



**Northumbria
University**
NEWCASTLE

TRAVEL PLAN STRATEGY

November 2023



Delivered in partnership with TPS



FOREWORD

Northumbria University recognises its operational activities can have an impact upon the environment. Through a range of aligned policies and in accordance with Northumbria's certified Environmental Management System, the University seeks to minimise these impacts whilst allowing it to continue growing and developing in a sustainable manner.

Northumbria also recognises the increasing global urgency associated with environmental challenges such as climate change, air pollution and biodiversity loss. The University's core strategy commits to further enhancing its reputation for sustainability by supporting the UN Sustainable Development Goals (SDGs) through research, teaching, campus and operations.

As a signatory of the SDG Accord and the United Nations Academic Impact in recognition of the positive impact Northumbria can make, specific to its travel and transport activities the University aspires to **minimise the environmental impact of organisational travel and the travel undertaken by staff, students and visitors to and from the University.**

This is a continuous and evolving process, therefore the organisation-wide Travel Plan Strategy covering both City and Coach Lane Campuses has undergone this latest review and update to produce the 2023 Travel Plan Strategy.

In doing so, Northumbria strives to find the right balance. Whilst the majority of staff and students already travel by sustainable means, it has never been the University's intention to bar those who need to drive from doing so. It is acknowledged

some live further away from campus whilst other colleagues and some students – for a variety of reasons – must rely on private rather than public transport.

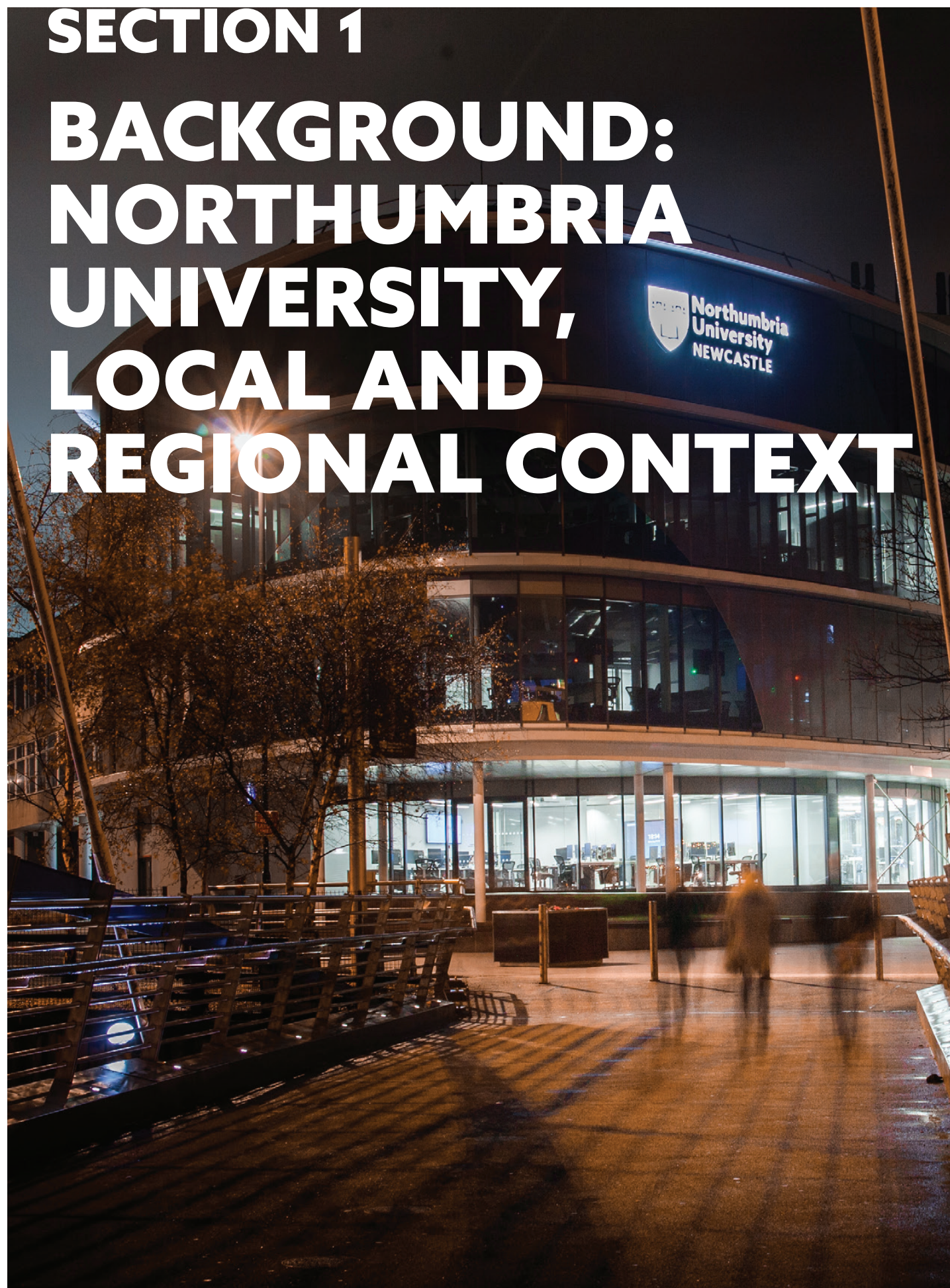
Nevertheless, this 2023 Travel Plan Strategy illustrates the ongoing commitment and dedication to further reducing the University's transport-related impacts on the environment wherever and whenever possible. The range of measures and initiatives presented throughout this document build upon successes to date, committing Northumbria to continue in encouraging and supporting its staff, students and visitors to travel in the most sustainable way possible.

Moving away from 'traditional' travel planning targets aimed at reducing single occupancy car use, this Travel Plan Strategy sets new targets to reduce the overall carbon impact of travel and transport activity, contributing to the broader sustainability objectives of the University.

Doing so will also ensure Northumbria can continue to meet its civic duties, playing a role in supporting the ambitious aims of the North East Transport Plan whilst also contributing towards the delivery of clean air objectives as defined by the Newcastle-Gateshead Clean Air Zone.



SECTION 1 BACKGROUND: NORTHUMBRIA UNIVERSITY, LOCAL AND REGIONAL CONTEXT



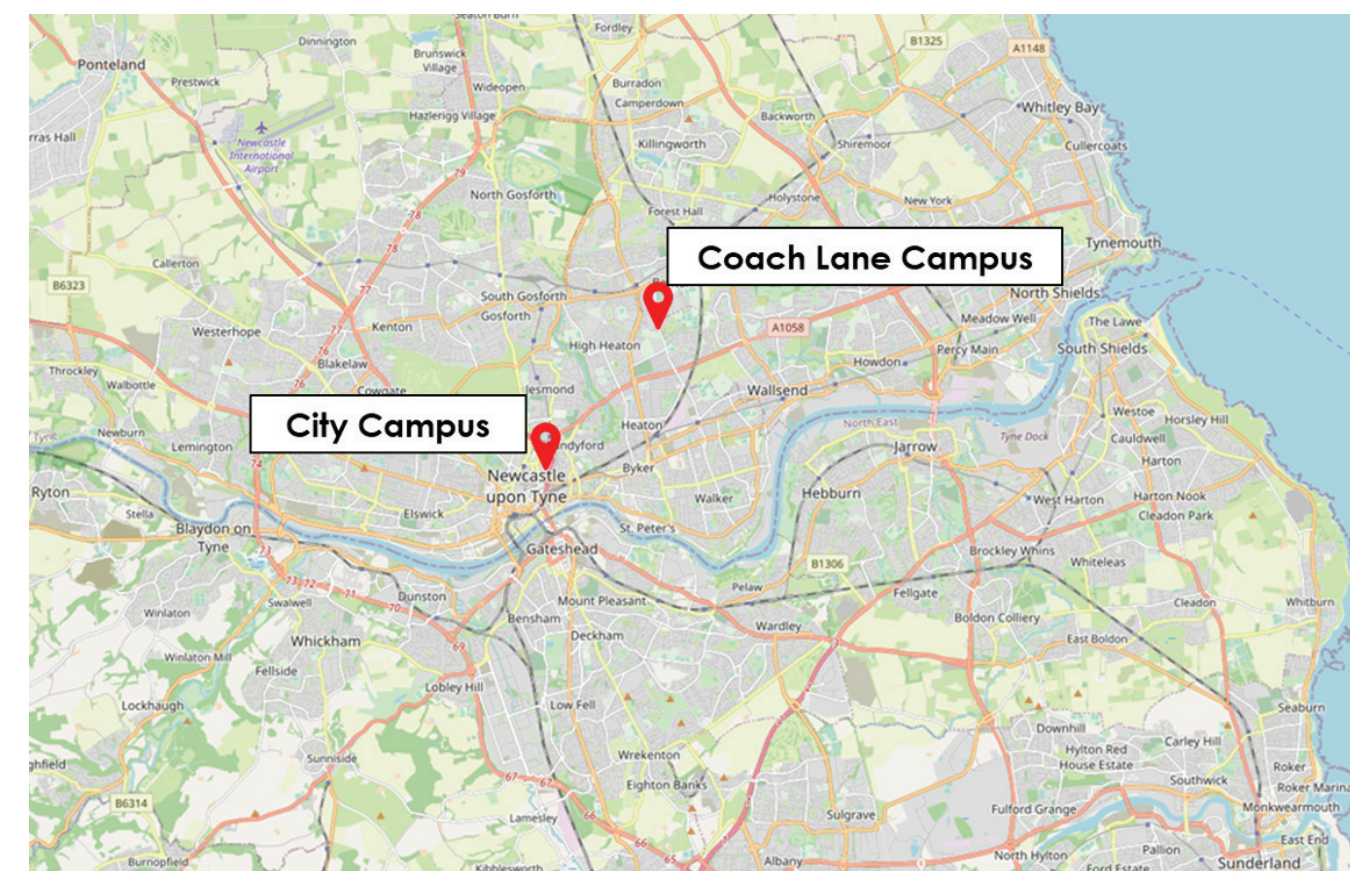
Northumbria University can trace its origins to three Newcastle colleges: Rutherford College of Technology (established 1877), the College of Art & Industrial Design and the Municipal College of Commerce.

Newcastle Polytechnic was formed in 1969 through the merger of these colleges and then following further acquisitions in the 1970s and 1990s, by the year 2000 what is now Northumbria University (established 1992) had become the largest academic establishment in the North East.

The University currently hosts a student population of around 32,000 (including 3,300 overseas students) based across Newcastle upon Tyne, plus a further 3,000 studying on programmes in their

own countries. It is one of the North East region's major employers, benefitting from a diverse staff population of over 3,000.

Northumbria maintains its presence in the North East across two major campuses in Newcastle upon Tyne - City Campus (East & West) in the heart of the city centre, and Coach Lane Campus in Benton, approximately three miles to the north east. These are shown in the context of the wider local area on the location map below.



Northumbria University's North East Campuses (Source: OpenStreetMap)

The University has made significant investment into its estate over recent years, enhancing City Campus with new buildings, landscaping and pedestrianisation schemes. In September 2007, the Newcastle Business School building opened as part of a £100m+ City Campus East development, linking both City campuses into one integrated location via an iconic footbridge across the Central Motorway. Further development is planned which will be supported by this Travel Plan Strategy.

WIDER SUSTAINABILITY IMPACTS AND ACHIEVEMENTS

Northumbria ranks among the world's top educational institutions for sustainability and global stewardship. Now in its fifth year, the 2023 Times Higher Education Impact Rankings placed Northumbria 21st in the UK, and joint 79th out of 1,591 institutions worldwide. The University also consistently scores highly in the 'People & Planet' UK University League - in 2022 it scored 66.8%, coming 15th overall and being graded as a '**First Class**' sustainable institution.

As part of these wider recognitions and achievements, the University has a demonstrable, long-running commitment to the direct promotion of sustainable travel choices both into the North East region, and then locally to, from and between its campus locations. Northumbria takes a proactive approach to minimising the environmental impacts of its transport operations; all efforts made across the University are both welcomed and respected by key local stakeholders, including Newcastle City Council and Nexus.

Related to this, the University played an integral role in the Tyne & Wear 'Go Smarter' Business Network which saw various organisations across the region come together to collaborate on a range of issues relating to the promotion of local sustainable travel behaviours.

This culminated in Northumbria achieving a **Gold Award** for its efforts, given to businesses who demonstrated an ongoing commitment to encouraging sustainable travel by their employees (i.e. Northumbria's staff and students) plus visitors and any associated impacts of its business operations e.g. logistics and deliveries, any overseas business travel.



