



**University of Birmingham  
Sustainable Travel  
Action Plan  
2016 – 2021  
April 2018 update**

## **Action Plan**

- 9.1 The University of Birmingham is seeking to reduce the number of single occupancy car journeys taken to campus by staff, students and visitors. It is also seeking to reduce the carbon footprint of its business travel.
- 9.2 This document sets out the actions and resources required to meet the universities targets around single car occupancy.

### **Key to Action Plan**

**STG** – Sustainable Task Group

**STC** - Sustainable Travel Coordinator

**SEA** - Sustainability and Environmental Advisor

**HAS** – Hospitality and Accommodation Services

**HR** – Human Resources

**BUBUG** – Birmingham University Bicycle Users Group

**BCC** – Birmingham City Council

**CSTG** – Campus Safe Transport Group

**EDF** – Estates Development Framework

*Travel Plan updated September 2017  
(Sustainable Travel Co-ordinator)*

Area	Objective	Action	Means	Ownership	Status	Timescale/ deadline
Commuting	Identify current modes of travel for comparison with targets and baselines to assist in further informing and developing the Travel Plan.  Analyse the carbon footprint for Scope 3 reporting purposes	Travel survey of both staff and students	Undertake an online travel survey of both staff and students.  Employ a Travel Survey Officer to assist in the statistical analysis of the survey.  Work with Green Travel District partners to ensure a joined up approach across the wider campus.  Exchange and compare information on key findings from the survey with Birmingham City Council and Transport for West Midlands.	STC	2018 survey will take place in October.	October 2018
	Identify staff and student routes	Map and analyse current routes travelled by commuters and cross reference with local travel services	Map staff postcodes via GIS and share information with partners.	STC	Routes and 'hot spots' to be updated with 2018 data.	Late 2018
Marketing and Communication	Raise awareness and promote Travel Plan initiatives	Sustainable Travel Publicity Campaign	Implement a new publicity campaign to promote sustainable travel initiatives to both staff and students.  Sustainable travel information now included in induction packs sent out via People and Organisational Development (POD).  Promote initiatives and discounts, via induction sessions, Wellbeing Days, departmental newsletters  Post messages on staff and student portals.	STC	POD sending out guides to new staff starters.  Monthly attendance at staff inductions.  Update Sustainable Travel guide following 2018 survey.	Ongoing

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Marketing and Communication (cont.)	Raise awareness and promote Travel Plan initiatives (cont.)		Staff magazine (BUZZ) and online monthly newsletter (BUZZ Bitesize)			
		Travel Champions	Continue to support Travel Champions group and work with them to communicate key messages across departments and schools.	STC	Travel champions are well established and meet quarterly.	Quarterly meetings ongoing
		University Environment Day / Go Green Week events	Invite key external travel partners including Transport for West Midlands, Birmingham City Council, Sustrans and NXWM to actively participate and promote joint travel initiatives at these events.	STC	Events taking place regularly.  Clean Air Day and National Bike Week in June.  Another large scale collaborative event planned for October for new intake of students.	Ongoing with regular events
		Student accommodation information	Add sustainable travel information to information sent to students before they start at university.  Provide maps and other information to student halls in advance of Welcome Week.  Section added on sustainable transport for the students 'Accommodation pass' which is a mandatory e-learning all students in halls have to complete.	STC	TFWM providing new updated maps for September 2018.  Maps distributed to students at welcome events and via accommodation.	Student engagement will continue each year.
		Social media	Continue to use social media as a tool to engage internally and externally.	STC	The Twitter account started in 2013 and now has over 1200	Ongoing

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Marketing and Communication (cont.)	Raise awareness and promote Travel Plan initiatives (cont.)				followers.  Regularly receiving over 1000 'impressions' on tweets.	
		Promote safe travel on campus	Continue to contribute to work with Campus Safe Travel Group to promote safe and sustainable travel.  Continue to work with partners to lobby for improvements to roads that run in and around campus especially Vincent Drive.  Working closely with Security and campus police officer with particular focus on safe cycling and bike security.	STC	Meetings are held quarterly.	UB Safe Campaign ongoing
		University website and intranet	Continue to update and improve the travel pages of both the internet and intranet.  Intranet now includes case studies of staff travelling sustainability and pages on Key Travel.  Publicise locations of cycle storage and shower facilities on campus via Google map on intranet.  Aspiration to create a wider sustainability page on intranet for all sustainability related areas including travel.	STC	Pages are continuously being updated and improved.	Ongoing
		Staff/student inductions	STC attends monthly central inductions for staff.  POD distributing travel info to all	STC & SEA	Monthly	Ongoing

