

# University Travel Survey 2024 Results

## Report on the 2024 University of Reading staff and student travel surveys

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# Executive summary

## Introduction

This report highlights the findings of the 2024 University of Reading Staff and Student Travel Surveys. The survey results will be used to inform the University's next five-year Travel Plan, due for publication in Summer 2024.

The Travel Plan will set out targets and measures to seek to reduce the impact of travel made by those associated with the University, including staff and student commuters, visitors and deliveries, operational vehicles and business travel. The travel surveys provide the starting point for setting mode share targets and provide all staff and students the opportunity to provide feedback and suggestions.

## Methodology and Response Rates

Two separate surveys were conducted, for staff and for students between 10 and 31 January 2024. The majority of questions are consistent, but preparing separate surveys provided an opportunity to tailor the wording of each question to best suit the audience. The student survey also contained, for the first time, questions on travel at the start and end of term.

The survey was conducted mostly online, though paper copies were available for those without access to a computer. A total of 1,718 responses were received:

- Staff survey: 1,215 responses (30.7% response rate); and
- Student survey: 503 responses (3.0% response rate).

The results compare to a total of 1,025 responses recorded in the 2022 travel survey, comprising 618 staff and 407 students.

The 2024 student response rate of 3.0% has a 4.3% margin of error when considering a standard confidence level of 95%, which compares to a 5% margin of error in 2022. The 2024 staff response rate of 30.7% has a 2.3% margin of error when considering a standard confidence level of 95%, compared to a 4% margin of error in 2022.

## Results

The results of the 2024 surveys paint a different picture of travel to, from and around the University campuses than has been obtained in previous years. This reflects changes to travel patterns for many since the COVID-19 pandemic, including an uplift in 'Work from Home', reducing commuting travel for staff in particular altogether. For students, the opposite may be true, with more students known to be commuting from their home location, primarily believed to be due to high costs of living.

Due to such changes, the survey results are difficult to compare to previous years and indeed, previous travel targets. This report outlines the updated way of conducting the

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surveys to reflect these new ways of living and working, but does also try to reflect on previous surveys where this is possible.

One key difference for 2024 is the way that the primary and alternative travel modes are reported. Previously, the survey question on 'main mode of travel' was used to establish the baseline mode split for both staff and students and no formal account was made for alternative travel. Additionally, the 'main mode' question included work from home as an option for staff, when working from home accounted for only a small proportion of staff working habits.

This year, similar questions have been asked but split to enable both separate and combined analysis. The 'alternative mode' question reveals that c.40% of staff and c.25% of students use alternative modes some of the time, showing the importance of including this within any reporting and analysis. The 'Work from Home' questions reveal that 64% of staff work from home at least one day per week (compared with just 11% in 2020, pre-pandemic), with the majority of staff that do work from home, doing so two days per week. A similar question for students asked how often they travel onto campus, revealing that 64% travel onto campus 5 days a week or more (including living on campus).

The results show that, of the average days spent working across a year (not taking account of 'Work from Home'), 46.6% of staff journeys are made by Single Occupancy Vehicle (SOV), with the remaining 54.4% made by sustainable modes including walking, cycling, public transport and lift-share. For students, taking account of all journeys including those originating from within the campus, 10.6% of journeys are made by SOV, with the remaining 89.4% made by sustainable modes.

When also considering Work from Home for staff, all other modes are proportionately decreased; resulting in the following mode splits.

- 28.1% of the working week is spent working from home;
- 33.5% of staff drive to campus in a typical working week; and
- The remaining 38.4% of staff use sustainable modes in a typical working week.

The carbon impact of staff and student commuting travel has also been calculated which shows total CO<sub>2</sub> emissions of 7,713 tonnes. This compares with a CO<sub>2</sub> equivalent (using the same metrics as in the new 2024 calculations) of 9,867 in 2022; showing that the CO<sub>2</sub> associated with commuting has reduced by approximately 22% since 2022. This is primarily due to the significant increase in Work from Home as well as a slight reduction in the average distance travelled since the 2022 survey.

A reduction in commuting travel carbon emissions is positive and should be celebrated, however it is important to consider that these emissions are higher than those calculated from business travel. For comparison, the latest available full-year of data (2022/23) showed that total business travel by the University equated to 5,722 tonnes; 2,000 less than commuting travel.

### Key Issues and Suggestions Identified

Information gained from the survey helps with understanding the issues faced by staff and students when commuting to the University; helps identify initiatives and actions that would improve travel choice and increase the use of more sustainable alternatives. The common issues and suggestions raised in the 2024 surveys are summarised below.

