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**Travel Planning Best Practice: West Yorkshire
Leeds Trinity University College:
“Travel Planning – A Two-Way Street”**



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Introduction

Part 1 - Dominique

- Leeds Trinity University College – Vital Statistics
- Travel Plan Evolution
- Travel Plan Highlights
- Effect on Environmental Sustainability



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Introduction

Part 2 – Karl Baxter

- ‘Enter WYTPN’
 - ‘Working/partnership with over the years’
 - Travel Guide
- Car Parking
 - Charges: Methods (initial & present), enforcement, initial feedback
- Shuttle Bus
- Communication
- Other initiatives
- Closing statements

- Questions & (hopefully) Answers

‘Vital Statistics’ (who we are)

- University College: Specialising in u/g Teacher Training, Media, Journalism, Business, Sports, Health & Nutrition, Humanities & Psychology. Also range of post graduate degrees, foundation course etc
- 3000 Students
- 300 Staff
- 450 Car parking spaces
- 575 On campus residences
- Semi Rural location – Horsforth, NW Leeds
- One direct bus route to/from Leeds via Headingley
- Less than ½ mile from Horsforth Train Station & Horsforth Town Centre

Travel Plan – Evolution (Reviewed Annually)

2001 – Initial Transport Plan

- Required to be submitted with planning application for new Learning Resources Centre



- Typical unofficial attitude:
 - ‘Onerous & costly’
 - ‘Tick box exercise’



Travel Plan – Evolution

2005

Travel Survey - Issues

- Insufficient on campus car parking at peak times – Parking FOC
- Public Transport – Sparse, unreliable & costly

General issues

- Off campus car parking issues
- Lack of sustainable integrated alternative to car usage

Outcomes – September 2005

- Revised Car parking Policy – Permit holders – Charges.
- Overflow parking available – Yarnbury RFC FOC to user- LTUC paid annual fee
- Shuttle bus service
- Upgrade of cycling changing facilities
- Lobbying of WYTPN to improve reliability & regularity of service and fare discount
- Identify and deliver an integrated Travel & Transport Plan – Annually reviewed



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Travel Plan – Evolution

Travel & Transport Plan 2005

Initial Objectives:

- To identify and actively promote use of more sustainable methods of transport by staff, students and visitors
- To effectively manage the usage of on-campus parking facilities
- To ensure ‘direct costs’ incurred in developing and implementing Travel Plan initiatives are self-funded by income generated i.e. Car parking charges
- Surplus income generated will be ‘ring fenced’ to partially fund other sustainability initiatives – eg Bio-Diversity Plan
- The Plan will be a strategic Policy used to support future Estate Development Planning Applications



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Travel Plan - Highlights

- All Travel Plan development & initiative implementation undertaken by without increasing staff resources.
- 2007 – National University **Green Gown** Competition Submission ‘highly commended’ especially relating to Travel Planning
- 2009 – Awarded planning to build new 200 bed halls of residence on campus. (Significant involvement with LCC TravelWise, LCC Highways, local community groups)
- Consistent reduction of single occupancy vehicle usage
- Support from Student Union



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Travel Plan - Highlights

- Reduced Carbon Footprint
- Significant Public Transport discount/subsidies
- Off campus restricted parking scheme
- Improved cycling initiatives incl;
 - Bike to work scheme
 - Student Bike Hire
 - Secure indoor bike storage
 - Park Safe award (Car park security & management)
- 2011 – Travel Plan reviewed by Travel Planning consultant – very little room for improvement.
Formally referred to as ‘Integrated Transport Strategy’



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Effect on sustainability?

Mode of Travel	2007/08	2010-11	% Variance
Car	80.0%	46.0%	-34.0%
Bus	5.3%	11.0%	5.7%
Train	1.3%	28.0%	26.7%
Walk	10.7%	11.0%	0.3%
Bicycle	1.3%	2.0%	0.7%
Other	1.3%	0.0%	-1.3%
Shuttle Bus		2.0%	2.0%



Effect on sustainability?

- Carbon Footprint

CO2(kg)

	2009	2010	2010-11	
<i>Staff</i>	Bus	10652	13465	14374
	Car	333767	313391	324455
	Train	6408	7353	9564
		350828	334210	348393

	2009	2010	2010-11	
<i>Student</i>	Bus	209771	440904	135385
	Car	2167245	1634345	1380945
	Train	219945	389266	502360
		2596961	2464515	2018690

<i>Staff & Student Total</i>	2947789	2798724	2367082
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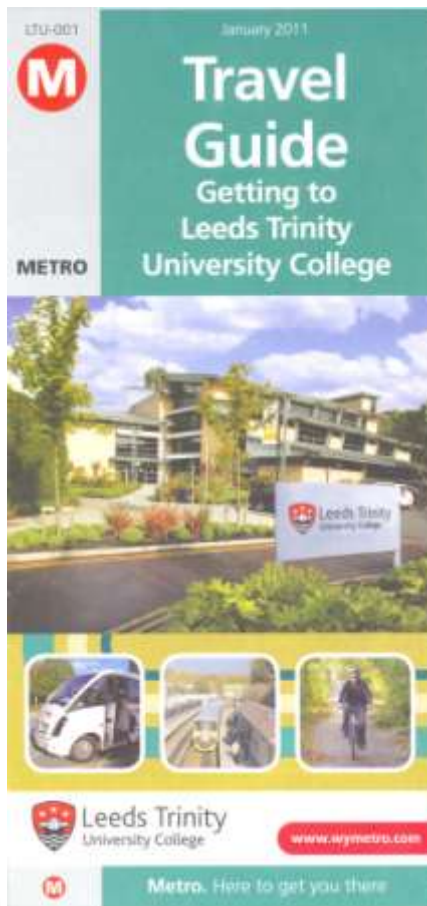
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Enter WYTPN

