EXECUTIVE SUMMARY

This five-year transport strategy (2018 – 2022) builds upon Travel and Transport Planning work previously undertaken by our university. It provides the first holistic approach to understanding, appraising and improving travel and transport options for staff, students and visitors of the University of Wolverhampton across all Campus sites.

The main impetus comes from the University's desire to better manage the transport provision and facilities already available, improve travel options for all those travelling to and around the University and take responsibility for minimising any negative transport impacts that could be generated. The Strategy will secure the long-term future of travel planning at the University.

It is proposed that the Strategy is fully supported and resourced to ensure that the vision, aims, objectives and targets are achieved but also that the deliverables of the Strategy are continuously reviewed and adapted to meet the needs of our current and future staff and students.

Our **Vision** for this Transport Strategy is:

"*Minimise the travel and transport impact of the University of Wolverhampton whilst also ensuring staff, student and visitor journeys to our Campuses are convenient, sustainable and affordable. We will promote and facilitate the trial and continued use of sustainable travel modes wherever possible, whilst also providing for when there are no alternatives to driving.*"

The **principal activities** undertaken to develop this Transport Strategy include:

- Literature review of all previous reports and studies.
- Accessibility audits and modelling of all Campus sites to understand the current provision and potential for sustainable travel.
- Travel survey of staff and students to understand how they travel to the University, when, how often, why they make the travel behaviour decisions they do and the propensity for them to make any shifts towards more sustainable choices.
- Assessment and estimation of the carbon impact of the staff and student commute based on travel survey data and using the methodology advocated by Defra.
- Stakeholder engagement to engage with key stakeholders and potential partners and learn what support may be available.
- Implementation plan development, to set out the deliverables and measures of the Strategy for the next five years as well as an indication of their priority, impact and costs.

ACCESSIBILITY SUMMARY

Conducting a multi-faceted analysis of the accessibility of each campus by:

i) a physical audit of each campus,
ii) using modelling software (called TRACC[1]) to understand the transport options available to staff and students, then
iii) asking staff and students themselves about their travel choices

has ensured a deeper and richer understanding of the propensity for mode shift, the physical and perceived barriers to travel behaviour change and the demand for parking.

A detailed travel survey was conducted across all Campuses for the first time. Response rates were 28% of staff and 1.4% of students. Detailed analysis and mapping is provided in the full report. Currently around two thirds of staff drive by themselves to work (increasing to 80% at Walsall and Telford). Less than a third of students usually drive by themselves, although this varies significantly by campus (up to 60% to Walsall and as low as 13% to City).

A broad-brush analysis of demand for car parking illustrates that demand is exceeding supply at both City and Walsall Campuses. Considering staff alone there is a shortfall of 750 spaces at City Campus. However, demand from staff alone is over-catered for at Walsall and Telford. When student demand is also considered the shortfall could be in the region of 2,000 spaces at City and 1,400 at Walsall (albeit these are peak demand figures).
This demonstrates the need for a comprehensive programme of mutually reinforcing Transport Strategy measures to both manage demand and incentivise the use of sustainable travel modes.

City Campus

In summary, City Campus benefits from a good public transport network, typical of a city centre location. Demand for car parking is exceeding supply, car parks are partly managed, and restrictions are unenforced. It should be noted that the supply of spaces at City Campus may be affected by the aspirations of Wolverhampton Wanderers to further develop the Molineux Stadium
Levels of active travel are low, despite modelling results suggesting reasonable proportions have the potential to walk or cycle. There are concerns around safety. There is limited provision for active travellers. Over three quarters of students (78%) are categorised as 'Commuter Students' who do not have a different term-time address. Various other factors influence travel behaviour choice for staff and students including caring commitments.

[1] TRACC is the leading multi-modal transport accessibility tool used to calculate travel time by each mode, create contour maps and reports.

Currently only 30% of staff travel to City Campus by non-car modes compared to up to 50% of staff who could cycle in 30 minutes and 61% who could use public transport in 60 minutes. By contrast 79% of City based students already travel by non-car modes.

