forms of business travel on a 2 yearly basis

SMART* specific, measurable, assignable, realistic, time-related

Environmental sustainability

The Universities' Environmental Sustainability Policy commits the Universities to: „Agree a travel policy and implement measures to encourage walking, cycling and the use of public transport as principal means of commuting to university for work, study and for travel by staff on University business'.



How can we make a positive impact by travelling sustainably?



1. Environmental

By travelling sustainably you will be helping to reduce congestion, improve air quality and reduce the amount of carbon that is released into the atmosphere.

2. Health and Wellbeing

Active transport is an easy and convenient way to build physical activity into daily routines. Find out the positive health impacts of using sustainable travel for your regular journeys.

3. Financial

Travelling sustainably can save you a significant amount of money. Find out the money you could save on fuel by using sustainable travel for your regular journeys and then add on the cost of what you would pay in parking permits / pay & display tickets. For more information on the Travel Change Calculator click [here](#).

Planning for green growth

The Universities are in the midst of a long term, multi-million pound development plan to accommodate growth in student numbers, expansion of degree course provision and increased research activity. The development of a Travel Plan for the Penryn and Falmouth campuses is integral to the Development Framework Plan for the estates as a means of tackling existing car parking and transport challenges along with the opportunities that will arise with the Universities' growth.

From 2015/16 to 2020 numbers are projected to grow by 2326 across both campuses and by 1800 at the Penryn Campus

Combined total students	15/16	16/17	17/18	18/19	19/20
	<i>HEFCE Confirmed**</i>	<i>Target</i>	<i>Target</i>	<i>Target</i>	<i>Target</i>
Falmouth: Penryn Campus	2,872	3,466	3,866	4,140	4,282
Falmouth: Falmouth Campus	1,477	1,912	1,919	1,956	1,985



Falmouth On campus	4,349	5,378	5,785	6,096	6,267
Exeter: Penryn Campus*	1,983	2,101	2,178	2,295	2,361
Combined on both campuses	6,332	7,479	7,963	8,391	8,628
Combined on Penryn Campus	4,855	5,567	6,044	6,435	6,643

Numbers exclude any net increase for exchange students and distance learning students

*Excludes Truro Campus students

**These are the Funding Council (HEFCE) confirmed numbers, excluding withdrawals but including late entrants

The purpose of the Travel Plan

The Travel Plan is a requirement for planning purposes, to demonstrate that we have considered the impact of our planned growth and development, and are taking action to ensure growth is sustainable. As such, this travel plan is a working document that will evolve following monitoring and review. However, the broader need to see behavioural change in respect of travel choice is even more critical as fuel costs, obesity levels, chronic illness levels, diabetes in young people are all on the increase. Our Travel Plans aim to improve the quality of life for all our stakeholders, whether visiting or resident, by facilitating development that is socially and economically beneficial and also environmentally sustainable.

The story so far....

University of Exeter (UoE) and Falmouth University acknowledge the importance of being responsible, sustainable and ethical in order to meet the needs of the present, and leave a better environment for future generations. Both Universities believe this can be achieved through the skills and knowledge that graduates learn and put into practice, research and exchange of knowledge through business and community engagement, and through our strategies and operations.

Both Universities signed up to the definition of sustainable development as proposed by the Brundtland Report (1987):

'Development which meets the needs of the present without compromising the ability of future generations to meet their own needs.'



Both Universities benefit from an Environmental Sustainability Working Group which has been established to promote sustainability issues, oversee implementation of sustainability policy, and to monitor and report on progress made towards increased sustainability by conducting reviews of policies and operations.

Many of the actions set out in previous annual Travel Plans have already been achieved, and any remaining and new ones have been incorporated into this Plan. As major and responsible employers that set an example to their staff, students and the local community, both Universities take a leading role in operating sustainably. This Travel Plan has therefore been created to ensure that Falmouth University and University of Exeter continuously strive to be leaders for sustainability in Cornwall.