#### Improvements for those travelling by foot and cycle

- Pedestrians and cyclists are looking for **more direct routes** both across campus and to/from Reading Station; including segregated pedestrian/cycle lanes.
- Much of the cycle parking on campus feels or is not suitably secure, with cyclists looking for **more undercover, lockable stores** including for electric and adapted bikes, as well as improvements to CCTV and individual bike lockers;
- **Safer routes for walkers and cyclists** is paramount; across campus and beyond, including lowering/enforcing speed limits, improved crossing points and better lighting;
- **Access to the Earley Gate** side of Whiteknights campus was highlighted, with access through the Wilderness identified as an issue;
- A high level of support was seen for the introduction of a **bike hire scheme** (including electric bikes).
- Many state that the lack of good quality **shower/changing facilities** is a barrier to walking/cycling.

#### Public transport

- The majority of comments relate to a need for more **frequent, reliable and direct bus services**; particularly between the station and Whiteknights campus. Other suggestions are made for a range of other bus routes across the town to/from campus
- Bus users are looking for **improved frequency outside of term time**, including during exams
- In terms of ticket prices, many feel that both bus and rail are not value for money and some note that parking on campus is cheaper than using public transport. There are calls for **reduced or subsidised tickets**. Some feel that the University should provide its own bus service;
- There is support for **improvements to bus waiting facilities on campus**;

#### Park and ride

- The majority of respondents still do not use Park & Ride, there are suggestions that **dropping up/picking up on campus**, and **more frequent bus services**, would increase uptake.
- Additionally, many suggested **alternative/additional Park & Ride sites** that may encourage use.
- It is also clear that many staff and students are unaware of the free Mere oak service, and so **more promotion** is needed to ensure full visibility and maximum take-up.

#### Car sharing

- Those car sharing wanted to see a **reward scheme** (for example reduced parking charges) and **help finding car share partners**. Many suggest that the current scheme has limited reach and should be expanded (or a different platform used).
- Again, many are unaware of the scheme which suggests that **better promotion** is needed.

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### Electric Vehicle (EV) charge points and leasing options

- Just under 30% of staff and 22% of students state that they are likely to buy or lease an electric vehicle in the next three years. There was strong support across the survey for **more electric vehicle chargers across our campuses** and for the University to support staff to encourage their switch to an electric car.

### Car Parking

- Of those that drive to campus, the most popular reason was that driving is the quickest option, followed by the most convenient.
- Many suggestions are for an **increase in parking on campus**, though many comments suggest that parking is much less of an issue than in previous years (with a significant uplift in Work from Home and flexible working).
- The majority of respondents feel that parking charges are either fair, or should be decreased, though there is some (limited) support for an increase in charges. Overall, there is support for **fair, flexible parking charges**;
- There is some support for increased restrictions, and significant support for **better enforcement and/or a digitised system**.
- Some staff members suggest that the University should take a bold approach to sustainability given its' sustainability credentials; and seek significant reductions in parking in favour of other modes.

## Summary and Next Steps

The 2024 survey reflects up-to-date travel habits for staff and students, considering a 'new normal' since the influence of the COVID-19 pandemic; as well as the current cost of living crisis. The survey provides a wealth of data; both quantitative and qualitative which will be used to inform the next five-year Travel Plan; due for publication in Summer 2024.

The results of the 2024 travel survey show that the next five-year Travel Plan must reflect and respond to new flexible ways of working and living, ensuring that all travel modes remain attractive for part-time and occasional use. This includes, for example, ensuring that public transport season tickets are fairly costed. The Travel Plan will also need to consider changes to parking permits, which are currently issued on an annual basis. Greater flexibility will be needed in future to ensure that parking is fair for those who need it, but is not prioritised or made more attractive than other modes.

There is a need to broaden and embed a range of different incentives and changes to encourage people to choose more sustainable travel options. The University must increase promotion of the existing and any new incentives to maximise awareness and corresponding behaviour change.

# **Introduction**

## **Context and report structure**

This report sets out the findings of the 2024 University Staff and Student Travel Surveys. The surveys are undertaken every two years, with the first full survey completed in January 2012. This year (2024) is the first year for a number of years in which separate surveys for staff and students have been conducted.

The 2024 surveys will be used to inform the next University Travel Plan, which will set out the aims, objectives, targets and measures to be put in place over the next five-year period to support and encourage uptake of sustainable modes of travel. The 2024-2029 Travel Plan is currently being prepared and is due for publication in Summer 2024.