City Campus Summary	Staff	Student
Number	1,974	15,048
% of Car Drivers (Lone and Sharers)	65%	14%
Number of Non-Residential Car Parking Spaces	358	
Potential Demand (estimate of peak demand)	1,107	1,736
Staff and Student: Spaces Ratio	-2485	
% living within a 30-minute walk/cycle journey	8/50%	21/39%
% living within a 30-minute public transport journey	26%	32%

Walsall Campus

A new main entrance at Walsall Campus has significantly improved the initial vista on arrival and is reducing the impact on local residential streets. It is a contained campus site with reasonable public transport links, but overall accessibility is better for staff than students. It has the highest proportion of single occupancy driving at 80% and 59% respectively. Currently, only 14% of staff travel to Walsall by non-car modes despite reasonable proportions living within a short sustainable journey-time catchment. By contrast, nearly a third (32%) of students already travel by non-car modes.

Walsall Campus Summary	Staff	Student
Number	459	3825
% of Car Drivers (Lone and Sharers)	84%	61%
Number of Non-Residential Car Parking Spaces	870	
Potential Demand (estimate of peak demand)	321	1933
Staff and Student: Spaces Ratio	-1384	
% living within a 30-minute walk/cycle journey	7/31%	3/23%
% living within a 30-minute public transport journey	20%	10%

Telford Campus

The significant barrier to promoting sustainable travel choices at Telford Campus is the limitations of being outside the West Midlands region and therefore public transport ticketing zones. This makes travel to the other Campuses or commuting from locations in the West Midlands more problematic and/or expensive. Positively, nearly a quarter of students live on Campus and can therefore travel to their place of study in minutes. However, travelling in by non-car modes takes over an hour for 50% of students, compared to three-fifths being able to drive in less than 30 minutes.

Telford Campus Summary	Staff	Student
Number	120	251
% of Car Drivers (Lone and Sharers)	79%	33%
Number of Non-Residential Car Parking Spaces	405	
Potential Demand (estimate of peak demand)	82	84
Staff and Student: Spaces Ratio	+239	
% living within a 30-minute walk/cycle journey	9/41%	24/29%
% living within a 30-minute public transport journey	19%	27%

TRANSPORT STRATEGY OPTIONS AND RECOMMENDATIONS

The headline recommendations can be summarised as:

1. Introduce a centralised car park permit scheme and charging structure across all Campuses. Ring-fence the income from car parking into a Transport Strategy fund;
2. Minimise parking demands through the delivery of sustainable transport measures;
3. Consider the need for further parking at City Campus; and
4. Appoint an individual responsible for overseeing and delivering all of the above.

Year One

It is proposed that in Year One, Recommendations 1, 2 (part) and 4 are delivered. Car parking at the University is currently administered in an uncoordinated and piecemeal manner with no enforcement of restrictions. This has led to an inequitable status quo of some staff receiving a significant benefit, whereas some staff and particularly students, potentially with greater business and/or personal needs are not able to access these facilities. Implementation of a permit and charging scheme will not only help minimise parking demand but will also provide a Sustainable Transport Fund which can be used to fund further measures in Year Two onwards. Options and indicative costs for Recommendation 1 are as follows:

- Purchasing and operating an **online, needs based (eligibility scheme) car park permit application system** (**ref c9**). Based on applications being processed, printed and issued in-house, the costs would be in the range of £10- £35k over three years, with annual licencing fee thereafter of c£3k.
- **Enforcing car parking restrictions** (**ref C13**). There would be no costs to the University to fully outsource this function, but then minimal or no revenue would be generated from Penalty Charge Notices (PCN). A part outsourced, self-ticketing model would cost in the region of £12-15k to set up, £2k per annum in management fees, plus staffing costs of a patrol officer. The University would then have influence over issuing PCNs and retain 50% of the revenue to reinvest in the Transport Strategy.
- **Upgrade car parking infrastructure and technology** (**ref C10**) to enable charging for car parking at all sites. An estimate provided to upgrade all car park areas has been provided at £120k subject to investigation and clarification of civil and ducting works required.