What we have achieved

The following is a summary of some of our key achievements towards green travel between September 2016 and August 2017:

- A total of 640,440 bus journeys
- 700 cycle parking spaces across both campuses
- Promotion of the annual Fal Uni Mussel travel card, which accounted for 12% of all bus journeys
- 4 Collaborative projects with Sustrans on cycling and walking events
- 4 Dr Bike cycle checks and cycle tool kit loan (permanent installation)
- Introduced emission based car parking charges at Penryn Campus as an incentive to use lower emission vehicles
- [Green Living](#) project run by students
- Annual travel survey for staff and students
- Video clip FXPlus Estates, including green travel
- Installation of first Electric Car charging points at Penryn Campus
- Continuation of the Cycle to work scheme, to subsidise the cost of cycling equipment for staff. To date 129 staff members participated.

Overall Modal Split: Comparison to Previous Years

Annual travel surveys are merely an **indicator** for the green travel plan targets. As shown in the table below they vary according to survey responses of a particular year. The 2017 Travel survey was incorporated



in the Staff/Student generic, annual survey which resulted in a 25% response.

Modal split in %	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	2016 baseline
Response rates surveys %	22	18	14	10	34	21	18	7	25
Cycle	5	3.5	6	4	3	4	7	3.5	2
Bus	34	32.4	32	24	27	25	34	18.7	23
Car Share	4.2	17.7	12	6	12	12	6	5.3	6
Car Single Occupancy	25.8	22.1	19	30	27	22	21	38.6	32
Train	2	1.5	3	3	3	3	4	3.5	2
Walk	28	21	23	32	27	33	27	21.3	31
Other	1	1.8	5	1	1	1	1	0	3

Modal split

Communication and awareness

Communication is key to influencing travel behaviour, and effectively communicating the measures contained in the travel plan will be critical to achieving the objectives and targets in the Action Plan. However, the list of Actions is not exhaustive and will be updated on an annually basis along with a separate communication plan.

Current initiatives



- Including in-depth green travel information on the FXPlus, Falmouth and UoE websites
- Provision of maps and green travel guides to all prospective and new students
- Induction training for new staff (via line managers)
- Holding promotional events to highlight green travel projects and opportunities
- Regularly promote green travel through existing communication channels such as emails, newsletters and social media
- Providing information on Green travel notice boards on both Penryn and Falmouth campuses
- Carry out an annual travel survey to inform future projects and communication

Actions 2016-2021

Actions will be reviewed annually (next one is December 2017) and new SMART KPIs for travel will be identified as indicators of success. Derived from the results of analysis of the new economic, health, social and environmental data we have collated.

Action 1 Bus	
Financial statement:	Buses are subsidised by car parking revenue
Current state:	<ol style="list-style-type: none"> 1. 5 year bus contract, 2014-2019 (1 year add-on) 2. Uni Fal River Mussel Card
Objective:	To retain bus journeys between Falmouth Campus and Penryn Campus for period of the agreement and support annual Mussel Uni travel card
Description of	<ol style="list-style-type: none"> 1. Regular review meetings with First