## **Aims of the 2024 surveys**

The aims of the 2024 surveys were to:

- Record the modal split for commutes to our campuses by both staff and students;
- Continued monitoring of Single Occupancy Vehicle (SOV) modal split to enable the setting of new targets for the next five years (monitored every two years);
- Gather individual opinions and identify opportunities to facilitate and promote sustainable travel to/from and within the University;
- [for students] Record travel mode at the start and end of term to start to identify carbon impacts of travel to and from 'home' location; and
- Provide feedback to local Councils and transport operators (e.g. Reading Buses) relating to how to improve their services for the University community.

## **Methodology**

The main method of delivery was through an online Microsoft Forms based survey which was open between 10 and 31 January 2024. A paper-based version of the survey was also used for inclusivity and to increase access amongst different staff departments - these were distributed through Cleaning Services and Catering.

To encourage engagement and increase the number of responses, all respondents were offered the opportunity to enter a prize draw. The prize draw included 3 x £100 and 10 x £20 vouchers. Winners were able to choose between an ASDA or an M&S voucher. The 13 winners (nine staff and four students) were randomly selected using an online platform and all vouchers were distributed by 7 March 2024.

A comprehensive communications plan was devised to raise awareness of the survey which included a range of different methods of communication – social media, webpages, email distribution lists, app-based communication, physical posters and a number of face-to-face promotional events.

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### Responses

A total of 503 eligible student responses and 1,215 eligible staff responses were received. At the time of the survey, 16,667 students and 3,964 staff (UK-based) were enrolled/employed at the University as summarised in Table 1:

	Count	% Response Rate
Staff	1,215	30.7%
Student	503	3.0%

Table 1: Summary of 2024 Survey Response Rates

Of the student responses, 126 (25.0%) were postgraduates (including Taught and Research Graduate) and 377 (75.0%) were undergraduates.

The student response rate of 3.0% has a 4.3% margin of error<sup>1</sup> when considering a standard confidence level of 95%.

The staff response rate of 30.7% has a 2.3% margin of error when considering a standard confidence level of 95%.

Figure 1 summarises the response rates each year since the first travel survey undertaken in 2012.

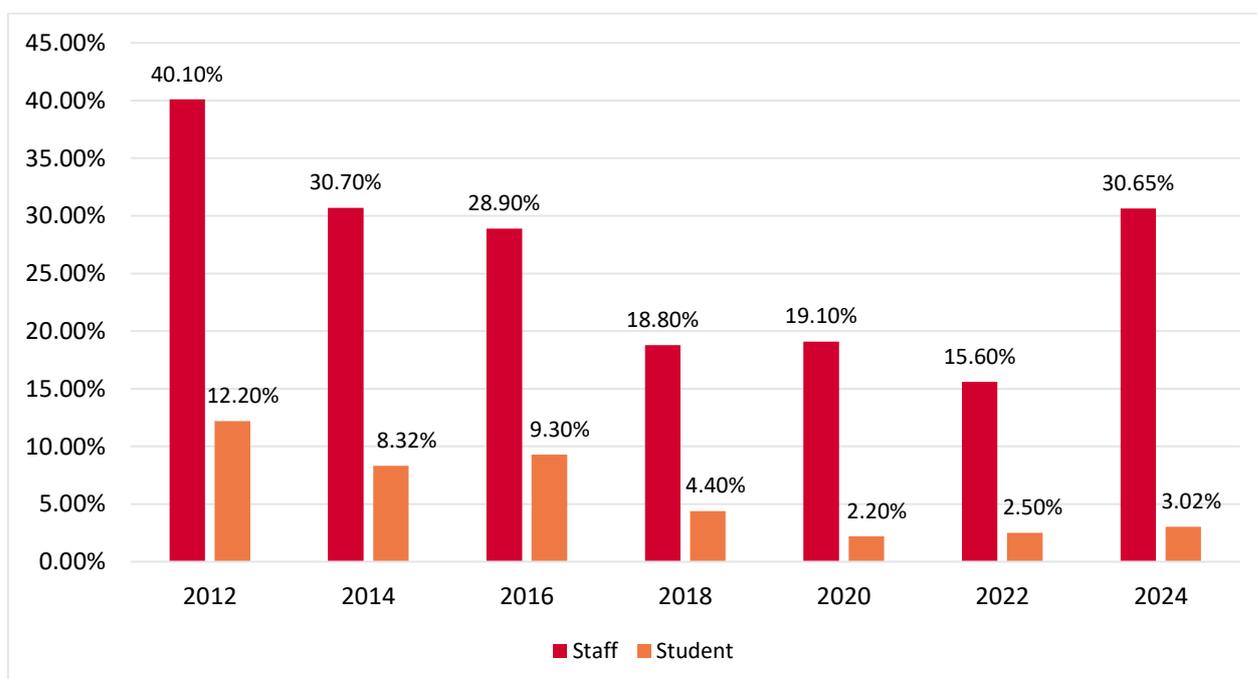


Figure 1: % Response Rate by Year

<sup>1</sup> See Appendix 2 – Statistical definitions

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The total number of responses in 2024, 1,718, is the highest since 2016. Individually, the number of staff responses is the highest since 2014, whilst the number of student responses is the highest since 2018.