Recommendation 4, appointing a **Travel Plan Co-ordinator (ref G1)** is essential to ensure that there is a centralised, overview of all Strategy elements and that they are mutually reinforcing. The role holder will need to operate at a senior level, manage a portfolio of interrelated projects, manage and advise staff in supporting roles and call-off consultancy.

- Grade 6/7 FTE post (£25-30k).
- Specialist consultancy in the region of £25-40k per year for the first three years.

Recommendation 2, delivering measures to support sustainable modes, can be progressed from the outset, some requiring minimal budgets. These include but are not limited to:

- An array of travel information in various media provided to staff and students at the earliest opportunities to enable informed, sustainable travel choices (**ref I1-9**);
- Public transport ticketing discounts (all) and season ticket loans (staff) (**ref PT1-5**);
- Measures to encourage walking and cycling (**ref A1-A12**);
- Online car share matching scheme and car club (**ref C1-C6**); and
- Monitoring travel surveys (**ref M1-2**).

Year Two

With a car park charging structure in place and therefore a Sustainable Transport Fund to utilise, it will be possible to deliver more robust sustainable travel plan measures that reduce car use and therefore demand on parking and also to take a decision on whether **additional car parking capacity** (**ref C15**) is needed.

Early feasibility work has indicated that to construct a 500 space Multi Storey Car Park (MSCP) on the existing Red Hill Street site, under a Design, Build, Finance and Operate (DBFO) contract with an investment payback for the operator over 25-30 years, where the operator retains the income generated from that car park (not other areas on campus) would require spaces to be charged at c£3/day (generating c£200k/year) and would require an initial capital investment of £1.5-2 million. Alternative commercial models with no initial capital investment are possible but would result in higher daily parking rates and/or the relinquishing of control of other car parking areas across the Estate.

Years Three to Five

For the remaining delivery period, the above measures and car parking management will become embedded. As income from car parking continues to be ring-fenced, it will be possible to deliver further robust measures to support sustainable travel modes. These could include installing upgraded cycle parking facilities, additional Electric Vehicle Charging Points or subsidising public transport travel for staff and students. Potential measures are set out in a detailed implementation plan.

MONITORING AND TARGETS

In order to monitor the impact of the Transport Strategy the below targets are proposed and will require annual staff and student travel surveys in order to measure progress against them:

Lone Driver %	Staff		Students	
	2017	2022 Target	2017	2022 Target
City	62%	55%	13%	13%
Walsall	81%	76%	60%	57%
Telford	79%	76%	33%	32%

LEVEL OF COMMITMENT

Within the detailed Transport Strategy and implementation plan, three versions of a Transport Strategy are set out. The recommended version for which approval is sought is **TS3.** It is recommended that the University takes this opportunity to;

- Understand and manage its Travel and Transport offer in line with peer institutions;
- Recognise the potential benefits to staff and students of doing so; enhancing the student experience, improving staff satisfaction and health and wellbeing of both.

TS1 Status Quo

(Do Nothing-Minimum)

This version is effectively a status quo, leaving Transport systems and provision as they are, but then accepting the existing problems that creates and the future consequences of not having a holistic overview and management strategy for parking, travel and transport.

TS2 Intermediate

(Introduce Permits and Low-Budget Sustainable Transport Measures But No Charging)

An intermediate approach would include managing and maintaining the current provision; measures such as appointing a TPC, basic travel information provision, low cost public transport promotion, walking and cycling measures, managing existing car parks including a permit scheme but *not* charging or adding additional car parking capacity.

TS3 Comprehensive

(Develop a Ring-fenced Sustainable Transport Fund)

The third option includes a full programme of Travel and Transport improvements. The introduction of a permit scheme and charging for parking will provide a fund for a range of robust sustainable transport measures as well as contributing towards additional car parking capacity if it is still required.