

Manchester Metropolitan University Travel Plan

SORT-IT Staff on Oxford Road Travel plan – Intelligent Thinking

Table of Contents

1.0 Foreword by Chairman	3
2.0 Executive Summary	4
3. 0 Introduction.....	5
4.0 Drivers for the Travel Plan	6
5.0 Travel Surveys	7
5.1 Staff Travel to Work Survey	7
5.2 Student Travel Surveys	7
6.0 Scope, Aims and Objectives of the Travel Plan	8
7.0 Travel Plan Measures.....	9
7.1 Measures to Promote and Facilitate Public Transport Use.....	9
7.2 Measures to Reduce Car Use	9
7.3 Measures to Promote and Facilitate Cycling and Walking.....	10
7.4 Promotion of Practices/Facilities that Reduce the Need for Travel.....	10
8.0 Monitoring and Review Mechanisms	11
8.1 Targets.....	11
8.2 Indicators.....	11
8.3 Monitoring	11
9.0 Travel Plan Coordinator and Support	12
10.0 Provision of Travel Information	13
11.0 Marketing.....	14

1.0 Foreword by Chairman

At the Manchester Metropolitan University, as in other major institutions, many staff find difficulties in travelling to work. On all of our sites, car parking is restricted and driving to work is becoming increasingly difficult and time-consuming. On the other hand, the University has historically done little to help those staff who would like to use alternative means of travel.

It has therefore been decided to produce an MMU Staff Travel Plan, with the aim of redressing the balance by providing more assistance to staff who are considering sharing car journeys, switching to public transport or, if they live close enough, using bicycles or walking.

An important aim will be to provide readily-available information to all staff of the travel options available to them. This will be followed up with the introduction of schemes to facilitate car sharing and the purchase of discounted season tickets on public transport, plus the provision of improved facilities for cyclists and walkers.

In this way it is hoped that staff will be able to choose the most suitable means of travel, with car use remaining available for those who have no reasonable alternative.

2.0 Executive Summary

The Manchester Metropolitan University Travel Plan has been formulated within the University's Estates Strategy 2001-2010 that details the phased concentration of activities on a smaller number of sites. In 1998, 48% of staff surveyed travelled to work alone in the car. There will be an increasing demand for car parking as the concentration of staff increases in the Higher Education Precinct Sites. The Travel Plan aims to facilitate alternative means of commuting to the University other than as a single occupant in the car.

The following measures will be implemented as part of the travel plan:

- Interest Free Staff Loans and the purchase of discounted Annual Season Tickets.
- Public Transport Information for all staff
- Travel Plan Website
- Consultation events with GMPTE
- Car Sharing Scheme
- Improved Car Parking Management to reflect sustainable travel policies.
- Provision of improved walking and cycling facilities and Bicycle Users Group

Targets against which the success of the travel plan can be measured, will be set after a period of monitoring.

3. 0 Introduction

Manchester Metropolitan University is based on seven major teaching sites; five in Manchester and two in Cheshire, at Crewe and Alsager. Between them, these accommodate 24,000 full-time and 8,000 part-time students plus a total of 3,500 staff.

In Manchester, half of the students and staff are based at the All Saints Campus, within the Higher Education Precinct. Two of the other sites are also within the Precinct: the Aytoun and Elizabeth Gaskell Campuses. The Hollings and Didsbury Campuses are sited to the south of the HEP.

Most students looking for accommodation in Manchester choose to live within close range of the City Centre, where there is an abundance of recently built, high quality residential property, convenient for public transport links. Car parking is therefore not provided for students, except disabled badge holders and those attending evening classes, when there is spare space in the staff car parks.

In contrast, staff live over a very wide area and travel from all directions. Some are well served by public transport but many are not. It is therefore important to staff recruitment and retention to ensure that those who need to use cars can do so.

At present there are approximately 475 staff car parking places at the All Saints Campus, for which over 1,000 permits are issued. No charge is currently made for these. The parking at all sites is under pressure and unable to cope fully with demand.

At MMU Cheshire, public transport links are less comprehensive, especially at Alsager, so there is a greater demand for parking spaces at both sites. As in Manchester, it is not possible fully to meet this demand.

4.0 Impetus for the Travel Plan

The principal reason for the introduction of an MMU Travel Plan is the University's Estate Strategy 2001-2010, which incorporates plans for a phased concentration of activities on a smaller number of sites.