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			induction attendees.			
		Welcome Week	Attend the Welcome Week sessions for new students.  STC presence in welcome marquees over three day period. Promoting bike hire and public transport.	STC	Annually	Thousands of students engaged during Welcome Week 2017.  Another large scale event to be held in October 2018.
		Wellbeing days	Attend individual academic colleges and Corporate Services Wellbeing days.	STC	Held throughout the year	Ongoing
		Open days	Promote to prospective students the travel benefits of the University e.g. own train station and regular local bus services	STC	Held throughout the year	Ongoing
<b>Reducing the need to travel</b>	<b>Reduce the need to travel</b>	Video-conferencing & tele-conferencing	Promote the new fixed 6-seater video-conference suite which is equipped with large monitors. Up to 4 remote venues can be connected to simultaneously.	Learning Resources and Accommodation Team (LRAT)	Include in campaigns and on travel webpages	Ongoing
<b>Walking to the University</b>	<b>Increase the number of people walking to the University for sustainable or health benefits</b>	Introduce and monitor a range of initiatives to encourage people to walk	Initiatives and inducements include: <ul style="list-style-type: none"> <li>Improved network of signed, well lit pedestrian pathways</li> <li>Provision of free personal alarms by Security</li> <li>Pocket sized walking maps highlighting routes around campus and the local area</li> <li>Participation in Walk to Work Week events</li> <li>Work with the Security team and West Midlands Police to improve perceptions of campus safety</li> </ul>	STC, Estates, WM Police, CSTG & Sports	Raised at induction sessions and via Travel webpages  Audit of wayfinding on campus being carried out.  leisure.	Ongoing

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			<ul style="list-style-type: none"> <li>Promote use of the new Vale Path as an alternative to Edgbaston Park Road</li> <li>Canal step access has been improved giving easier access for commuters and</li> </ul>			
Cycling to the University	Increase the proportion of staff and students cycling to the University	Consider options for introducing more local cycle routes	<p>Liaise with Birmingham City Council through the Cycle Revolution.</p> <p>Plans for cycle track on A38 Bristol Road approved.</p> <p>Towpath to be widened through Edgbaston Tunnel making canal more attractive option.</p> <p>Cycle routes and facilities within Green Heart development.</p>	STC/Estates/ BCC	<p>Improvements made to canal towpath and access at University station.</p> <p>A38 cycle track to be completed in autumn 2018.</p>	On-going
		Bike share scheme	The University will be the pilot site for the West Midlands Combined Authority (WMCA) regional bike share scheme. 8 stations and 50 plus bikes located on campus available to staff and students linked to the wider scheme.	STC	Working with NextBike and Estates to implement.	July 2018
		Active bicycle users group (BUBUG)	Website & forum promoted at events, bike roadshows, inductions etc.	BUBUG	Established	On-going
		Promotion of Urban Cycles as a resource on campus	Urban Cycles are on campus 5 days per week providing Dr Bike services to all staff and students – cycle check and basic parts free of charge. Also the sale of accessories and second hand bikes subject to availability.	STC	Urban Cycles on campus 5 days a week	On-going
Cycling to the	Increase the proportion					

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University (cont.)	of staff and students cycling to the University (cont.)					
		Led rides and cycle training	Led rides and cycle training organised during spring and summer terms for staff and students.	STC	Bikeability training delivered as part of Guild Go Green Week in February 2018.  Regular cycle training available for staff and students.	Ongoing.
		Events	National Bike Week in June each year with Cycle to Work day in August.  3 events during Bike Week in 2017 with commuter rides organised on Cycle to Work Day.	STC	Regular events to promote cycling linked to national events.	Annually
		Continue to increase and improve cycle parking across campus	Cycle parking is constantly monitored across campus by STC. An annual budget has been approved to fund these improvements.  New cycle parking installed at Library, around Staff House, Arts and Alan Walters buildings in February 2017.  22 metre canopy installed over existing cycle parking in University Centre to provide covered parking.  New cycle parking installed at sports centre. Improved cycle parking at JG	STC & Estates	Audit of cycle parking completed in August 2017 with programme of improvement works planned for 2018.  Over 1300 spaces to secure bikes on campus.	On-going