It is worth noting that a sharp fall in student response rates after 2016 was likely impacted by a change in communication practices, with new restrictions now in place to limit 'all student' e-mails. Prior to 2016, this was a useful tool which significantly increased student response rate. This year, an 'all staff' e-mail was sent, which has not taken place for a number of years and is likely to have been a key driver for the increase in staff responses.

## **Travel Plan and Previous Targets**

The previous five-year Travel Plan set targets for commuter journeys being made by alternatives to SOVs, including 'Work from Home'. The 2022 target of 83% was met in 2018, which led to a stretch target of 87% being approved in December 2018.

The last travel survey undertaken in January 2022 showed that the University had almost met the stretch target of 87% of all commuting journeys (staff and students combined) being made by alternatives to SOV (86.51% achieved).

Whilst the overall stretch target for staff and student travel was all-but met, the 2022 survey identified that the number of staff reporting that they use SOVs to commute to work remained 6% above target, with 57% of staff travelling sustainably compared with the target of 63%.

The 2022 survey was undertaken during the COVID-19 pandemic, at a point in time where the UK was under the government's 'Plan B' rules which required people to work from home where possible and wear face coverings on public transport and in public places. Plan B rules were not lifted until the 26 January 2022; towards the end of the survey. The survey sought responses based on a particular 'typical' week with no restrictions (asking for responses based on a week in the previous November) but was still likely impacted by the pandemic and its associated impacts on working and commuting patterns and habits.

Amongst ongoing uncertainty, a 2022-2023 Travel Plan was adopted, though specific SOV mode split targets were not set for 2024. Instead, a number of 'SMART' targets were set for various modes, which included commitments to implement various projects to support and encourage sustainable travel.

A new five-year Travel Plan is currently being produced and is expected to be adopted in Summer 2024. Using the results of this 2024 survey, the Travel Plan will set new five-year targets, alongside annual review targets for decreasing the use of SOVs increasing use of other, more sustainable modes.

## Travel Survey Results

As previously noted, the 2024 survey was the first year in which separate surveys were conducted for staff and for students. The surveys were similar, other than a few minor differences:

- Question wording tailored to each (e.g. mode of travel to work, or mode of travel to campus);
- Section in staff survey to ask questions surrounding work from home and specific travel to work patterns (times and number of days spent Working from Home for example);
- Section in student survey to ask questions surrounding travel at the start and end of term, and how often they travel back to that place. This new section was introduced to gather carbon data on student travel to help with overall reporting of the University's carbon emissions.

The results of the survey are summarised in the remainder of this section.

### ‘About You’

The first section of each survey asked for some basic details on respondents' position at the University and their place of residence.

#### Student Position and Staff Employment

The majority (75.0%) of student respondents are undergraduate, with 19.7% taught postgraduate and the remaining 5.4% research graduate. The survey response rates broadly follow the wider University proportion of students falling under each category (77.3% undergraduate, 18.2% taught postgraduate and 4.5% research graduate).

96.4% of staff respondents are employees of the University, with 2.7% identified as associate/agency staff and the remaining 0.8% as being an employee of another organisation located on-site.

#### Primary University Location

Both surveys asked respondents at which campus they are usually based. Figure 2 summarises the results.