In Manchester, the focus for development is the All Saints Campus. Current plans will see the first moves being of the MMU Business School from the Aytoun Campus, and the Faculty of Food, Clothing and Hospitality Management from the Hollings Campus. The projected date for these moves is 2007. Once these are complete, it is planned to transfer courses from the Elizabeth Gaskell Campus and then, probably, from the Didsbury Campus.

These moves will lead to a substantial increase in the numbers of staff and students based at All Saints, and a consequent increased pressure on car parking. In order to cope with this, it will be important to facilitate alternative means of commuting, in conjunction with the introduction of stricter controls on car parking. The Staff Travel Plan will provide the means of achieving this.

Similarly, the Estate Strategy envisages the concentration of MMU Cheshire on the Crewe Campus, with a phased withdrawal from Alsager by 2011. This will ultimately reduce the number of journeys associated with this Faculty, but will also exacerbate existing parking problems at Crewe. A Travel Plan for Crewe will therefore be prepared in parallel with the one for Manchester.

5.0 Travel Surveys

5.1 Staff Travel to Work Survey

A Staff Travel to Work Survey was carried out in November 1999 by Oscar Faber, now FaberMaunsell. The final report, produced in 2000, was the result of extensive data collection from 6,000 staff members, out of a total staff population of 17,000. The report provided baseline data about how people travel to work at present.

Findings of Staff Travel Survey specific to Manchester Metropolitan University

- 52% originate from Manchester, 20% Stockport
- 48% travel to work by car
- 23% travel to work by bus
- 12% travel to work by train
- 87% of those who travel to work by car have a parking permit
- 30% need their car for work during the day
- 33.3% would be willing to fund travel plan initiatives through extra parking fees
- 74.6% of bus users use travel cards
- 46.9% of bus users are satisfied with service
- 54.5% train users use a travel card
- 28.4% of train users are satisfied with the service
- MMU campuses are more widespread geographically than the other HEP institutes- Aytoun is a 15 minute walk away from its other buildings on Oxford Road, and Elizabeth Gaskell is even further away, while Hollings and Didsbury are outside the HEP altogether.
- MMU does not charge for car parking permits

5.2 Student Travel Surveys

The Greater Manchester Transportation Unit with Jacobs Consultancy, will carry out an IT based transport survey of students across Greater Manchester. The survey will collect information at source of a student's movements in a typical day. The information will include journey origin, purpose, car parking, vehicle type and numbers travelling. This data could be used as a baseline for setting future targets for students commuting to and from MMU.

6.0 Scope, Aims and Objectives of the Travel Plan

The travel plan will primarily address commuting by staff to and from the Central Manchester Higher Education Precinct MMU sites.

The overall objective of the MMU Travel Plan is to encourage and facilitate the use of alternatives to the single-occupant car as a means of commuting to work. This will:

- reduce the pressure on the use of car parks;
- reduce the volume of traffic, with associated environmental benefits;
- ensure that MMU complies with national and local government policy on transport.

7.0 Travel Plan Measures

The aim is to introduce the following measures:

7.1 Measures to Promote and Facilitate Public Transport Use

- **Interest Free Staff Loans for Annual Season Tickets and Discounted public transport ticketing**

The University will offer staff an interest free loan facility to purchase public transport season tickets. Annual discounted tickets will be sold on site to coincide with the availability of the interest free staff loan to staff. A member of staff can apply for a bus or train season ticket and the University will purchase it on their behalf. The member of staff then repays the cost of the ticket in weekly or monthly instalments directly from their salary. Annual season tickets already have a substantial discount that staff will be able to benefit from.

- **Public Transport Information**

The University is working with GMPTE to provide public transport information leaflets at key places around the University sites as well as in the Student Halls of Residences. The Customer Services Department will manage the provision of the timetables and ensure the timetable racks are replenished.

- **Travel Plan Website**

The University is currently updating its intranet site and will work with the Travel Plan Marketing Group to establish a travel plan site within the intranet. The site will have a direct link to the GMPTE journey planner which allows staff to plan their public transport journey to and from work and meetings. The website will also provide links to other pertinent sites as well as providing information on the HEP and MMU travel plans.

7.2 Measures to Reduce Car Use

- **Car Sharing Scheme**

The University already has a simple car sharing scheme called Liftshare on its staff intranet site. However the usage of the site is not monitored and it appears that it is not used by as many staff as it could be. The HEP-wide car sharing scheme will be more sophisticated and allow staff to search for a lift within other institutions in the HEP. The likelihood of finding a suitable lift will be higher.