NORTHUMBRIA UNIVERSITY'S TRAVEL PLAN

Northumbria developed its first Travel Plan in 2005, part of an original planning condition to extend the City Campus East. The original initiatives and activities contained within continue to be promoted but have also evolved over time, reflecting the changing nature of travel patterns, particular in this post-pandemic era.

The last full formal Travel Plan was produced in 2016, with bi-annual update reports produced in 2018, 2020 and 2022. This Travel Plan Strategy for 2023 has been compiled to reflect on progress and sets out new carbon-based targets for all transport-related activity.

The University is keen to continuously review and adopt best practices where possible, such as emerging transport technologies (e.g. Electric Vehicles, public e-scooter trials), whilst embracing remote working opportunities, and seeking to minimise the impact of its business activity for all travel beyond the North East region.

Northumbria has set itself ambitious carbon reduction targets for the entire organisation which will require a wide range of interventions and changes to travel behaviours. This Travel Plan Strategy aligns to the Carbon Management Strategy (2020-2030), setting out a commitment to deliver an **80% reduction in emissions by 2030** (against a 2014/15 baseline) and to achieve **Net Zero by 2040** at the latest.

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NEWCASTLE-GATESHEAD CLEAN AIR ZONE



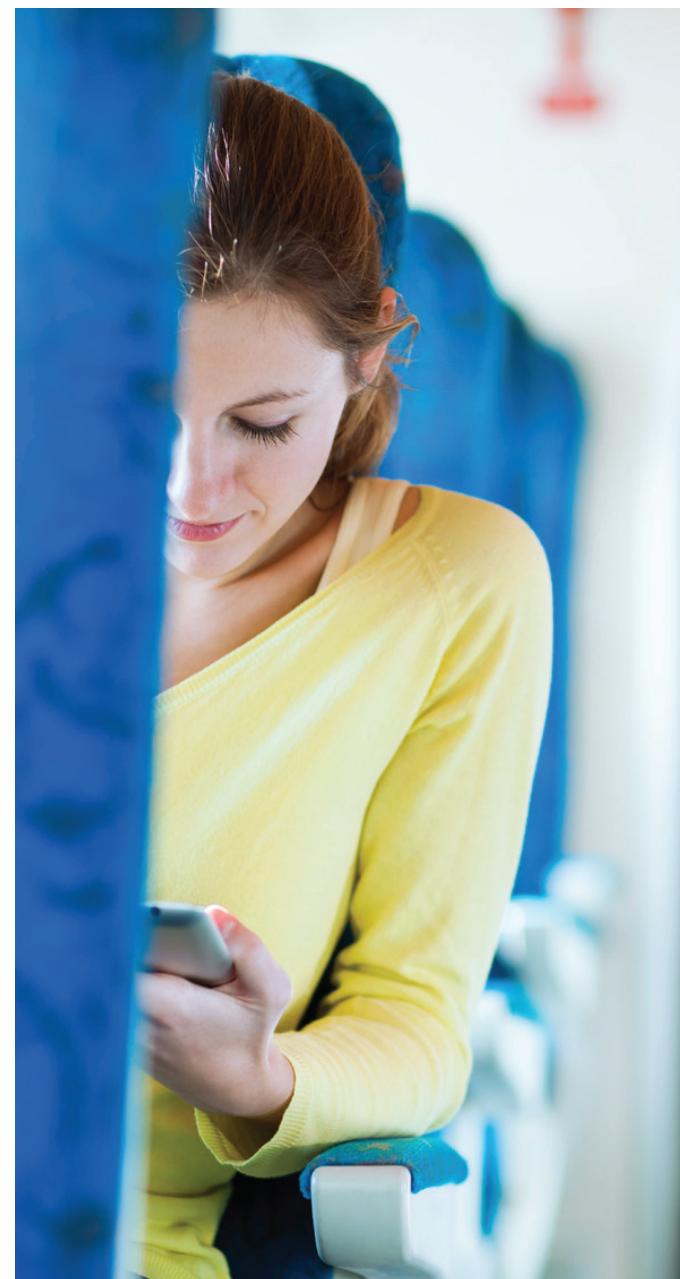
In 2017, the Government issued a legal direction which required both Newcastle and Gateshead councils to take action to reduce illegal levels of traffic-related pollution in high concentration areas. In response, a Level C Clean Air Zone (CAZ) was introduced on 30th January 2023, commencing with charges for all non-compliant taxis, private hire vehicles, minibuses, buses, coaches and HGVs, then expanding to include LGVs and vans from 17th July 2023.

The Newcastle-Gateshead CAZ boundaries splits the City Campus in two along the Central Motorway corridor, with the West Campus sitting within the zone and the East Campus just outside the zone itself.



Newcastle-Gateshead CAZ Boundary Map
(Source: <https://www.breathe-cleanair.com/>)

Whilst not directly targeting and restricting private car use, as part of the wider measures to improve local air quality, everyone driving into the city centre is being encouraged to think about how they travel and reduce the number of car-based journeys wherever and whenever possible. Through measures set out later on in this Travel Plan Strategy, Northumbria will continue to support these overall civic aspirations to reduce traffic congestion and single occupancy car use, helping to provide cleaner air levels for the city as a whole.



NORTH EAST TRANSPORT PLAN (2021-2035)

The University also firmly endorses the vision and objectives of the North East Transport Plan:

'Moving to a green, healthy, dynamic and thriving North East'.

This will be achieved through the provision and promotion of greater carbon-neutral transport, helping overcome inequality and grow the economy, supporting a healthier North East through appealing sustainable transport choices, all delivered by a safe, secure network.

All measures and initiatives set out in this Travel Plan Strategy will allow Northumbria to play its part as a major employer for the North East in helping to meet these regional transport aspirations.

EMBEDDING SUSTAINABLE TRAVEL BEHAVIOURS

Key to the success of any such plan is effective partnership working. Through its **University Sustainability Management Group**, Northumbria ensures sustainable travel behaviours continue to be embedded across the entire organisation.

During the production of this Travel Plan Strategy, by reviewing and reflecting on the findings of recent Travel Survey reports, it is reassuring to see general progress continues to move in the right direction.

POPULATION SHIFTS

Across the country, about 1% of the population have a term-time address in a different local authority. The highest change for a North East local authority is in Newcastle, where the difference is 6%. Newcastle also sees the biggest shift in the region when it comes to 'workday population', increasing by 8% on a working day versus the usual resident population ('Alternative Populations, England & Wales', Office for National Statistics, 2021.)

Northumbria understands staff and student travel to and from its campuses will have a contribution to the above population shifts. The University truly believes in encouraging and supporting its staff plus student populations to continue making small individual changes to their transport behaviours as being the **right thing to do**. In doing so, Northumbria seeks to enable all who work, study or visit its campuses to contribute towards a larger, collective difference - ultimately for the benefit of everyone.



SECTION 2

NORTHUMBRIA'S TRANSPORT AIMS, OBJECTIVES & EXISTING MEASURES



The University's overarching aim for transport is presented within the Environmental Sustainability Policy (June 2023), which seeks to 'minimise the environmental impact of organisational travel and the travel undertaken by staff, students and visitors to and from the University.'

Measures to encourage and support sustainable transport uptake will help deliver on the following wider aims within the **2023/24 Environmental Sustainability Policy**:

- Reduce overall scope 1, 2 and 3 emissions.
- Prevent pollution by minimising local discharges to air, land and water.
- Raise awareness of sustainability among staff, students and the communities in which Northumbria operates.

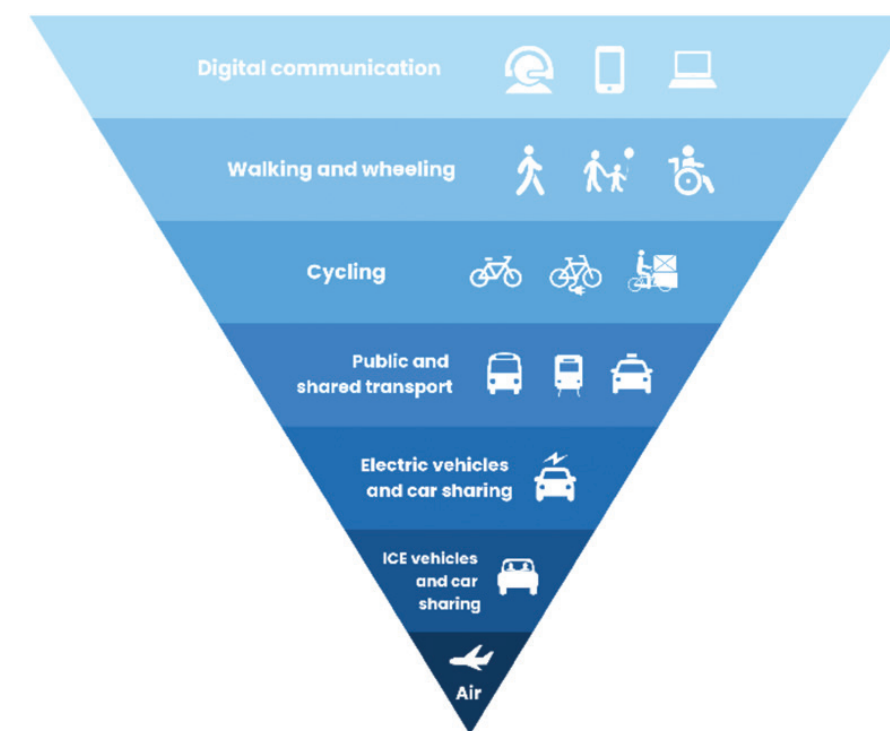
This will be delivered through the following Objectives:

- Reduce car traffic to University sites and contribute to the reduction of congestion in areas around the campuses.
- Encourage greater use of more sustainable modes of transport by staff and students.
- Promote healthier and more active lifestyles for staff and students.
- Improve road safety on and around the campuses.
- Reduce emissions arising from Business Travel, staff and student commuter travel.

EXISTING TRAVEL PLAN MEASURES

Having now had a Travel Plan in place since 2005, the University has introduced a range of measures and initiatives throughout the years to encourage and support the uptake of sustainable transport options.

Northumbria fully embraces the **Sustainable Transport Hierarchy** (as illustrated in the image, right) in its approach to promoting travel and transport opportunities for travelling to/from Newcastle and then for commuting to, from and between the University's campuses.



Northumbria University's Sustainable Transport Hierarchy

GOVERNANCE AND PROJECT MANAGEMENT

The University has a member of staff whose remit is dedicated to the promotion of sustainable transport and oversight of project delivery.

Previously this was undertaken by a Travel Plan Co-ordinator; this responsibility has more recently been incorporated into a wider remit for the Sustainability Manager.

In doing so, and as part of a key role within the University's sustainability team, travel and transport continues to be formally integrated within the wider sustainability requirements of the University. This also ensures momentum in implementing the Travel Plan Strategy and monitoring thereof is maintained at the highest level.

TRAVEL & TRANSPORT INFORMATION & ENGAGEMENT

Northumbria continues to support its staff, students and visitors in making fully informed travel choices i.e. decisions about how best to travel based on knowledge and awareness of all travel mode options available to them.

Continuing to influence travel behaviour choices before habits are established is imperative to a successful travel plan; doing so is a relatively low cost but high impact measure.

This is achieved through provision of succinct travel advice at the earliest opportunity for staff as part of their recruitment and induction process, and for students in their pre-arrival information and at Freshers Week.