activities:	Kernow, Fal River Links and FXU 2. Annual Travel Survey 3. Monitoring daily running of the bus services and ensure services expand to meet the growing numbers of staff and students, timetables on student portals, signage and apps 4. Handling of complaints with the Operator 5. Review opportunities for replacement and improvement of bus shelters 6. Communications to internal and external stakeholders										
Monitoring method:	1. Monthly updates First Kernow bus numbers 2. Annual updates Uni Mussel Card numbers 3. Number of Complaints										
Indicator of success:	<table border="1"> <tr> <td data-bbox="622 862 1268 929"></td> <td data-bbox="1268 862 1388 929">2016</td> </tr> <tr> <td data-bbox="622 929 1268 974">1. Increase in bus trips</td> <td data-bbox="1268 929 1388 974"></td> </tr> <tr> <td data-bbox="622 974 1268 1019">2. Increase in mussel card holders</td> <td data-bbox="1268 974 1388 1019"></td> </tr> <tr> <td data-bbox="622 1019 1268 1064">3. Reduction of complaints</td> <td data-bbox="1268 1019 1388 1064"></td> </tr> <tr> <td data-bbox="622 1064 1268 1153"></td> <td data-bbox="1268 1064 1388 1153"></td> </tr> </table>		2016	1. Increase in bus trips		2. Increase in mussel card holders		3. Reduction of complaints			
	2016										
1. Increase in bus trips											
2. Increase in mussel card holders											
3. Reduction of complaints											
Stakeholders:	<ul style="list-style-type: none"> • First Kernow • Fal River links • Local community • FXU • Staff/students Falmouth and Exeter University • TIC • FX Plus 										
Actions 2016-2021	<ul style="list-style-type: none"> • £1 bus journeys all year round via smart card (Mussel Light) From early 2016 onwards • Promote Uni Mussel Card Ongoing • Improving bus routes eg extending discounted Ongoing 										



Action owner/s	routes	
	• Increasing buses @ peak hours	Ongoing
	• New bus shelters	2017
	• New bus contract	2019
	Travel Plan Coordinator	

Action 2: car parking	
Financial Statement:	Sale of car parking permits and PAYGO
Current state:	1078 car parking spaces
Objective:	To maintain car parks and subsidise the £1 bus fare
Description of activities:	<ol style="list-style-type: none"> 1. Regular car parking meetings 2. Annual update of car parking policy 3. Annual survey 4. Handling of complaints community/students and staff 5. Communications to internal and external stakeholders
Monitoring method:	<p>Monthly and annual updates on car parking numbers</p> <p>Number of complaints</p>
Indicator of success:	<p>Number of complaints</p> <p>Number of days of full parking</p> <p>Income car parking (sale of permits and PAYGO)</p> <p>Number of parking spaces</p>



Stakeholders:	Cornwall Council	
	Penryn Town Council	
	Mabe Parish Council	
	Staff and students of both Universities	
	FXU	
	FX Plus	
Actions 2016-2021	Increasing car parking spaces (on or off site)	Ongoing
	Extending car park F	
	Consideration of flexible parking permits	2017
	Encourage increased car sharing	2017
	Implementing Car club	2017
Action owner/s	<ol style="list-style-type: none"> 1. Car parking team 2. Travel Plan Coordinator 	

Action 3: car share		
Financial Statement:	Enable provision of car share permit	
Current state:	Car share portal set up	
Objective:	To encourage staff and students to utilise car sharing and reducing carbon emissions	
Description of activities:	<ol style="list-style-type: none"> 1. Regular car share meetings with car parking and FXU 2. Communications to internal and external stakeholders 3. Identifying opportunities for expansion of provision for car share parking 	



Monitoring method:	IT monitors portal
Indicator of success:	Usage of the car share portal
Stakeholders:	<ul style="list-style-type: none"> • Cornwall Council • FXU • Staff/students • FX Plus
Actions 2016-2021	<ul style="list-style-type: none"> • Set up internal Car Share Portal done • Piloting portal 2016/17 • Additional work portal 2017
Action owner/s	<ol style="list-style-type: none"> 1. Car parking team 2. FXU 3. IT 4. Travel Plan Coordinator

Action 4 Cycling	
Financial Statement:	none
Current state:	<ol style="list-style-type: none"> 1. 137 cycle scheme participants 2. Cycle user group BUG (Bike Users Group) 3. Cycle storage: 700 spaces across both campuses 4. Shower facilities: 13 across both campuses
Objective:	Encourage use of bicycles as method of commuting to and from campuses.
Description of activities:	<ol style="list-style-type: none"> 1. Running of the Cycle scheme 2. Regular Cycle user group BUG meetings 3. Improving Cycle facilities across campuses 4. Review Cycle storage 5. Cycle events term time 6. Increasing awareness electric bikes (trials/events) 7. Communications to internal and external