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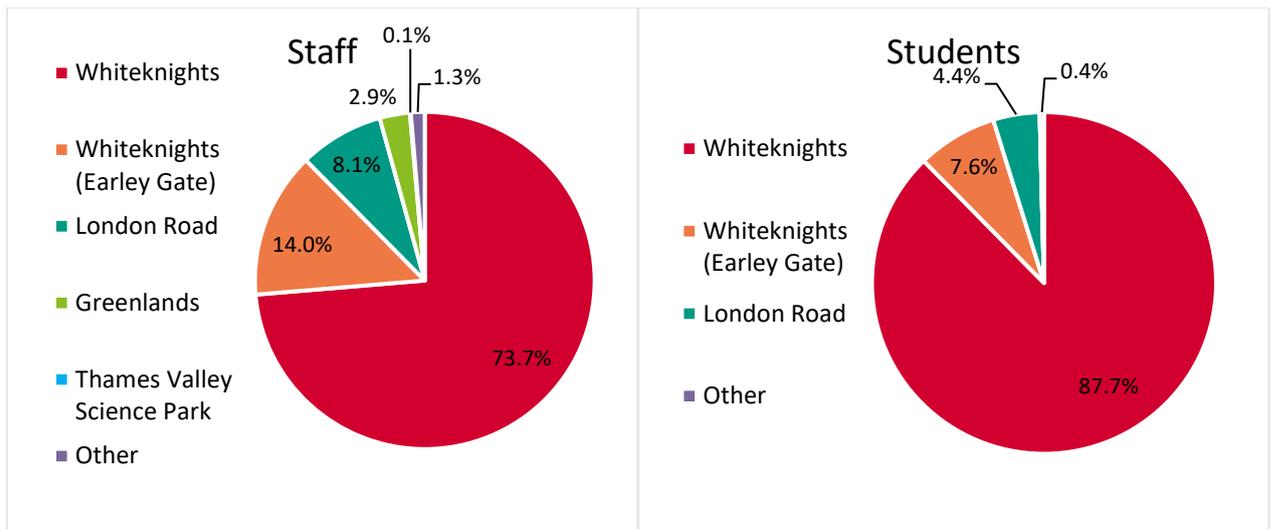


Figure 2: Usual University Location

A total of 16 staff and two students selected 'other', including:

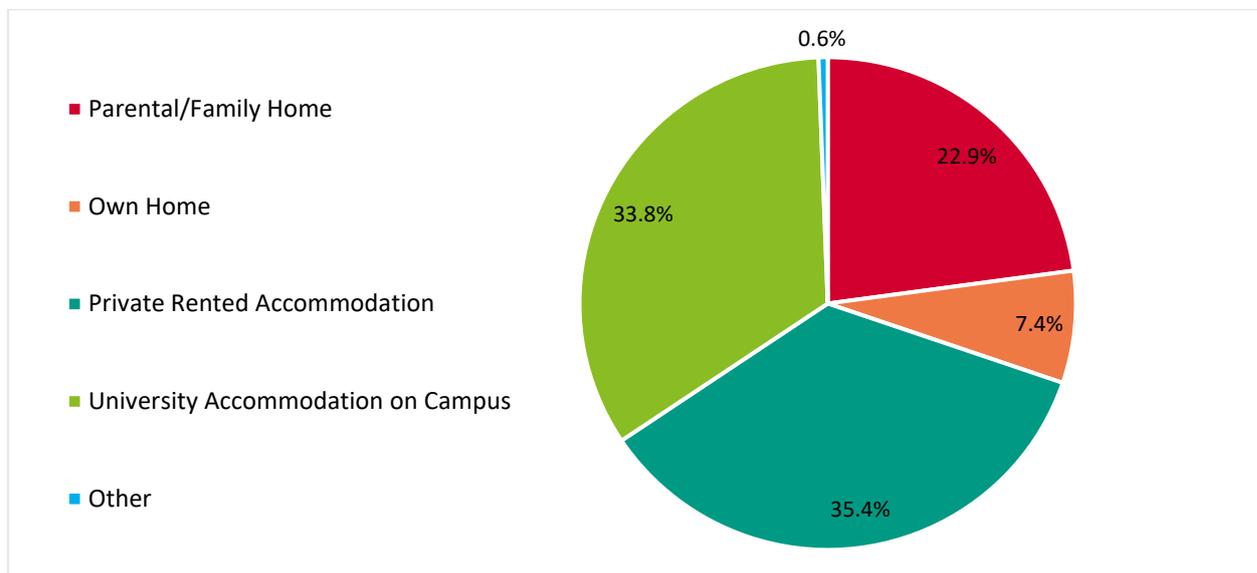
Other	Count
Home/ Remote	6
Whiteknights and Greenlands	2
Sonning Farm	2
Whiteknights and Earley Gate	1
Park House	1
Most of the above	1
Whiteknights (Earley Gate) and CEDAR	1
MERL	1
Whiteknights and London Road	1
Northcourt	1
Hall Farm	1

Table 2: Usual University Location 'Other' Responses

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### Home Address

Students were asked where they stay during term time. The results are summarised in Figure 3.