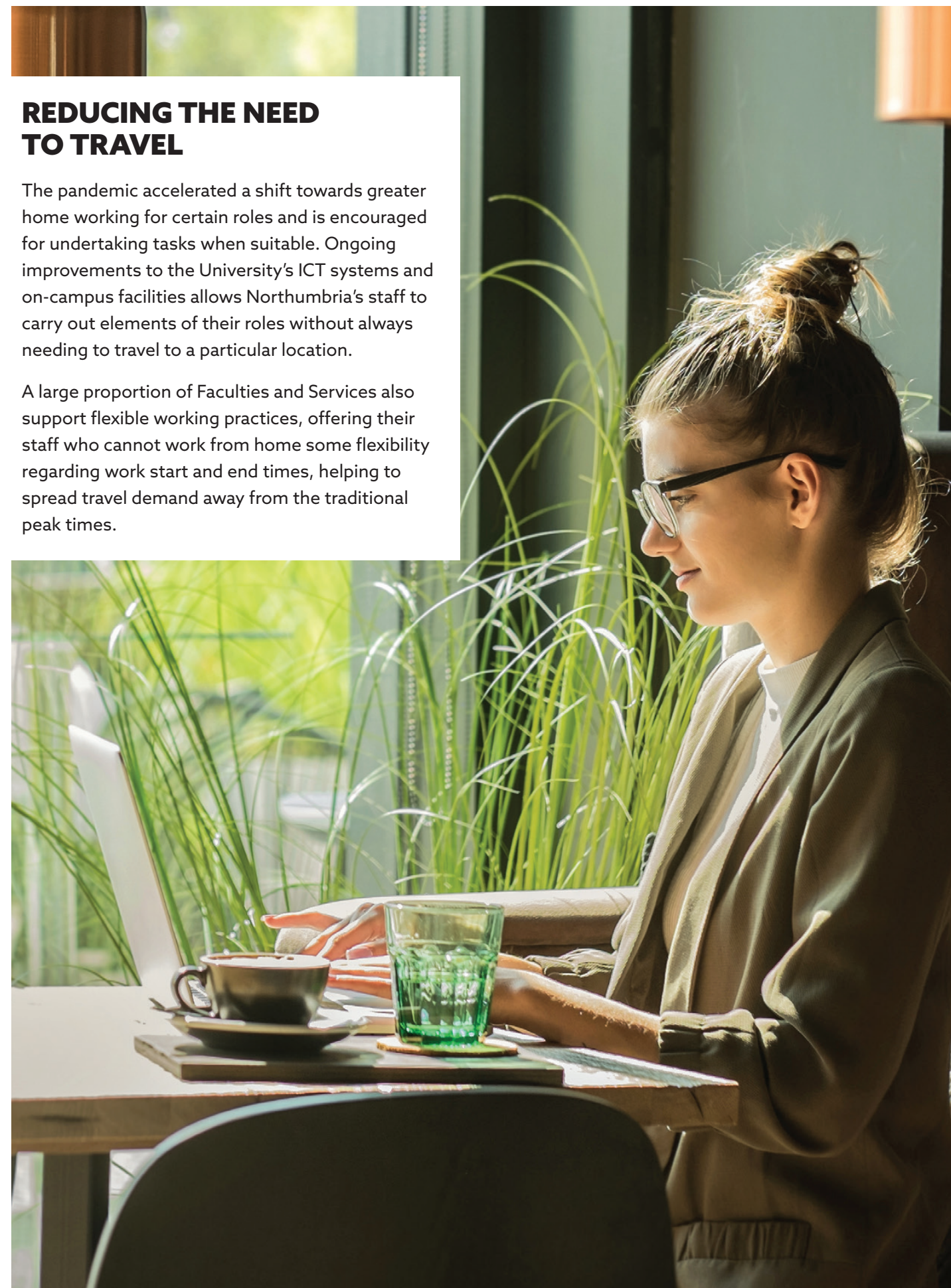
The University continually reviews and seeks to improve its on-campus information provision which ensures a better understanding of where campus facilities are located and instils confidence in staff and students to move around University by sustainable means.

Furthermore, offering engaging, fun events throughout the University calendar are an ideal opportunity to re-engage with staff and students about different initiatives and offers available during the academic year.

REDUCING THE NEED TO TRAVEL

The pandemic accelerated a shift towards greater home working for certain roles and is encouraged for undertaking tasks when suitable. Ongoing improvements to the University's ICT systems and on-campus facilities allows Northumbria's staff to carry out elements of their roles without always needing to travel to a particular location.

A large proportion of Faculties and Services also support flexible working practices, offering their staff who cannot work from home some flexibility regarding work start and end times, helping to spread travel demand away from the traditional peak times.





ACTIVE TRAVEL

Following the pandemic, there has been an increase in those registering an interest for cycling to work.



Through the University's **Cycle2Campus scheme**, an extensive list of measures are in place to encourage more staff and students to consider cycling (and walking) to University, whilst continuing to support those already doing so:

Bicycle User Group (BUG)

A dedicated e-mail list for cyclists which allows Northumbria to provide up-to-date information on additional events, updates and news.

Staff Cycle to Work Scheme

University staff can access the Cycle to Work Scheme, which helps them save money on the cost of a new bike and accessories, plus extra discounts in a number of local cycle shops.

Buying a Bike (Students)

Northumbria signposts students towards Recycle y'Bike in Byker who are a charitable entity which offers fully refurbished and guaranteed bikes at affordable prices, including some higher end bikes (subject to availability).



Cycle Parking

There are over 1,000 cycle parking spaces across the University (both campuses) including a number of lockable cycle stores. On City Campus, a secure cycle store near the Northumberland Building is available for use by Northumbria's students.

Information is also provided on external cycle parking options, including at a Metro or bus station.

Dr Bike & Bike Servicing

The University offers free monthly Dr Bike sessions at City Campus, delivered by Gosforth Bike Works where their qualified mechanics carry out basic safety-checks and services.

Along with these basic check and repair service, Northumbria also offers drop-in workshop sessions as part of these monthly visits where staff and students can come along and learn simple repairs and maintenance tips.

Cycle Pumps and Bike Maintenance Kits

Cycle pumps are available in the secure staff cycle stores across campuses. Bike maintenance kits can be borrowed from the Security Offices at both City and Coach Lane campuses.

Cycle Tagging

Northumbria co-ordinates regular cycle tagging events through the University's Security team and the local police. Participants can also obtain a free cycle lock.

Cycle Training (Newcastle City Council)

The University signposts anyone interested in learning to ride towards Newcastle City Council who offer a range of free cycle training opportunities delivered by their Bikeability instructors. Open to anyone who lives, studies or works in Newcastle.

Local Discounts

A range of discounts at local cycle stores are available to all Northumbria University staff and students (excluding sale items).

Northumbria will continue to work with the local authorities to look at routes across both campuses and enhancing links into the wider cycling network. Further improvements to secure cycle parking facilities coupled with improved shower and changing facilities will help to encourage more people to cycle, and such initiatives are considered during all future development projects.



PUBLIC TRANSPORT

Both University campuses are well-served by a range of public transport options. In addition to the provision of detailed travel information, to encourage uptake there are established measures which promote and support the use of public transport:

Discounted / Staff Corporate Travel Offers

The University's travel webpages list a range of discounted ticketing options for students including a 30% discount on Metro travel plus various student offers on bus services across Tyne & Wear.

Northumbria offers a corporate discount scheme for its staff, covering Metro, local buses and National Rail services.

Free Inter-campus Bus Service

The University continues to work in close partnership with Stagecoach to support and enhance this vital service. Northumbria staff and students can travel between the campuses **for free** upon production of their smartcard between 0700-2215 every day if boarding/alighting at one of five designated stops (map shown below).

Number 1 bus designated stops

City Campus – Coach Lane Campus – Permitted boarding points en route to Coach Lane Campus are:

- Civic Centre
- Sandyford Road/Portland Terrace
- Portland Road/Warwick Street
- Warwick Street/City Stadium
- Simonside Terrace

The permitted alighting point in this direction is:

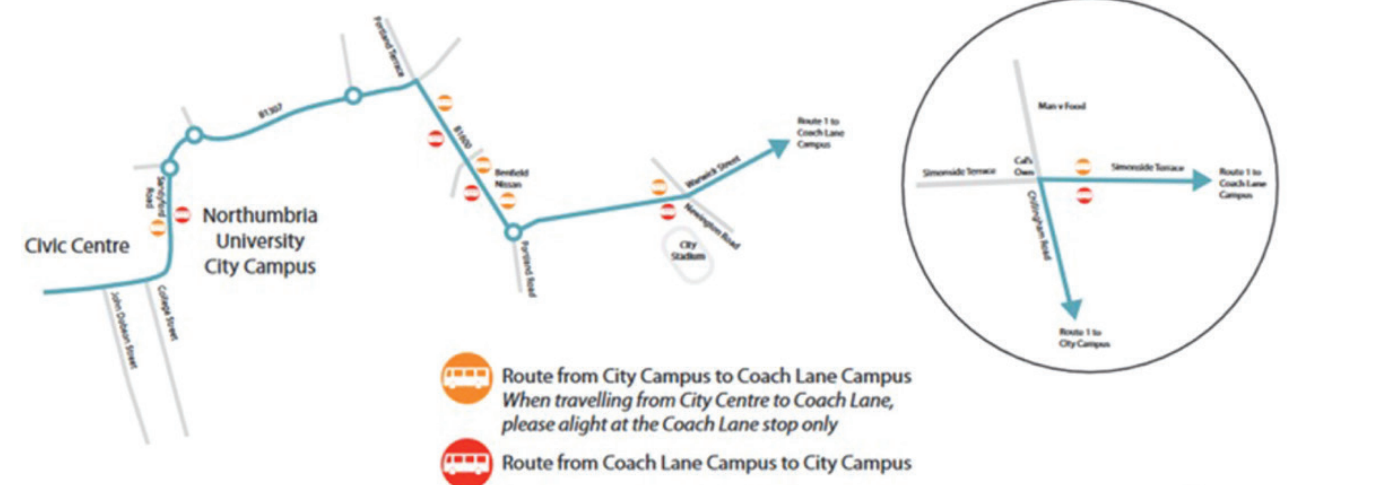
- Coach Lane Campus

Coach Lane Campus – City Campus – The only permitted boarding point from Coach Lane Campus is:

- Coach Lane

Alighting points in this direction are:

- Simonside Terrace
- Warwick Street/City Stadium
- Portland Road/Warwick Street
- Sandyford Road/Portland Terrace
- Civic Centre



Inter-campus Bus Service – Designated Stops (Source: Northumbria Website)

To promote the wide range of services available and ticketing offers, the University works closely with operators and Nexus, inviting them to attend events including Freshers Week Fayres to encourage early take-up of ticketing schemes upon arrival into Newcastle.

SUSTAINABLE DRIVING

Whilst the University's ongoing travel plan programme sought to reduce car trips, it is accepted for some there is no alternative but to drive. There are a range of measures to support and encourage sustainable car use for those who need to travel this way.

Having various bus and metro stations in close proximity, Northumbria promotes the use of Park & Ride facilities across Tyne & Wear via its travel webpages. For visitors who need or wish to drive and park close to City Campus, information on nearby council and privately-operated car parks is provided. Finally, a limited number of visitor spaces are available (24no on City Campus West, 38no at Coach Lane Campus East) but these can only be prebooked by a member of University staff.

A thorough review of the on-campus car park management strategy resulted in a net reduction of car park spaces, removal of options to pay for a private bay, and an increase to the price of a 'Hunt & Park' permit. These measures will continue to be reviewed as additional developments across the campuses are planned.

The parking permit allocation for students at City Campus is also extremely limited and issued via a ballot system. Student parking at Coach Lane Campus is on a Pay & Display basis utilising ANPR to ensure payment compliance with the tariffs.

The University is very aware of continued growth in the EV sector – particularly pertinent given the local CAZ objectives – which is been supported through provision of EV charging points (on the PodPoint network) at City Campus in the 'Hunt & Park' permit car parks and a further point at Coach Lane campus.

Additional charging points may be needed to meet demand as EV ownership grows. Passive provision of cabling infrastructure is being implemented, allowing more points to be provided in the future should demand reach a point where this is viable.

BUSINESS TRAVEL

Separate to local commuting support, several measures have also been implemented to ensure all staff travel during the working week is undertaken in the most sustainable way.

These include:

- Extensive promotion of the inter-campus bus service.
- Setting specific targets for business travel.
- Quarterly reporting on emissions from flights and rail trips.
- Review of travel procedures to reduce the number of business and first class flights (as these tend to have a higher CO2e/seat versus economy class).

The University monitors use of business travel undertaken by taxis and grey fleet to understand where options to encourage use of more sustainable options would be feasible.

MONITORING AND REVIEW

The success of, and identification of options for enhancing, the above measures and initiatives undergoes a bi-annual review. Through this process, Northumbria continue to explore any emerging opportunities for further supporting sustainable transport uptake.

SECTION 3

GOVERNANCE: ROLES AND RESPONSIBILITIES

UNIVERSITY SUSTAINABILITY MANAGEMENT GROUP (USMG)

Chaired by **Professor George Marston** (Pro-Vice Chancellor, Research & Innovation), the USMG oversees Northumbria's strategic commitment to supporting the United Nations' Sustainable Development Goals. The University's core travel and transport initiatives contribute towards SDG11 "Sustainable Cities and Communities".

The University's **Environmental Sustainability Policy** is overseen by the USMG. This key policy is reviewed on an annual basis and ultimately approved on behalf of the University's Executive Committee.

Dr Paul Steadman is the University's Sustainability Manager, who oversees implementation of the wider Sustainability Strategy. This role incorporates oversight of the University's Travel Plan programme, ensuring momentum achieved through the implementation of past travel plans and monitoring activity is maintained through ongoing promotion of sustainable travel initiatives plus stakeholder engagement.