Monitoring method:	stakeholders		
	<ol style="list-style-type: none"> 1. Counting road-number cyclists 2. Counting cycle spaces 3. Counting shower facilities 4. Participants cycle group 		
	Indicator of success:	<ol style="list-style-type: none"> 1. Number of cyclists 2. Increase participants cycle-scheme 3. Increase participants cycle user group 4. Increase cycle storage 5. Increase cycle facilities 	
		<ul style="list-style-type: none"> • Cornwall Council • Cycle Scheme • Staff/Students • FX Plus • Travel Plan Coordinator 	
	Actions 2016-2021	• Cycle events	ongoing
• Increase numbers cycle scheme		ongoing	
• Consultation on safe cycling routes between Falmouth and Penryn Campus		ongoing	
Action owner/s	<ol style="list-style-type: none"> 1. Travel Plan Coordinator 2. Sustrans 3. Cornwall Council 4. Bike User Group (BUG) 5. Cycle Scheme 		

Action 5: electric vehicles and infrastructure

Financial framework:	None
Current state:	Charging spaces for 2 EVs provided Jan 2016
Objective:	To increase usage of electric vehicles between the campuses, increase number of electric chargers
Description of activities:	<ul style="list-style-type: none"> • Sale of electric bikes as part of cycle scheme • 2 EV Chargers
Monitoring method:	<ol style="list-style-type: none"> 1. Number of E-bikes - Staff/students 2. Number of E-cars - Staff/students 3. Number of E-charging points



Indicator of success:	<ol style="list-style-type: none"> 1. Number of E-bikes - Staff/students 2. Number of E-cars - Staff/students 3. Number of E-charging points
Stakeholders:	<ul style="list-style-type: none"> • Falmouth Finance • Cycle Scheme • FX Plus
Actions 2016-2021	<p>Increasing number of E-bikes ongoing usage</p> <p>Increasing E-car usage ongoing</p> <p>Increasing number of Electric charging points on the 2 campuses</p>
Action owner/s	<ul style="list-style-type: none"> • Travel Plan Coordinator • Technical Services • FXU • Cycle scheme

Action 6: train	
Financial framework:	None
Current state:	<ol style="list-style-type: none"> 1. Cornwall and Devon railcard 2. Students cards 3. Cornwall and Devon rail card 4. Fal River Mussel Card Uni
Objective:	To encourage students and staff to travel by train
Description of activities:	<ul style="list-style-type: none"> • Event planning • Development of collaboration projects with Cornwall/Devon railway partnership and GWR
Monitoring method:	<ol style="list-style-type: none"> 1. Annual Survey 2. Number of train users (CDRP)
Indicator of success:	Number of train users
Stakeholders:	<ul style="list-style-type: none"> • Cornwall and Devon Railway Partnership (CDRP)



	Great Western
	<ul style="list-style-type: none"> • FXU • Staff and students • Community rail users • FX Plus
Actions 2016-2021	Development of collaboration projects with GWR and Cornwall and Devon Railway partnership
Action owner/s	<ol style="list-style-type: none"> 1. Travel Plan Coordinator 2. Cornwall and Devon railway Partnership 3. GWR

Action 7: walking	
Financial framework:	None
Current state:	20 % of Staff/Students walk to the campuses
Objective:	To encourage staff and students to walk to the campuses
Description of activities:	<ul style="list-style-type: none"> • Walking events
Monitoring method:	Annual survey
Indicator of success:	Number of people walking to and from campuses
Stakeholders:	<ul style="list-style-type: none"> • Sustrans • FXU • FX Plus
Actions 2016-2021	Development of walking events ongoing
Action owner/s	<ul style="list-style-type: none"> • Travel Plan Coordinator • Sustrans