**Figure 3:** Student Accommodation during Term Time

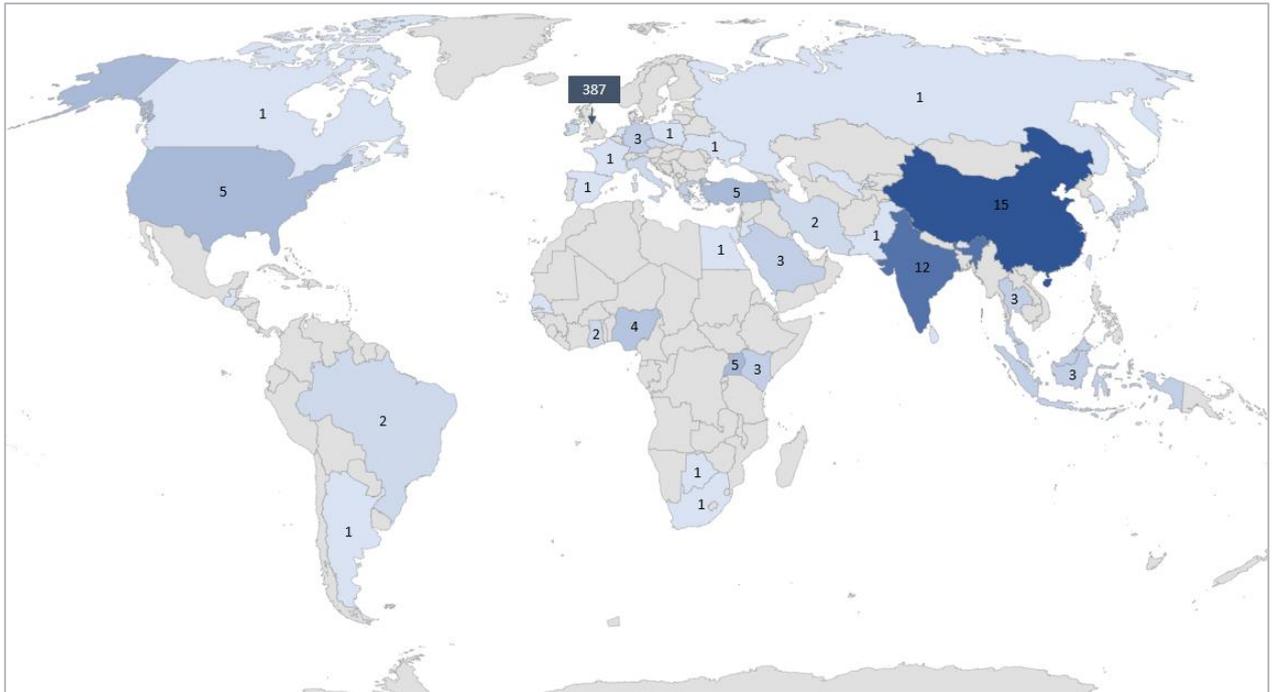
The majority of students stay either on-campus or locally in private rented accommodation. 30% stay either at a parental family home or their own home. Within the 'other' category, the three respondents stated that they stay in University accommodation off-campus.

Both surveys asked for the first 4 or 5 digits of their postcode (home postcode for staff, postcode during term time for students). These will be mapped on an aggregated basis as part of the Travel Plan Actions to gain a better understanding of how and why staff/students' location influences the way they travel (for example a lack of access to public transport in a rural location is likely to lead to a greater reliance on private car).

Later in the survey, students were asked questions surrounding their travel at the start of each academic year, and how often they travel back to that place. This was to seek to gain a better understanding of how far students travel to and from their 'home place', by what mode, and how often. This will be used to improve the University's understanding of carbon emissions associated with start and end of term travel, to feed into an update to its Net Zero Carbon Plan.

Figure 4 summarises student responses on where they travel from at the start of the academic year.

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**Figure 4:** Student 'Home' Location

Table 3 summarises the data by continent; showing the next largest majority coming from Asia and the third from Africa. No student respondents travel from Australasia.