WIDER INVOLVEMENT AND AWARENESS

The USMG also includes a staff representative from **each Faculty and Service**, as well as **student representation** via the Students' Union. The USMG is supported by a number of subgroups including Biodiversity, Carbon Management and Sustainability Engagement working groups.

Northumbria's staff induction includes completion of a 'Sustainability at Northumbria University' module, plus further training courses depending on roles and responsibilities. Within each Faculty or Service, a team of local '**Sustainability Goalkeepers**' are able to answer questions, including queries on sustainable travel options.

The **Student Sustainability Ambassadors Programme** helps embed sustainable practices into the general student population. Aligning with the measures in this Travel Plan Strategy, the University will continue to promote participation in this programme, seeking to have a minimum of 25 students completing to Bronze level in 2023/24, and encourage further completions to Silver and Gold levels.

SECTION 4

NORTHUMBRIA'S CAMPUS LOCATIONS & ACCESSIBILITY



Northumbria has two campuses in the North East, City Campus and Coach Lane Campus.

A comprehensive site audit of both locations was undertaken in 2022 to review facilities and services available to support sustainable travel. This comprised an assessment of existing infrastructure to facilitate and encourage staff, students and visitors to the University's campus sites to choose walking, cycle or public transport as their primary means of travel.

As illustrated by the travel survey findings (presented in the following section), the variation in location and transport amenities between the two campuses does have a bearing on travel choices. Particularly given Coach Lane Campus is within a suburban setting and offers greater on-site car parking capacity.

CITY CAMPUS

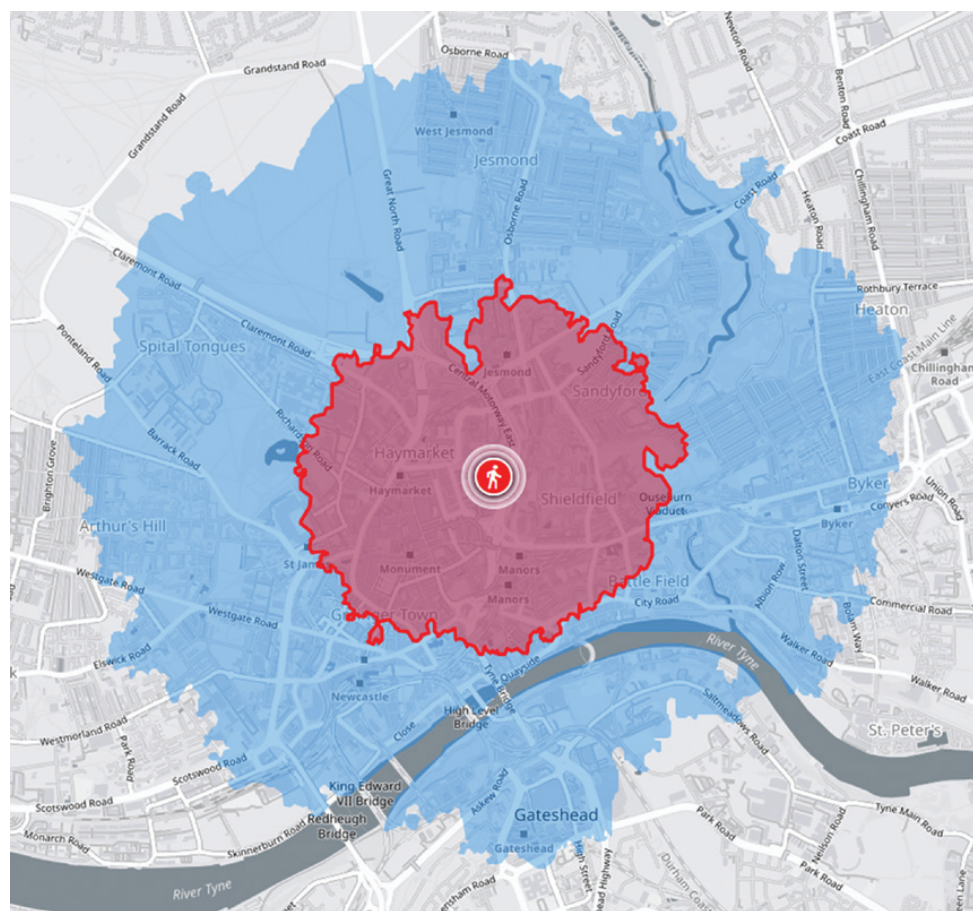
The larger of the two, City Campus, is located in the heart of Newcastle city centre, divided by the Central Motorway into City Campus East and City Campus West.

As illustrated by the isochrone maps (overleaf), City Campus has excellent sustainable transport accessibility. It benefits by being in an urban centre with a range of connections provided by various modes of public transport, to local, regional and national destinations.

The Haymarket-Eldon Square bus interchange plus four Tyne & Wear metro stations are within 15 minutes' walk. Newcastle Central station is around 20 minutes' walk offering access to local and regional rail services, with Manors station near to City Campus East providing access to local Northern Railway services. As a result, locations including Morpeth, Hexham, Durham, Darlington and Sunderland are all within an hour of City Campus by public transport.

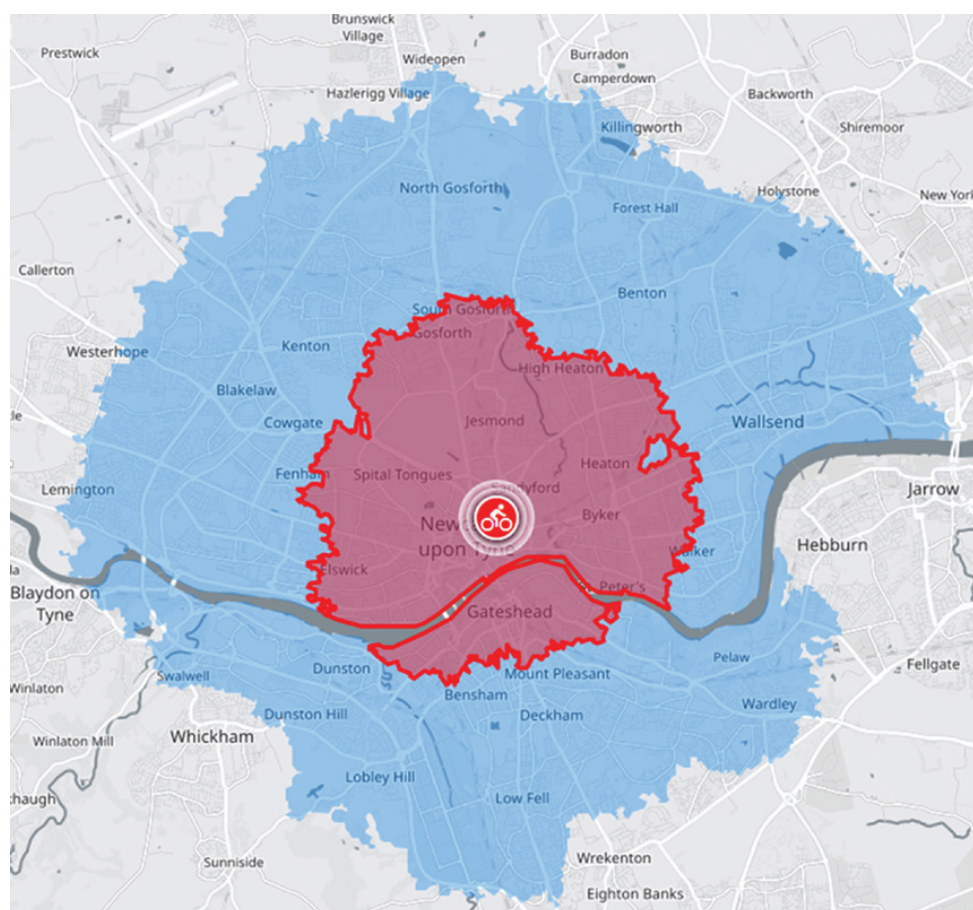
The City Campus benefits from being situated on a comprehensive and expanding local active travel network, in particular the dedicated two-way cycle route along John Dobson Street, which acts as the north-south spine of the city centre's growing cycle network. This route also forms part of Sustrans' National Cycle Network route 725, connecting to areas further north in Newcastle and across the Tyne Bridge into Gateshead, plus NCN routes 72 and 14 along the River Tyne's north and south banks, linking to locations further east and west.

The intra-campus bridge over the Central Motorway offers excellent connections to areas such as Heaton, Byker and beyond. As shown overleaf, this connectivity results in a large proportion of Newcastle, Gateshead and North Tyneside being within 30 minutes of City Campus by bike.



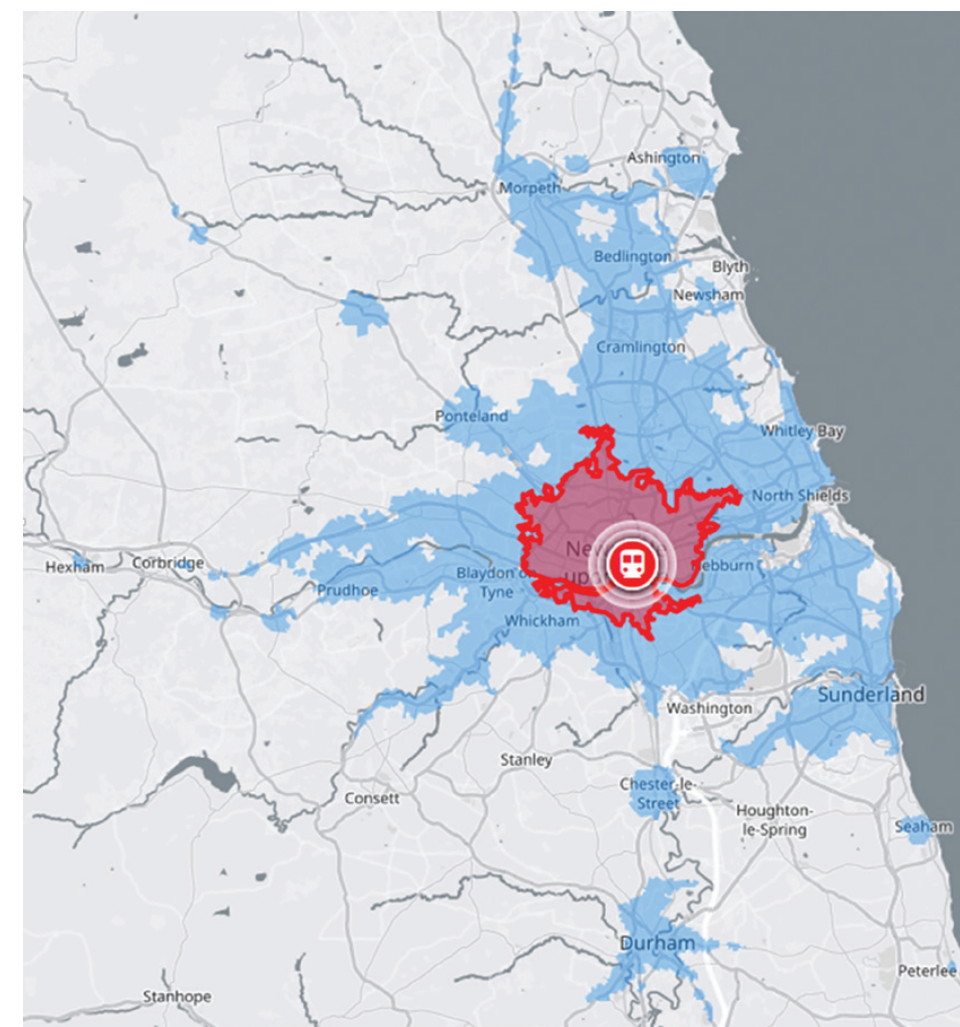
Indicative Walking Isochrones for City Campus

(Red = 15 minutes,
Blue = 30 minutes)



Indicative Cycling Isochrones for City Campus

(Red = 15 minutes,
Blue = 30 minutes)



Indicative Public Transport Isochrones for City Campus

(Red = 30 minutes,
Blue = 60 minutes)