- **Car Parking Management**

At present car parking is managed by each individual faculty. Permits are issued to staff according to each faculty's management procedure. The demand for car parking is not met by the current number of spaces and this situation will not improve. Hence the University will evaluate the car parking management system with allusion to the travel plan measures such as car sharing.

7.3 Measures to Promote and Facilitate Cycling and Walking

- **Improve Facilities for Cyclists and Walkers**

Following an audit of cycling facilities, the University will seek to provide more secure cycle parking, lockers and showers and changing areas for walkers and cyclists. The University will work with the Bicycle Users Group to action their concerns as staff travelling to work most days by bike.

- **Bicycle Users Group (BUG)**

Manmet Riders is MMU's bicycle users group, formed by an enthusiastic cyclist member of staff. The group has an internet based discussion forum to allow cyclists to raise their concerns and issues about cycling as well as a newsletter. There are currently 100 members of Manmetriders. The members would like to see the following improvements:

- Improved cycle parking areas that are secure, covered and have CCTV
- Staff showers, changing rooms and lockers
- Directions for the safest and easiest cycle routes into work to be given to all employees especially new starters

7.4 Promotion of Practices/Facilities that Reduce the Need for Travel

- **Flexible Working**

The University is considering flexible working arrangements for staff over and above the Flexible Working Regulations that were introduced in April 2003.

- **Teleworking**

The University has a videoconferencing suite within the University and facilities. It will continue to promote the use of this method of holding meetings in order to reduce the need for travel. Staff and students are increasingly able to carry out part of their learning remotely via the intranet. This e-learning reduces the need for travel.

8.0 Monitoring and Review Mechanisms

8.1 Targets

The University has taken the decision to set targets following the implementation of the travel plan measures. Subsequent monitoring of the travel plan measures will enable the determining of realistic and achievable targets.

8.2 Indicators

Indicators are required to monitor how well the travel plan is performing. The indicators that could be used are:

- Number of discount tickets purchased
- Number of staff using the interest free staff loan facility
- Number of people car sharing
- Number of hits on the travel plan website
- Number of cycles parked in the cycling parking bays
- Number of departmental meetings using tele-conferencing

8.3 Monitoring

A regular monitoring system will be set up to measure all of the above indicators. The monitoring will be carried out by the relevant Departments: Finance, Estates, Information Management & Technology and Human Resources.

Coordinated by the HEP travel plan coordinator, a Staff Travel to Work Survey will be repeated two years from the launch of the travel plan (June 2005). In addition to this general survey, more frequent surveys will be conducted at more regular intervals such as:

- A random stratified sampling survey giving a 'snapshot' view of staff movements for five working days.
- An intranet-based survey.

Smartcard technology

The HEP Travel Plan Steering Group will keep abreast of developments in smartcard technology to be introduced in the next 2-3 years on Greater Manchester public transport. Smartcards will provide an excellent source of monitoring staff travel and could be used to facilitate the travel plan measures such as discounts for public transport and access through car parking barriers. MMU will continue to pursue the use of smartcard technology to create a cashless system on site. The smartcards could be used for transport, car parking and catering.

9.0 Travel Plan Coordinator and Support

The University has a travel plan working group attended by the HEP Travel Plan Coordinator with representatives from Marketing, Information Technology, Finance and Customer Services. The representatives attend the HEP travel plan working groups and report back to the MMU Travel Plan Working Group. The group is pivotal in making decisions about the travel plan and progressing the travel plan measures. The group meets approximately every two months.

10.0 Provision of Travel Information

The University is working in partnership with GMPTE to provide public transport maps, timetables, and leaflets to staff and students. The updating and distribution of timetables is managed by the Customer Services Department.

The staff intranet will have a direct link to the travel plan website which will contain up to date travel information as well as a link to GMPTE's journey planner site.

One of the short term measures of the travel plan is to carry out public transport consultation days in partnership with GMPTE. This will provide an opportunity for a large number of staff to collate public transport information for their journey. It will be a useful measure for staff that do not have access to the staff intranet on a regular basis.

11.0 Marketing

A Marketing Working Group has been formed to promote and publicise the travel plan. This is attended by representatives from the partner institutions including MMU. The message to market at MMU is about increasing travel choices for staff and making it easier for sustainable forms of travel to work to be used.

The following methods will be used for marketing:

Staff intranet site

Payslips – maximum of 100 characters can be used in a message to promote the travel plan.

Email to all staff members

MMYou magazine produced each term.

University Digest- newsletter sent via email to all staff.