Continent	Count	%
Europe	412	83.7%
North America	7	1.4%
South America	3	0.6%
Asia	52	10.6%
Africa	18	3.7%
<b>TOTAL</b>	492*	100.0%

**Table 3:** Student 'Home' Location by Continent

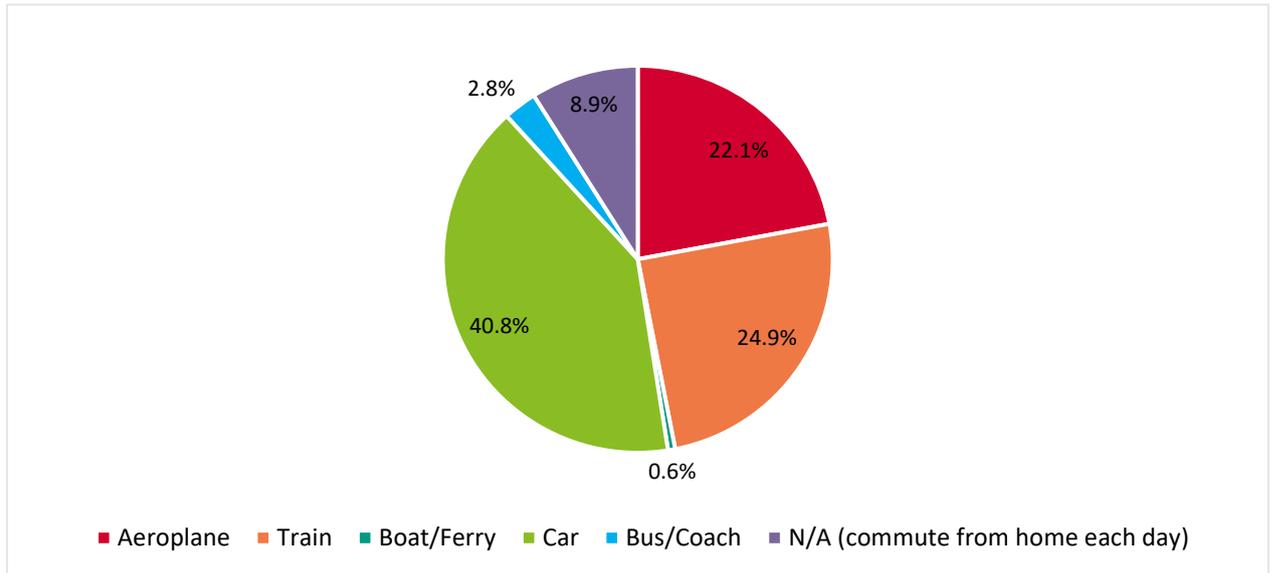
*\*Note 11 responses removed as unclear or answer not relevant*

The vast majority (379 respondents or 76.9%) come to the University from within England or Wales (Ireland included as 'International' as a boat or flight is required for travel). No respondents come from Scotland. Of these, 41 (8.3% of total) state that they come from Reading with a further 33 (6.7%) coming from wider Berkshire area. 74 respondents (15.0% of total) come from London. Whilst previous surveys have not recorded 'home' location and therefore a direct comparison to previous years is not possible, it is known

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across the University that more students are commuting from their home location due to high costs of living.

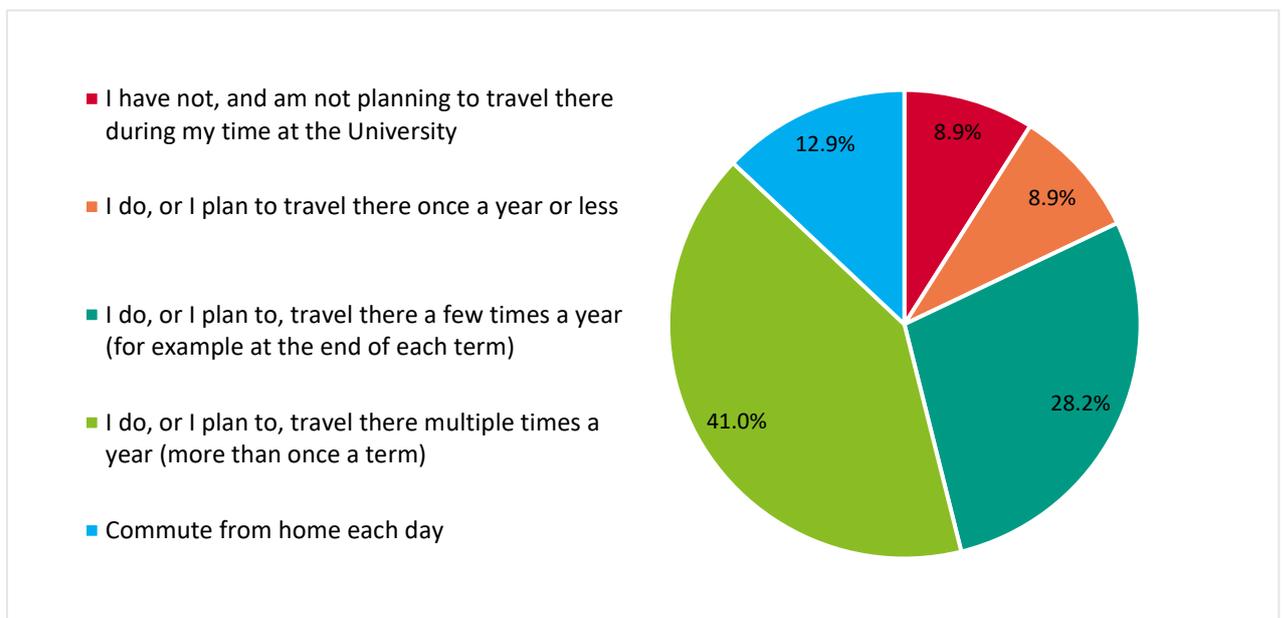
Figure 5 summarises the main mode of travel (i.e. longest distance) from that place at the start of the academic year.