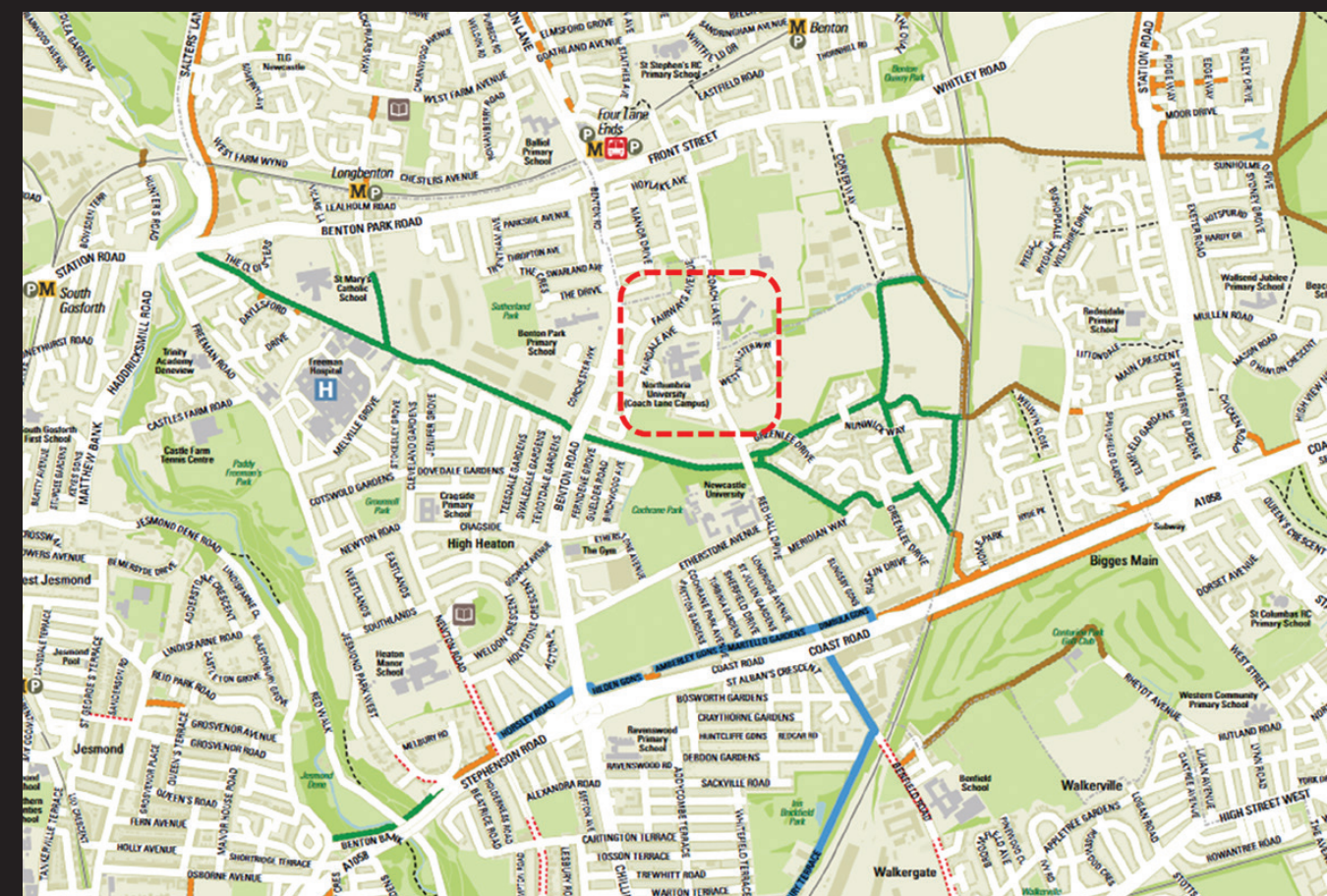
COACH LANE CAMPUS

Coach Lane Campus is located approximately three miles north east from City Campus in Benton. As an out-of-town location, the level of sustainable accessibility at Coach Lane Campus is understandably lower than that of City Campus; as illustrated by the isochrone maps overleaf, Coach Lane Campus' catchment within 30 minutes' walk/cycle or an hour by public transport sits predominantly to the north of the River Tyne.

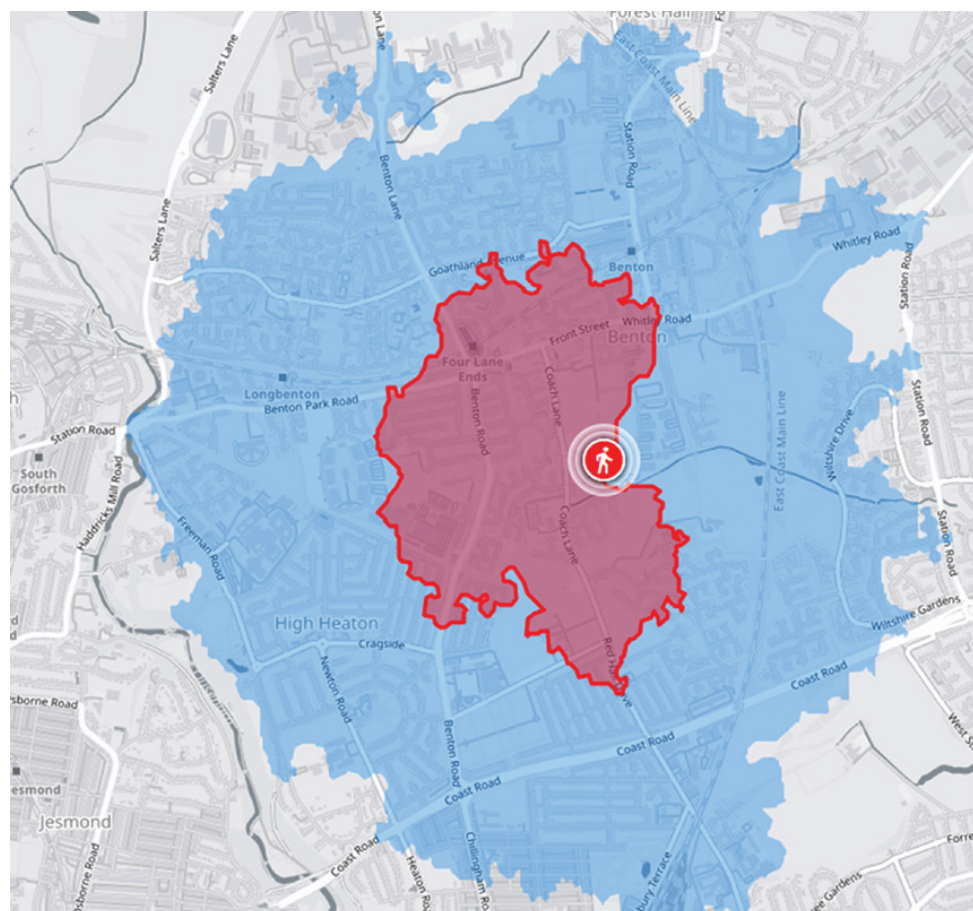
Coach Lane Campus is directly served by the inter-campus bus service (Stagecoach service 1) offering up to six buses per hour during the day. It is a short (under 15 minute) walk from Four Lane Ends interchange which provides rapid, regular

Metro connections to many areas across Tyne & Wear, including Newcastle Central station, plus a range of local bus services.

The campus offers a range of cycle parking and is situated close to a series of local cycle routes (illustrated below) including the 'Coxlodge Wagonway' route between Cochrane Park-South Gosforth Roundabouts which offers links to dedicated cycle routes heading north towards West Moor and Killingworth. A little further south, routes running adjacent to the Coast Road linking to Wallsend, Jesmond, Heaton and Newcastle city centre are also easily accessible.

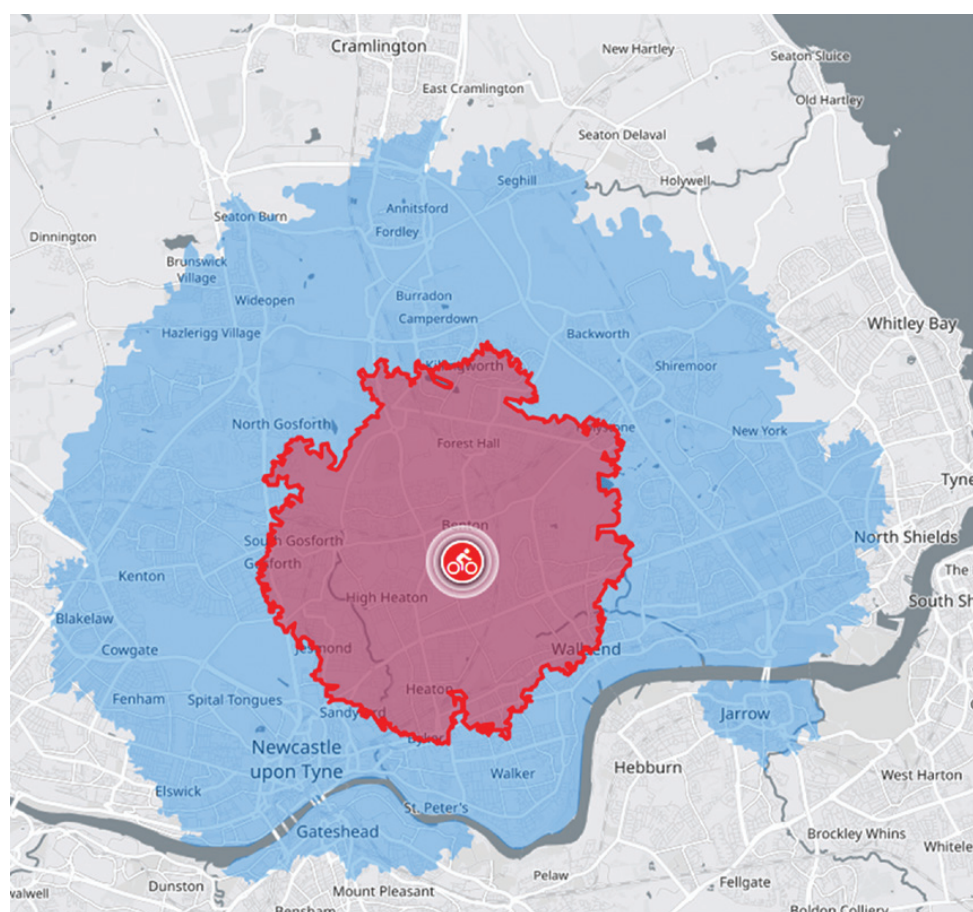


Network of Local Cycle Routes in Close Proximity to Coach Lane Campus
(Source: Transport North East 'Go Smarter, Go Active' North Tyneside Cycle Map [2021])



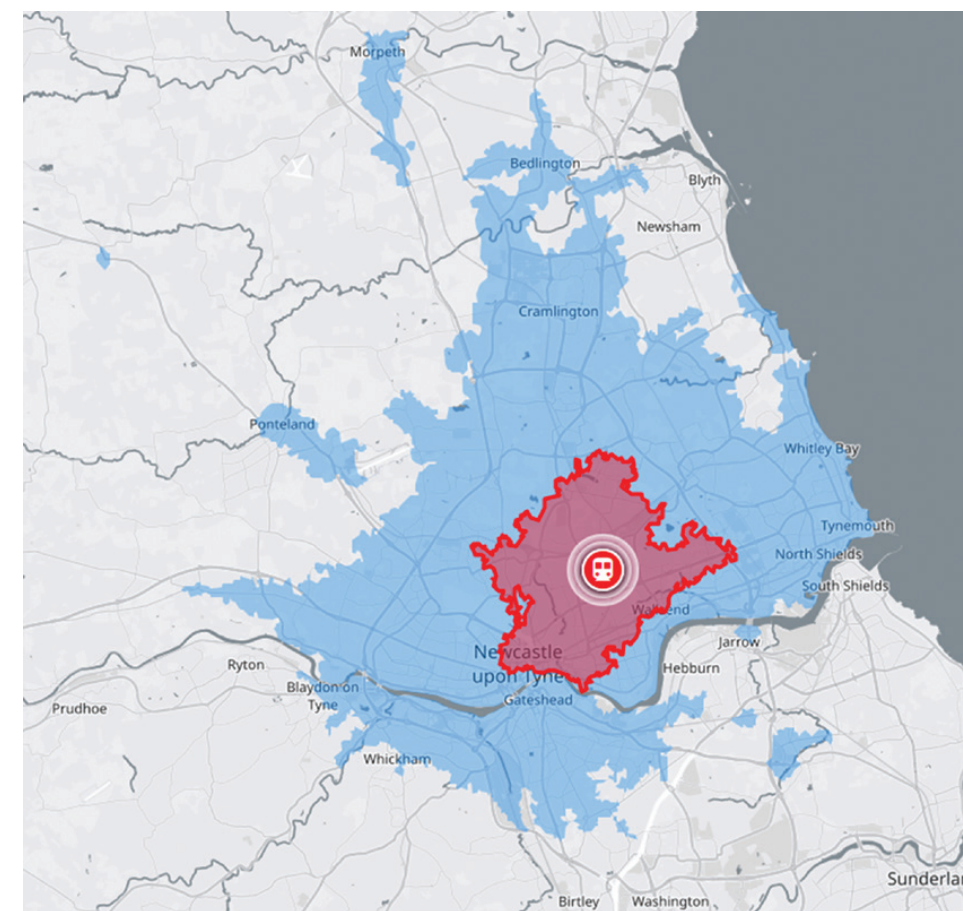
Indicative Walking Isochrones for Coach Lane Campus

(Red = 15 minutes,
Blue = 30 minutes)



Indicative Cycling Isochrones for Coach Lane Campus

(Red = 15 minutes,
Blue = 30 minutes)



Indicative Public Transport Isochrones for Coach Lane Campus

(Red = 30 minutes,
Blue = 60 minutes)

SECTION 5

HEADLINE TRAVEL SURVEY FINDINGS

As part of the University’s ongoing travel planning commitments, the USMG reviews and analyses travel and transport choices of Northumbria’s staff and students on a regular basis. Bespoke travel surveys are conducted to assess impacts of the supporting measures and activities delivered to date across both campuses. These also help inform future developments across the wider estate and promotion of new initiatives, all whilst ensuring actions remain complementary to the existing Travel Plan objectives and targets.