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			Smith, Education, Chemical Engineering and Lapworth Museum in March 2018.			
		Free shower and changing facilities	Number of showers on campus needs to be increased in light of the closure of Munrow.	STC & Estates	Audit of shower facilities required.	On-going
		Cycle repair stands	Repair stand and pump installed at University station.  5 pumps acquired via Top Cycle Location Grant and installed at halls of residence.	STC	Completed	N/A
		Salary sacrifice scheme <i>Cyclescheme</i>	Allows staff to save money on the purchase cost of a new bike	HR	Over 1000 staff applications to date	On-going
		Update online map showing shower and cycle parking facilities	Map has been online since 2013.	STC	Map updated in August 2017 to reflect new cycle parking.	Completed
		Extend student cycle hire scheme	Student bike hire scheme launched in 2014 has been very successful with all bikes allocated in 2015 and 2016.  10 bikes added to scheme in August 2017.	STC, Urban Cycles	All bikes hired in 48 hour period during Welcome Week 2017.  Aspiration to further increase bike numbers in summer 2018.	Ongoing
		Staff loan bike scheme	Staff loan bike scheme has been increased to 7 bikes.  Further growth of the scheme planned in 2018.	STC	Scheme has grown by a further 2 bikes and continues to be popular.	Ongoing

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			Folding Brompton bikes acquired to encourage multi modal business travel.			
		Sale of safety/security equipment	<p>Sales of subsidised d-locks and lights may be purchased from Security.</p> <p>Discounted D Locks also available from Urban Cycles.</p> <p>Working closely with Security, Guild and campus police offer to promote use of D Locks.</p>	STC, Urban Cycles & Security	Ongoing	Ongoing
Motorcycling	Support those who travel to the University by motorcycle	Increase secure motorcycle parking.	<p>The motorcycle user group now has an intranet page and over 50 members.</p> <p>Further motorcycle parking installed at Elms Road in response to thefts.</p>	STC, HAS & Estates	Continue to identify new places for secure motorcycle parking.	Ongoing
Public Transport	Increase the number of people travelling to the University by public transport	Promote initiatives to encourage staff to try public transport instead of their car	Ensure new staff are aware of discounts available on bus travel through the university and students are encouraged to buy season tickets via direct debit.	STC	Continuous engagement through events and comms.	Ongoing
		Promotion of new £1 fare for staff and students on local National Express bus services.	Regular promotion via events, flyers and social media.	NXWM and STC	<p>Big promotional push to students during Welcome.</p> <p>Regular promotion at induction and via social media.</p>	Ongoing
		Improve bus coverage in the local area	<p>Liaise with National Express West Midlands on potential improvements to local bus services.</p> <p>Undertake a review of University and UHB staff postcodes and work with local transport operators in particular working with National Express West</p>	STC, STPSG & UHB	Working with National Express on their Network Development Plan to increase services to campus.	Ongoing

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Public Transport (cont.)	Increase the number of people travelling to the University by public transport (cont.)		Midlands to identify whether services/routes can be improved.			
		Interest free loans for public transport season tickets	In partnership with National Express West Midlands the University offers a 25% discount on annual bus passes to all staff	STC & Finance	Continue to promote via inductions and events	Ongoing
		Swiftcard	Promote the use of Swift card on local buses to staff and students.	STC & TFWM	Under discussion	Ongoing
		Reduce the cost of student public transport season tickets	Work in partnership with NXWM to assess options for further reducing the cost of student season tickets	HAS & NXWM	Under discussion	Ongoing
		Provision of shuttle buses	A free shuttle bus service operates between the Edgbaston and Selly Oak campus.	HAS & STC	Monitor and review effectiveness of services	Ongoing
		Develop good working relationships with local partners	Close links with Birmingham City Council, Transport for West Midlands, West Midlands Trains and National Express	STC	Regularly attend Birmingham Bus Alliance Meeting to engage with operators.	Ongoing
		Introduce quicker systems to obtain tickets	Assess options for Smart/Oyster cards.  NXWM recently launched new app for tickets.	STC, HAS & Centro	Promotion of smart ticketing.	Ongoing
Public Transport (cont.)	Increase the number of people travelling to the University by public transport	Improve University Station facilities	Plans are in place to improve and expand the station in the long term.  In the short term West Midlands Trains have increased staff levels and marketing materials to promote use of the additional ticket machine on campus.  A further ticket machine in the Learning Centre installed in July	STC, Estates, London Midland	Options for new station redevelopment being drawn up.	Ticket machine installed in July 2017