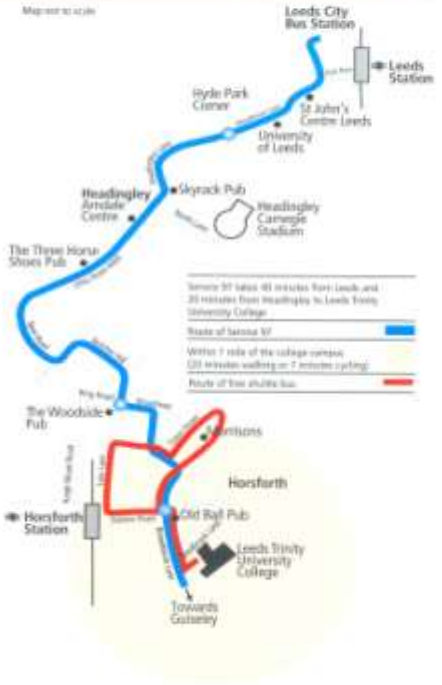
- Public Transport Monitoring
- Journey Planning
- Discounted Metrocard

Working with WYTPN

- Lobbying of Bus operators to ensure quality service
- Splitting cost of setting up Real-time display outside college
- Advice on Inter (and Intra) net presence
- Great advice and design work for College Travel Guide – bringing together all initiatives in one concise leaflet



- Encapsulating all our initiatives
- Available via several different media
- WYTPN supplied design skills, real time and discount ticket information



Bus services frequency guide

Leeds Trinity University College				
Service Number	Places served	Number of buses per hour during the daytime		
		MTWTF	SAT	SUN
37	Leeds City Centre-Hyde Park-Headingley-Leeds Trinity University College-Heaton-Gateley	2	3	1

Services which stop within a 15 minute walk from the Campus

Service Number	Places served	Where to catch this bus	Number of buses per hour during the daytime		
			MTWTF	SAT	SUN
6	Leeds-Headingley-Hill Park	Heath Wood Road	6	6	2
31	Horsforth-Hill Park Circular	Station Road	6 a day	6 a day	0
32	Horsforth-Hill Park Circular	Station Road	6 a day	6 a day	0
30A	Horsforth-Leeds-Seaforth	Station Road	3	3	1

Rail services frequency guide

Stations served	Monday to Saturday Daytime	Late evening	Sundays
Horsforth - Headingley - Burley Park - Leeds	20 mins	60 mins	60 mins
Horsforth - Harrogate - Knaresborough - York	20 mins to Knaresborough 60 mins to York	60 mins	60 mins

Bus 895 to 84950 for train departures from Horsforth Station
For a copy of our timetable visit our website: www.leeds-trinity.ac.uk

- Route Map for direct bus route
- Listed frequency of all bus and train services within half a mile of the college
- Details of our Shuttle Bus route



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Car Parking

Unlimited free parking had caused:

- Massive over-crowding
- Problem parking
- Abuse of verges, disabled spaces, etc.
- Friction with local residents





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First Year of Charging

- Graduated Charges based on salary
- Charges low - reflecting location
- In-house Enforcement measures
- In-house Database and permit design



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Feedback Received

“Naked profiteering!”

“I need a space to do my job!”

“I’m looking for a job elsewhere without stealth taxes!”

“Why should I pay for parking?”

“Worse than Hitler!”



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CAR PARKING CHARGES Results

- Fewer problem incidents on site
- Many staff and students parked in the surrounding streets rather than pay
- Anger over penalties issued/cars clamped
- Demands for discounts for “greener” vehicles
- Demands for restriction of student car use – no room for staff on campus!

Current Charges

- Remains lowest in sector – need to reflect reality of campus community i.e. where they travel from
- Graduated Fees for Staff permits
- Discount of up to 25% within each band for low CO2 emissions
- Pay-and-Display facilities for Students
- Parking Enforcement by external company
- Funding of Restricted Parking Measures for Residents
- In-house Car-sharing scheme



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Shuttle Bus



- The missing bit of the puzzle
- Funded from Car-parking charges
- Links the college with public transport routes other than the direct service
- Provides viable alternative to car for staff and students living within 1m of college
- Service fine-tuned following feedback

Communication 'Buy-in' /Hearts & Minds

- Parking income ring-fenced for travel initiatives – much needed transparency
- Forming alliances within and without the college
- Ensuring good 2-way communications with all parties concerned
- Responding to feedback received from Annual Travel Survey (as well as other forums) and fine-tuning policy to reflect this where possible
- Offer further subsidies and discounts



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Other Initiatives

- Discounted Tickets for Students
- Metrocard scheme for staff
- Taxi Partnership with local firm
- Cycling and walking information and facilities
- “Cycle-to-Work” scheme for Staff
- Cycle Hire Scheme for Students



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Conclusion

- Be “Pro-Choice” not “Anti-car”
 - Consult all Parties at every opportunity
 - Be consistent and fair in your approach
 - Seek advice from colleagues in all areas (Metro, LCC, etc.)
 - Modify external advice to suit your needs
- ‘ONE SIZE DOESN’T FIT ALL’**
- Monitor current patterns and subsequent effects of initiatives
 - Off road and on road parking
 - Travel modes
 - Carbon Footprint



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Thank you for Listening!