Travel surveys initially commenced in 2005 allowing the University to establish a baseline; they have been carried out every two years since to help monitor impacts of the Travel Plan and gather feedback on how the supporting programme and initiatives could be enhanced. Original modal shift targets set out in 2005 were met by 2009; these have been regularly reviewed and updated, with increasingly ambitious targets put forward for the continued reduction in single occupancy car use.

It is understood at some point – as yet unknown – it will become impractical for the University to continue aiming for further substantial reductions in single occupancy car use. There will always be some staff and students for whom using the car is the only feasible option. Even so, the overarching aim will continue to be one which encourages everyone to consider if and when journeys to/from the University can be made by a different mode, helping Northumbria maintain its desired trajectory towards net zero carbon emissions.

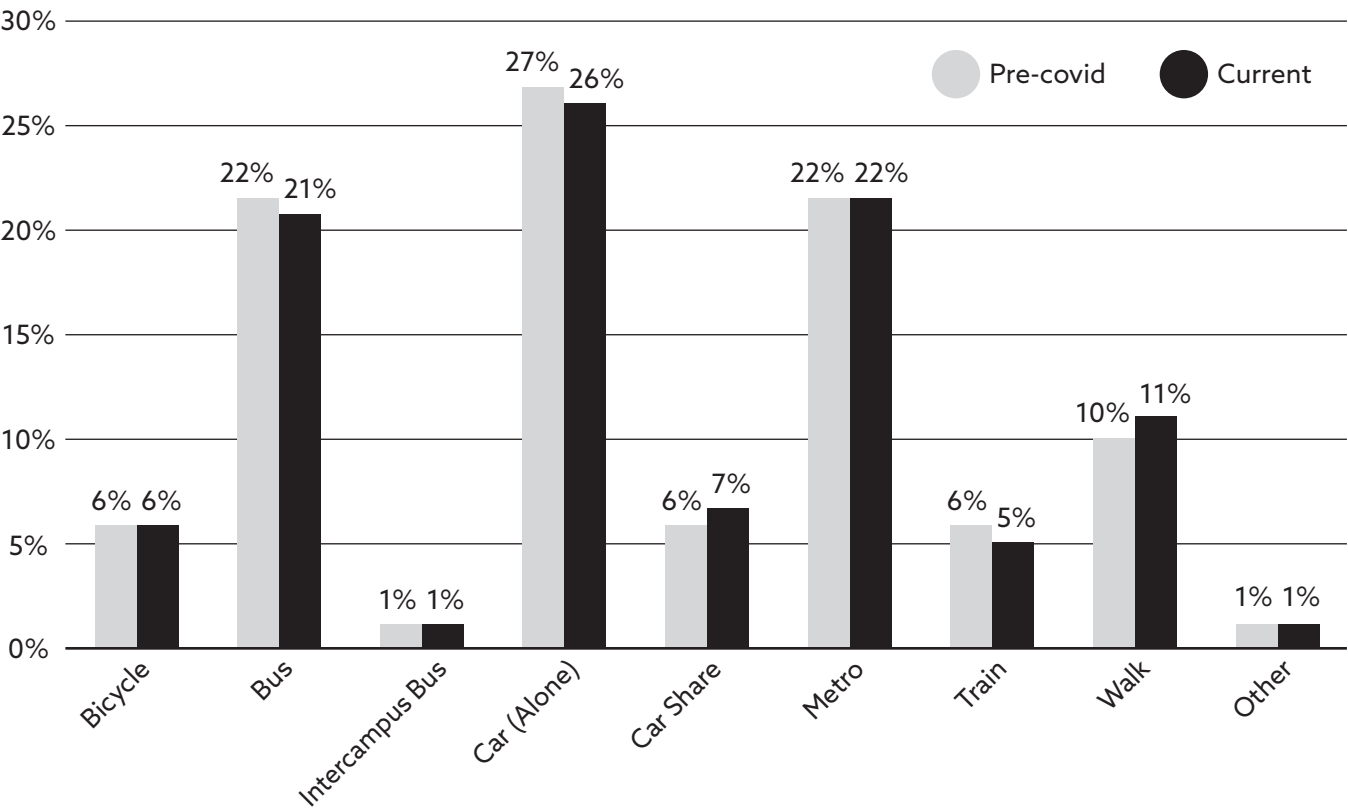
Original modal shift targets set out in 2005 were met by 2009; these have been regularly reviewed and updated, with increasingly ambitious targets put forward.

STAFF TRAVEL PATTERNS

Overall modal splits for the University’s staff population are based on responses across both Newcastle campus locations for the two most recent staff travel surveys (in the table shown below), to enable a pre- and post-pandemic comparison.

What is encouraging to see is the consistency of modal splits between both years, with around one-third (32.7%) travelling by car - either alone or by car sharing - in 2020 which remained at the same level (32.8%) in 2022.

MODE	STAFF SURVEY YEAR		
	2020	2022	+ / -
Bicycle	5.6%	6.1%	+0.5%
Bus	21.9%	20.5%	-1.4%
Intercampus Bus	0.7%	0.8%	+0.1%
Car (Alone)	26.7%	26.2%	-0.5%
Car Share	6.0%	6.6%	+0.6%
Metro	21.6%	21.7%	+0.1%
Train	5.9%	5.3%	-0.6%
Walk	10.3%	11.4%	+1.1%
Other	1.4%	1.4%	No Change



Pre- and Post-Pandemic Modal Splits for All Staff

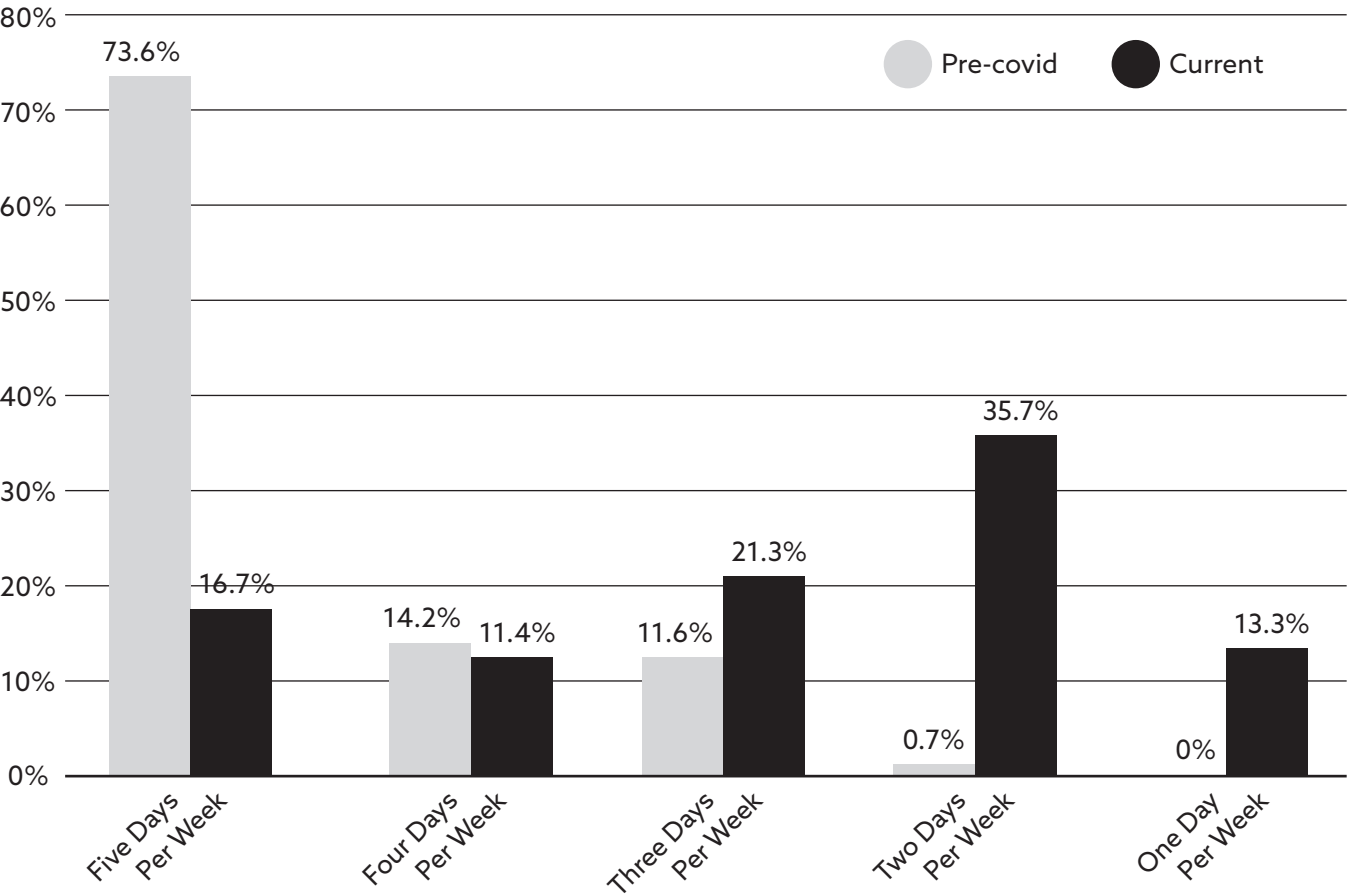
The findings demonstrates that around **two-thirds of the University's staff travelled by sustainable modes**, also indicating that any lingering effects of the pandemic, relating to discouraging public transport use, do not appear to have translated into increased car use.

Breaking down these findings on a campus-by-campus basis, focussing directly on single occupancy car demand, this mode currently accounts for 24.7% of respondents based across City Campus and 43.2% of respondents working at

Coach Lane Campus (noting the specific response rate from Coach Lane Campus colleagues was low and thus non-representative overall).

Whilst modal splits have generally remained constant, what has substantially changed is the proportion of people commuting to work five days per week. Pre-pandemic, almost three-quarters of Northumbria's staff commuted to their place of work on campus every day, this has now reduced to one-in-six staff (16.7%).

Over half of University staff (based on 2022's respondents) only commuted on two or three days per week. This decrease in frequency has a significant impact on overall carbon emissions associated with staff commuting, especially if these home working behaviours and new travel patterns become ingrained and continue into future years.