Action 8: training	
Financial framework:	Budget for Video



Current state:	Development of induction pack for new starters	
Objective:	On-line environmental awareness module to be made compulsory for all	
Description of activities:	<ul style="list-style-type: none"> • Finalise and roll out sustainability induction pack for new starters • Video clip induction • Attending induction Events 	
Monitoring method:	HR monitors numbers	
Indicator of success:	Numbers of staff taking the training	
Stakeholders:	<ul style="list-style-type: none"> • HR • FX Plus 	
Actions 2016-2021	Induction training set finalised	2016
	Induction training video clip	2016
Action owner/s	<ul style="list-style-type: none"> • Travel Plan Coordinator • Environmental and Sustainability Working Group • HR 	

Action 10: awards		
Financial framework:	Small fund from Car Parking revenue to support prizes/awards for green travel initiatives	
Current state:	Bronze award Green Impact	
Objective:	To gain recognition for the environmental work we do at Penryn Campus	
Description of activities:	Communicating award categories for submissions	
	Gathering data	



	Preparing award submissions
Monitoring method:	Number crunching/ Panel review
Indicator of success:	Increase in staff/students using sustainable transport by numbers Awards achieved
Stakeholders:	Sustrans FXU Staff and students FX Plus
Actions 2016-2021	Start applying for awards 2017
Action owner/s	Travel Plan Coordinator

Communications plan



Title: Green travel plan

Start date: February 2016

Director: Tim Brooksbank

Completion date: Ongoing to 2021

Project Manager: Marja van Loef

Review: annually

Research/Analysis – (background information to inform project and comms)

5 year green travel strategy for FX Plus

Annual travel survey informs the strategy and action plan

Importance in Penryn campus expansion programme

Environmental Sustainability strategy (UoE, Falmouth FX Plus)

Communications Objectives:

Promote the actions within in the Green Travel Plan:

- Increase use of bus, train, walking, cycling, electric vehicles and car share, to reduce parking congestion on campus and in the locality during term-time.
- Promote health and wellbeing of staff, students and visitors to the university campuses through active travel choices.
- Promote training and induction materials for staff and students
- Develop use of website, social media and other channels to promote green travel initiatives and messages as appropriate

Communications Issues/Risks:

- Quality of alternative transport doesn't meet expectations
- Ability to sustain bus fare subsidy with increased take-up/reduced parking income
- Potential seasonal take-up of alternatives to car (spring/summer)
- Practicality for students and staff living further from campus



<p>Internal audiences</p> <p>Primary audiences:</p> <p>FX Plus staff</p> <p>Key internal stakeholders:</p> <p>Travel plan coordinator</p> <p>Carbon and sustainability manager</p> <p>Facilities management/Campus patrol</p> <p>Car parking strategy group</p> <p>HR (training)</p>	<p>External Audiences</p> <p>Primary audiences:</p> <p>Students</p> <p>UoE staff</p> <p>Falmouth staff</p> <p>FXU</p> <p>Other key external stakeholders</p> <p>Transport companies: First Kernow buses, Fal River links, Great Western, Cornwall and Devon Railway Partnership (CDRP)</p> <p>Sustrans</p> <p>Bike user group</p> <p>Local residents and councillors (Cornwall, Penryn, Falmouth and Mabe)</p>
<p>Communications Approach / Strategy</p> <ol style="list-style-type: none"> 1. Development of messages and infographics to promote the actions within the Plan 2. Develop and implement a planned communication campaign, using existing communication channels, maximising impact from local, partner and national initiatives. 3. Develop use of website, social media and other channels to promote green travel initiatives and messages as appropriate 	
<p>Key messages:</p> <ul style="list-style-type: none"> • FX Plus commitment to reducing car use in and around campus – supporting/promoting alternative travel. • Campus parking pays for subsidised transport. • Sign up to car share – FXU portal 	



- Walk or cycle to work/study
- Subsidised £1 bus fares on U1 and U2 services
- Train links
- Fal Mussel Card Uni
- Electric car charging facilities
- One planet living
- Active travel benefits