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	(cont.)		2017. University staff heavily involved in plans for long term redevelopment of station.	Estates		
Car Sharing	Increase the number of people car sharing to the University	Continue to increase the number of staff signed up to the Liftshare system.	Increase the incentives to car share via promotion and extension of the priority parking spaces.  Doubling the number of priority spaces available to staff to 40 in April 2018.	STC	Currently 450 users (March 2018) compared to 250 users November 2016 and now 94 BUDI teams compared to 32 BUDI teams in 2016.	Ongoing
City Car Cub	Increase the number of staff and students using Enterprise City Car Club vehicles	Work closely with Enterprise to encourage staff and students to utilise two cars close to campus.	Social media and special offers for staff.  Enterprise regularly attend events.	STC	Currently exploring possibility of further car located at Vale.	Ongoing
Business Travel	Reduce the carbon footprint generated from business activities	Continue to increase the number of electric vehicles within the fleet	Assess where changes could be made to make fleet for efficient.	STC & Transport	32% of fleet electric in addition to fuel cell vehicle	Ongoing
		Encourage and enable staff to drive lower emission vehicles.	Continue to promote SG Fleet salary sacrifice scheme as below.  Improve EV charging infrastructure on campus for staff and visitors.	STC STC and Estates	New locations for charging points identified.	New EV points to be installed summer 2018.
		Hire vehicles	Increase promotion of the University	Transport	Continued	Ongoing

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Business Travel			pool car as an alternative to external hires  Further promotion of fuel cell vehicle for business trips		promotion via inductions and events	
		Telematics to be installed in all University vehicles.	Enable monitoring of fleet and increase efficiency.	Transport	To be installed in May 2018.	Ongoing
		Promote alternative modes of travel for business use	Travel Plan + guide, events, campaigns, newsletters, websites etc.  Two folding Brompton bikes now available for business travel.	STC & Transport		Ongoing
			Business travel hierarchy to be introduced alongside new travel policy.	STC and HR	Awaiting sign off.	Summer 2018.
		Increase usage of Key Travel system for business travel.	Regular communications and events to promote usage of the system.	STC	Workshops and webinars occurring monthly.	Ongoing
		Salary sacrifice schemes	SG Fleet launched in September 2014.  Recent changes to salary sacrifice by government will mean only ULEV cars available (Ultra Low Emission Vehicles)	STC, Transport & Finance	Salary sacrifice only available for ULEV.	Ongoing
Partnership Working	Establish good links with the University's partners and key stakeholders	Develop close working relationships and engage on a regular basis	<ul style="list-style-type: none"> <li>Environmental Association of Universities and Colleges (EAUC)</li> <li>Birmingham TravelWise membership University campus maps on Travel wise website</li> <li>Local universities working group</li> <li>University Hospital NHS Foundation Trust</li> <li>Guild of Students</li> <li>Finance</li> </ul>	STC, SEA & Guild	Green Travel District partnership set up in 2015 to forge closer relationships between hospitals	Ongoing improvement

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			<ul style="list-style-type: none"> <li>University Conferencing and Events Office</li> </ul> <p>University environmental task groups</p>		and university.	
General Measures	Maximise success of the Travel Plan	Make safety improvements to the campus	<p>Improve CCTV coverage around campus.</p> <p>CCTV provision under review for potential upgrading following an assessment of a camera by camera operational requirement.</p>	STC & Security	Assessments September 2015	Long term migration to new system 2017
	Maximise success of the Travel Plan (Cont.)		Promote usage of the new shared path to the Vale as an alternative to Edgbaston Park Road.	STC	Promoted via inductions and regular communications.	Ongoing
	General Measures		Promote improvements to canal towpath surface and access point to encourage increased usage as a walking and cycling route.	STC	<p>Promoted via inductions and regular communications.</p> <p>Edgbaston tunnel being widened to make more</p>	<p>Ongoing</p> <p>Due for completion May 2018.</p>

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					appealing for walkers and cyclists.	
			Explore the possibility of consolidation of suppliers deliveries	STC, Finance & suppliers	Procurement under discussion e.g. with stationery suppliers	On-going
Car Parking	Reduce the number of people driving to the University	Improve the management and control of car parking facilities	Maintain a daily pay-as-you-go option	STPSG, STC, HAS, Estates and BCC	Daily rate encourages adoption of alternative more sustainable modes of travel where possible	On-going
			Continue to increase the number of electric car charging bays available.	Estates	Currently 4 bays in the multi storey. Points have been lost due to capital projects.	Further points to be installed in summer 2018.
			Stricter enforcement of car parks including the employment of x4 University Security Traffic Control Officers (TCOs), financial penalties are now levied on offenders if they contravene the University's Traffic Regulations.	STPSG, STC, HAS	Completed	More parking officers now on patrol and enforcement becoming stricter as of summer 2017.
			Increase the number of priority car parking spaces for staff who car	STC & Estates	Ongoing	Ongoing

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			share.			
			Commit to not increasing car parking levels across campus	Estates	Ongoing	Ongoing

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