Pre- and Post-pandemic Comparison of Staff Commuting Frequencies

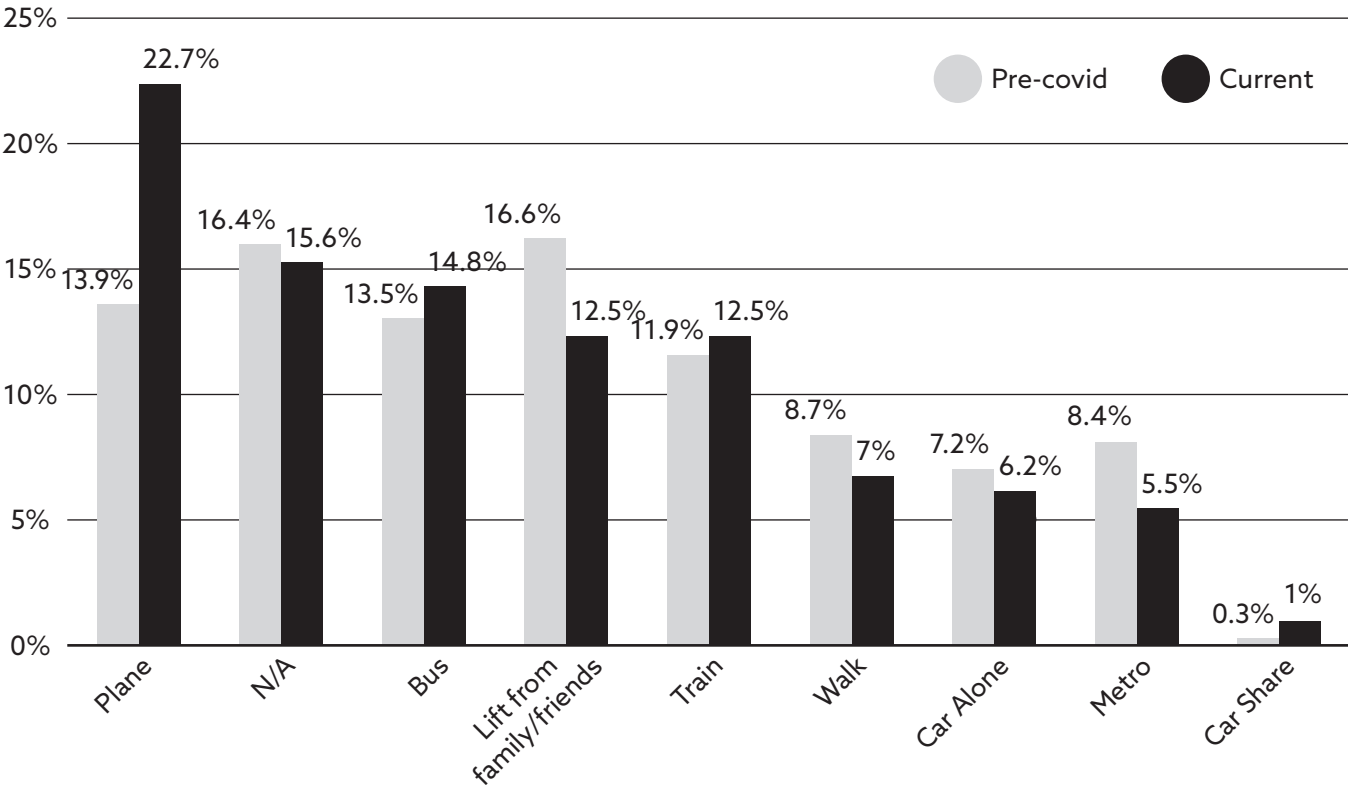
STUDENT TRAVEL BEHAVIOURS

Northumbria’s student population will be more variable from year-to-year compared to staff, hence their travel trends may differ over time.

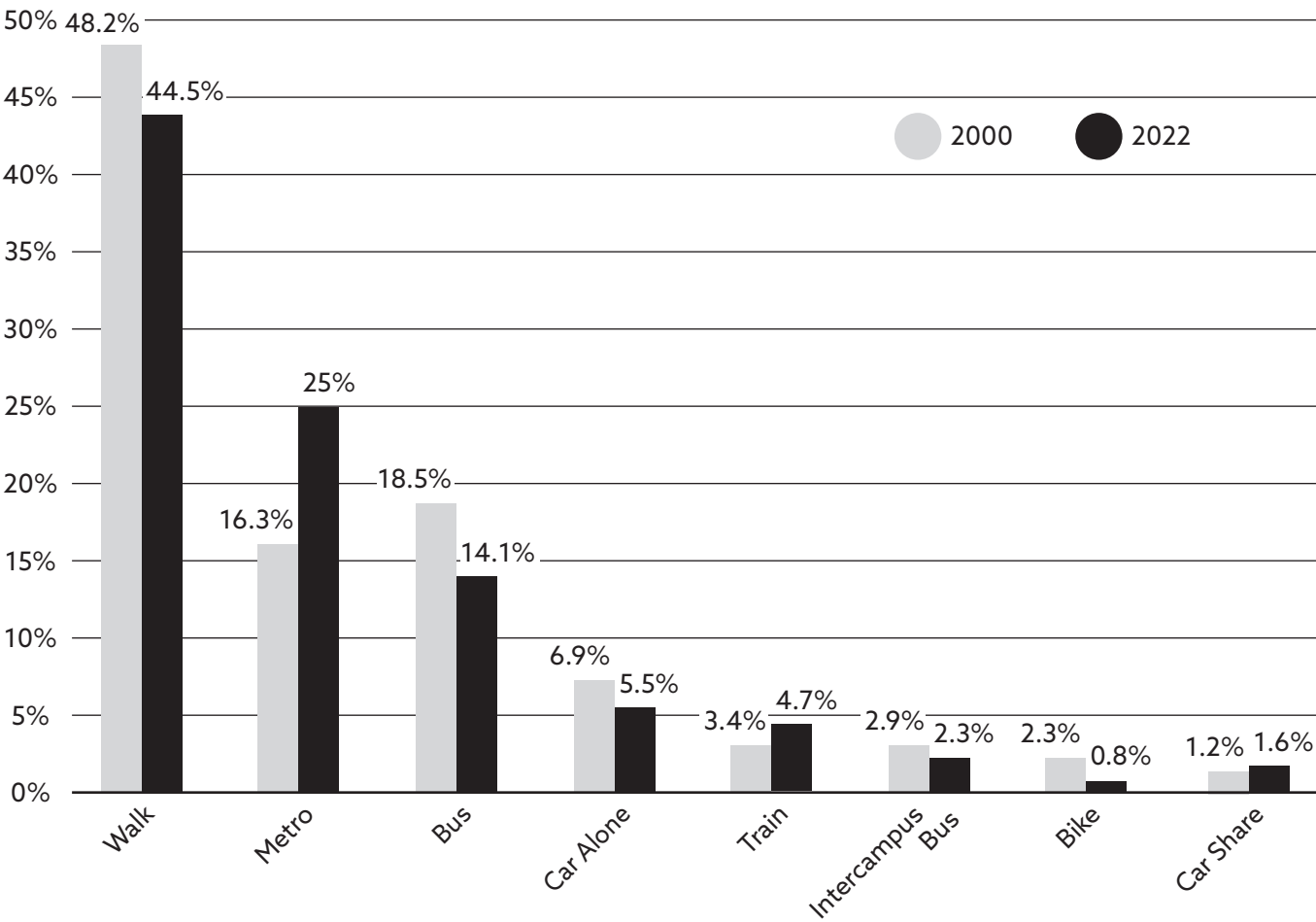
Whilst the predominant opportunity the University has to influence student travel behaviour is for commuting to/from campus, it is also important to consider how students choose to travel to and from Newcastle (if they do not reside at a local home address all year-round) and how often they make trips back to any permanent address throughout the year. For international students, it is acknowledged there will be very few options other than to travel by plane for most overseas trips, but these journeys do tend to be made less frequently versus domestic students.

Data captured during the two most recent surveys (in 2020 and 2022) illustrates a wide range of transport modes are utilised by students in getting to and from Newcastle. Subject to any variations within the respective samples and response rates, there is a notable consistency between the pre- and post-pandemic years (similar to trends observed for staff travel behaviours) with the exception of the proportion of students travelling by plane.

Once in Newcastle, Northumbria’s students mostly travel by sustainable modes; overall, only 7.1% commuted by car (alone or sharing) in 2022, representing a one percentage point decrease on the 8.1% reported in 2020.



Modal Split for Student Start/End of Semester Travel to/from Newcastle (2020 & 2022)

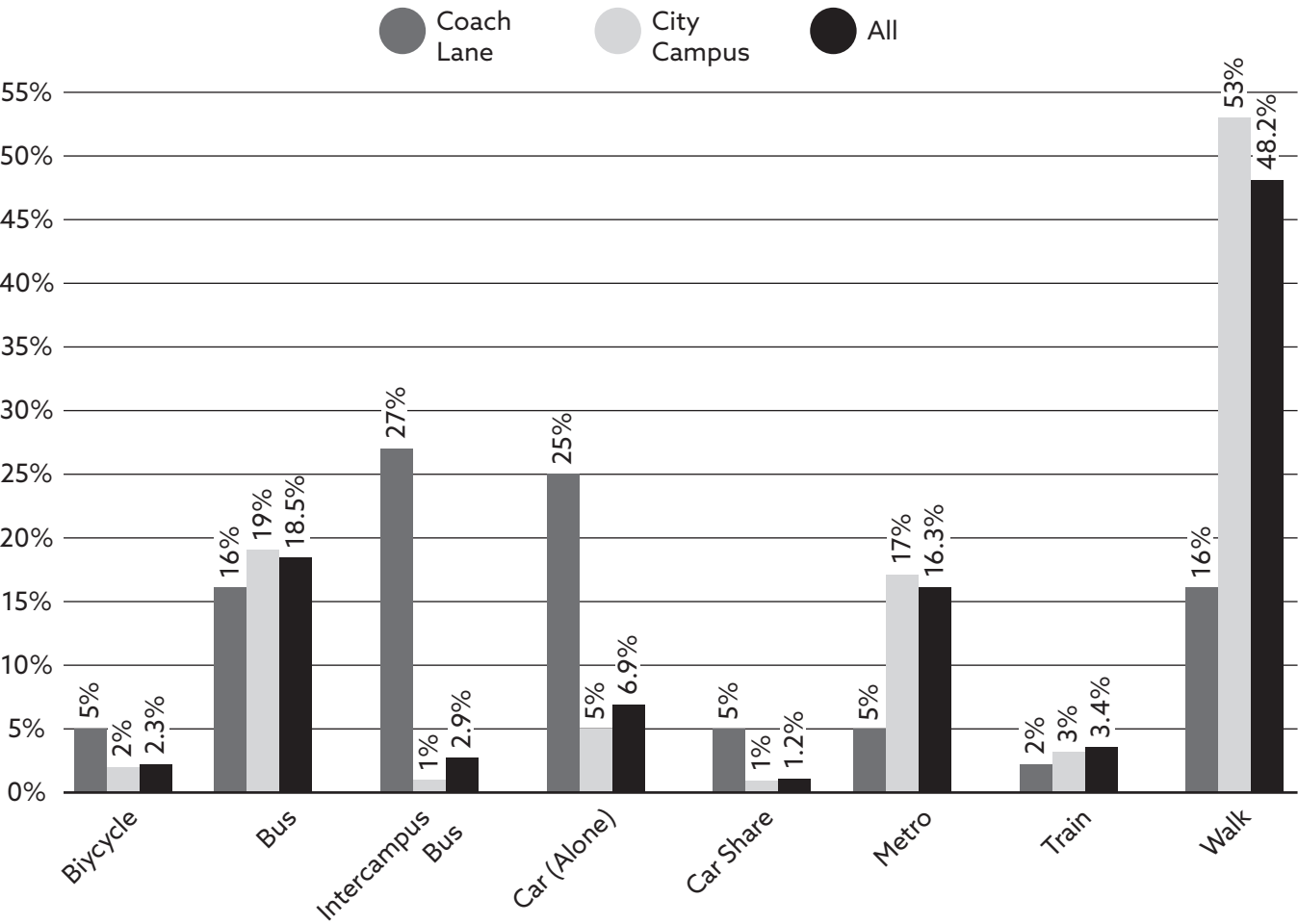


Modal Split for Student Commuting within Newcastle (2020 & 2022)

Overall use of active travel options was higher at City Campus. Whilst this is to be expected given the respective locations, this was predominantly accounted for by those travelling on foot (53% vs. 16%) whilst the proportion of cycle use was marginally higher at Coach Lane Campus (5% vs. 2%).

However, when separating student responses by their respective campus location, there is a marked difference in the modal split which is reflective of the known characteristics and locations of each.

Based on 2020’s findings (as the survey with a more representative response rate), solo drivers accounted for 25% of students based at Coach Lane Campus versus only 5% at City Campus. However, the inter-campus bus service also played a significant role for those travelling to and from Coach Lane Campus, accounting for 27% of students studying there, with a further 21% using other public transport options.



Student Commuting Modal Split – Campus-specific Breakdown (2020)

TRAVEL RELATED CARBON EMISSIONS

A detailed carbon assessment was carried out on the 2020 staff and student data to provide a baseline estimate of total CO2e emissions specifically related to travel activity.

Total emissions from student travel activity comprised those journeys made to and from campus at the start/end of each semester coupled with their local commuting trips whilst residing in the North East region; these are reported separately in the table below.

SOURCE	TOTAL tCO2e (2020)	tCO2e PER HEAD (2020)
Staff (commuting)	1,230	0.409
Student (commuting)	4,801	0.167
Student (travelling to/from Newcastle)	7,098	0.247
Total	13,129	0.414

Regarding student travel to/from Newcastle (in 2020), although only 13.9% of trips were made by plane, this accounted for 6,638 tCO2e which represents 93.5% of these travel-related emissions.

Given the mostly sustainable nature of local trips, and the fact most international student travel does need to be made by plane, the University will continue to focus its efforts on measures to encourage a further reduction in emissions from 1) domestic trips at the start/end of semester travel and 2) local commuting by all Northumbria students.

This will be reflected in new carbon-based targets, as explained and set out in the next section.

SECTION 6

TRAVEL-RELATED TARGETS

Northumbria is firmly committed to supporting the UN Sustainable Development Goals through its research, educational activity, campus buildings and associated operations.

Based on the 2022 staff survey, at City Campus, the University is within 0.7% of achieving its 2023/24 target for single occupancy car use. For Coach Lane, the 2023/24 target has now been achieved.

For students at Northumbria, based on the 2020 results (given this offers a more robust sample vs. 2022) at both City and Coach Lane Campuses, the 2023/24 targets have been achieved.

ESTABLISHING CARBON-BASED TARGETS

From a sustainability perspective, an outcome of the pandemic has been a reduction in the number of commuting trips people are typically making per week, with emphasis placed on supporting greater flexible/agile working for those roles which can be delivered remotely (on a full- or part-time basis). This may have implications for modal choice, whereby people may subconsciously revert towards car use if only needing to travel once or twice per week.

Traditionally, targets for organisational-wide travel plan strategies have focused heavily on reducing commuting by single occupancy car. Since the pandemic, patterns in travel behaviour have significantly changed (both nationally and within the higher education sector), but as outlined in the previous section, it is reassuring to note responses obtained between the 2020 and 2022 staff surveys demonstrate no discernible movement toward increased single occupancy car use as a result of the pandemic.

As such, aligning with targets set out in the 2023/24 Environmental Sustainability Policy, and to account for this post-pandemic 'new normal' as discussed above, the overarching target for this Travel Plan Strategy is to be linked to reductions in carbon emissions as a whole:

- Emissions from all commuter travel (average CO₂e per head): deliver a 30% reduction on 2019/20 levels by 2030. This would require emission levels to fall to 0.287 tCO₂e per head for staff and to 0.117 tCO₂e per head for students.
- Emissions from student start/end of term travel: the University will establish a robust methodology to determine a baseline for 2023/24.
- Emissions from business travel: a 5% reduction on 2021/22 levels (840 tCO₂) by 2023/24, including reducing use of flights to under half of pre-pandemic levels.

Based on the above, the following trajectory for reducing local commuting-related emissions per annum can be defined, starting from 2020's estimated baseline figures and working towards the 2030 targets:

YEAR	STAFF COMMUTING	TCO2E PER HEAD (2020)
2020	0.409	0.167
2021	0.397	0.162
2022	0.385	0.157
2023	0.372	0.152
2024	0.360	0.147
2025	0.348	0.142
2026	0.336	0.137
2027	0.324	0.132
2028	0.311	0.127
2029	0.299	0.122
2030	0.287	0.117



SECTION 7
TRAVEL PLAN
STRATEGY: FUTURE
MEASURES &
INITIATIVES

To achieve the aims and objectives of this 2023 Travel Plan Strategy, and to help deliver on overall sustainability targets for the University's transport-related carbon emissions, the existing package of measures have been reviewed and, where necessary, updated here.

Many of the measures are well-established and recognised, having been in place for a number of years, and will continue to receive the University's ongoing support. Others are reflective of the outcomes from the recent travel surveys and subsequent reviews around the effectiveness of measures to date. Through this approach, the University will:

- Continue to review and update Northumbria's Sustainable Travel Plan on a regular basis, showcasing the ongoing commitment across the University for reducing emissions from commuter and business-related travel.
- Encourage greater public transport uptake amongst staff and students through promotion of schemes and incentives, including all new corporate travel offers (e.g. to support flexible working) and marketing of public transport options.
- Offer a range of initiatives to encourage more people to cycle to the University, including free Dr Bike sessions, guided rides, free security tagging and explore options to expand on the existing provision of 800 secure bicycle parking spaces available on campus.
- Monitor impacts of the Clean Air Zone and wider air quality agenda on the uptake of Electric Vehicles, including a review of the EV charging offer across the directly-managed car parking estate.

TRAVEL INFORMATION

The University has a wide range of resources to raise awareness and promote the Travel Plan measures which will be periodically reviewed and updated where necessary. From the most recent surveys, it was found that provision of information on cheaper fares was a key incentive for 28% of staff responses and 66% of student responses.

Northumbria will therefore continue to focus its efforts on:

- University travel web pages (for external visitors and staff/student restricted content), including detailed campus maps to highlight aspects including cycle parking, bus stops and changing facilities.
- Sustainable travel information and advice provided in student pre-arrival information and at Freshers/Welcome Week events, whilst for staff this will remain an integral part of inductions and be incorporated into all staff events such as Staff Benefits Fayres.
- Sustainable travel events will be promoted throughout the academic year to maintain engagement with all staff and students.
- All on-campus site and wayfinding signage will undergo periodic checks to ensure information presented is current and correct.
- Promote participation in the Student Sustainability Ambassadors programme, aiming for a minimum of 25 students completing to Bronze level (annually), plus encouraging further completions to Silver and Gold levels.



REMOTE WORKING PRACTICES

As noted, Northumbria has now invested significantly into enhancing ICT systems and on-campus facilities to facilitate suitable remote working practices.

Through the biennial travel surveys, any implications of accommodating remote working and flexible working practices will be monitored and reviewed as required, forming a key part of establishing future carbon emission reductions.

ACTIVE TRAVEL

Through the University’s Cycle2Campus scheme, a substantial number of measures and initiatives identified in the 2020 Travel Plan have been successfully implemented.

This is somewhat reflected in the recent survey findings which suggested only a small proportion of staff would now like to see further enhancements to on-campus changing facilities, however, support for the purchase of an e-bike was a popular request. For students, the continued provision of monthly Dr Bike servicing is their preferred option.

Northumbria will therefore continue with its proactive approach in encouraging further uptake of cycling and walking across both its campuses through the following:

- Wider promotion of the Bicycle User Group to increase membership and active participation in events such as Bike Week, Cycle to Work Day.
 - Promote the staff Cycle to Work scheme and discounted options for students (e.g. Recycle y’Bike), including purchase and use of e-bikes through Cycle to Work scheme. This must now be delivered in line with Health & Safety policies surrounding the charging of e-bike batteries.
 - Publicise discounts in local cycle shops for Northumbria University staff and students.
 - Continue with its monthly schedule of free Dr Bikes and security tagging.
- Promote benefits of active travel through bespoke information sessions and leaflets.
 - Review and, wherever feasible, increase secure cycle parking provision across campuses.
 - Incorporate changing facilities into new developments.
 - Publicise guided walks, cycle rides and training for staff and students.

Given Northumbria’s excellent track record in promoting and supporting cycling to work, and the level of on-campus facilities, it is now proposed to explore formal recognition for these efforts through an application for **Cycle Friendly Employer** accreditation (Cycling UK).

PUBLIC TRANSPORT

Findings from the recent travel surveys have shown the majority of the University’s staff and students do travel sustainably, with public transport services accounting for almost half of staff commutes and around four-in-ten of student trips to and from campus.

It is acknowledged for overseas students, their trips to and from their home countries will continue to be reliant upon air travel, so efforts will predominantly focus on futher reducing the impact of domestic travel requirements.

The University has well-established offers and incentives which will continue to be promoted:

- Personal benefits of using public transport and cost savings, including invites for key operators to promote their services at University events.
- Support for the ongoing operation of the inter-campus shuttle bus and free staff/student travel between the campuses.
- Liaison with Nexus and local public transport operators to promote all new ticketing incentives (including flexi-ticketing offers, cheaper region-wide passes becoming available through the North East Bus Service Improvement Plan) for staff and students.
- Continue with the corporate discounted public transport scheme for staff (through monthly salary deduction).

SUSTAINABLE DRIVING

As noted, the 2023/24 targets for single occupancy car use amongst staff and students at both Northumbria campuses have been met, or are very close to being achieved. On-campus car parking provision will not be expanded and future developments may result in a further decrease in car parking availability.

From the recent travel surveys, there is evidence to suggest around two-thirds of staff can vary how they travel. Supporting those staff members who do use their car to consider sustainable modes for just one or two trips per week will help contribute towards a reduction in demand for on-campus car parking and associated carbon emissions from travel.

Introducing new measures such as offering a Personalised Journey Planning service and signposting to suitable ticketing offers can help people consider making this switch on occasions.

Given the move towards carbon-based targets, coupled with the Newcastle-Gateshead CAZ aspirations, a greater focus will be placed on promoting EV uptake amongst staff who do drive. Given this will not necessarily reduce the amount of vehicles on the local road network, supporting measures to promote greater use of Park & Ride facilities plus exploration of car sharing schemes to help reduce localised traffic congestion levels at peak times will also be implemented.

MONITORING AND REVIEW

As per the current monitoring and review regime successfully adopted by the University, all measures and initiatives set out in this section will continue to undergo a bi-annual review.

Northumbria will continue to explore any new and emerging services, plus any collaboration opportunities for further supporting sustainable transport uptake.

SECTION 8

COMMUNICATIONS STRATEGY

The University firmly recognises the key role it has to play in reducing transport-related emissions and caring for the local environment.

The USMG benefits from the support of the University's **Corporate Communications Advisor** whose remit is to deliver broader strategic communications, aiming to engage with more people around the general sustainability agenda.

To promote walking, cycling and public transport to staff, students and visitors, Northumbria will continue to utilise a variety of its online channels to encourage uptake and reduce the environmental impact of all travel and transport-related operations.

In doing so, it is important to ensure that not only does everyone understand the rationale behind the University's travel-related initiatives, they can readily access transport information and travel guidance to understand their options and be encouraged (where necessary) to make a shift in their travel choices.

This will be achieved through the following communication channels:

- Online publication of the Environmental Sustainability Policy and how this links into the UN's SDGs.
- The dedicated, detailed travel and transport information resource presented on the University's website both for those travelling to Newcastle from further afield and on local transport services to and from the University.
- Campus location maps and the University's internal Sustainability Map showcasing local bus stops, cycle parking locations, shower/changing facilities and EV charge points available across both campus locations.
- The Cycle2Campus page providing advice and support to the growing cycling community.
- A calendar of regular on-campus events throughout the year to engage with staff and students around different initiatives and offers to help save them money and establish healthier daily routines. There are various local and national events with which these campus events can align e.g. Bike Week, Climate Week.

Furthermore, the accessibility audit assessment in 2022 of the University campus locations illustrates there are lots of examples of best practice in sustainable travel terms. From on-site cycle parking and changing facilities to help support active travel uptake, through to a range of discounts to encourage more use of public transport, many barriers which typically exist at the outset of a formulating a travel plan programme have already been addressed.

This Travel Plan Strategy therefore focuses on ensuring all current and future students, staff plus visitors to both campuses continue to be made aware of the wide range of travel options and initiatives which already exist to support them to travel sustainably.



SECTION 9

MONITORING AND REPORTING MECHANISMS

An integral part of any Travel Plan Strategy is the monitoring and reporting processes.

The University has a well-established monitoring regime, with staff and student surveys taking place every two years. This monitoring will continue using the same approach and methodology to help meet the University's 2030 carbon targets and 2040 Net Zero ambitions.

Undertaking these surveys offers all staff and students a valuable opportunity to feedback on any travel-related issues which can be incorporated into future travel plan revisions and further refresh of the wider strategy moving forwards.

It also enables engagement with the relevant authorities and transport providers to propose solutions to resolve any common problems e.g. emerging gaps in the public transport networks, areas where cycle parking is becoming over-subscribed.

Key actions with respect to the monitoring of, and reporting on, this Travel Plan Strategy are:

- Continuation of the biennial staff and student travel surveys. These will adopt the same methodology and timings in the year as per the 2022 survey programme, thereby enabling robust comparisons to be made over time.
- On an annual basis, undertake a review of progress against the targets and progress towards reducing commuting emissions, as set out in an earlier section.
- Ongoing reporting via the USMG on implementation of general transport-related measures and achievements against the Environmental Sustainability Plan targets.
- Reporting on overall progress back to Newcastle City Council as required.



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