**Figure 5:** Student Main Mode of Travel at the Start of the Academic Year

As shown, 40.8% of students travelled by car, followed by 24.9% by train and a further 22.1% by aeroplane. A further 8.9% selected 'other' and then stated that they live at home.

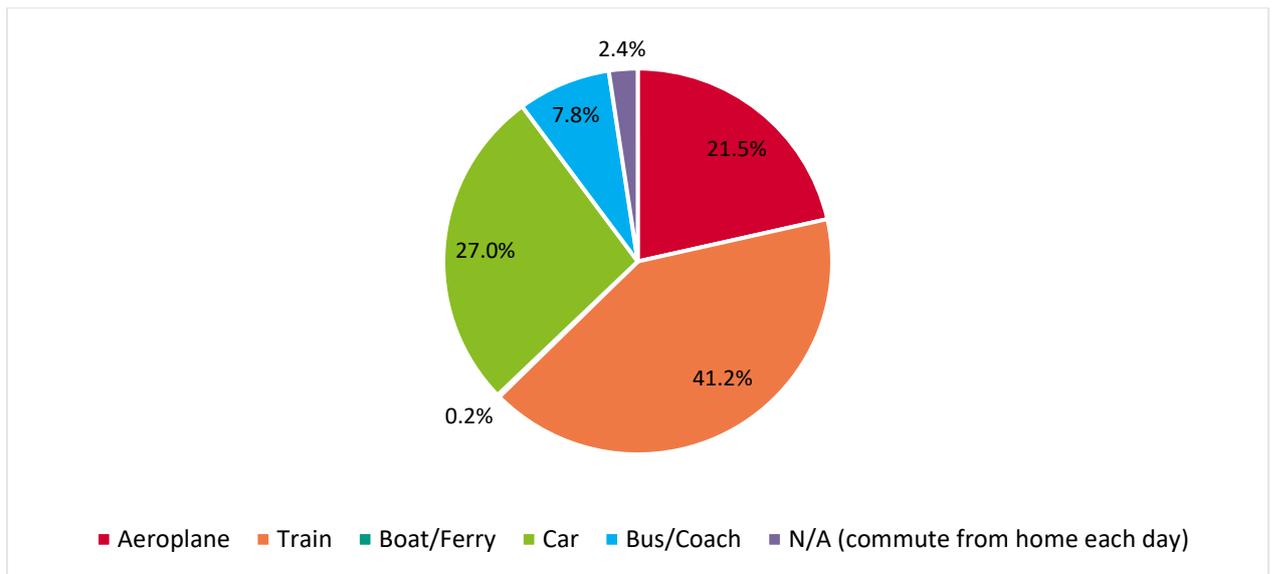
To gain an understanding of how often students may travel back to that place and by what mode, follow up questions were asked, as summarised in Figure 6 and Figure 7.



**Figure 6:** Student Frequency of travelling 'Home' during their time at University

The slight majority of students are shown to travel regularly, with 12.9% commuting daily and 41% travelling a number of times a year. Just under half of students do, or plan to, travel back once a term or less.

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**Figure 7:** Student Main Mode of Travel when travelling 'Home'

As shown, the number of students travelling 'home' by aeroplane is similar to the start and end of the academic year, which is to be expected. The number of students travelling by train and by bus is greater than in the first question, which is likely due to students being dropped off with luggage at the start of the year, but travelling by themselves via public transport in between.

The number of students stating that they live at home in this question is less than in the previous questions, which suggests that the question may need to have been worded more clearly.

Nonetheless, the patterns and mode of travel will be used as a good starting point to assess potential carbon impact from student non-commuting travel, and will be subject to further analysis through the Travel Plan Actions.

## Staff Working Patterns

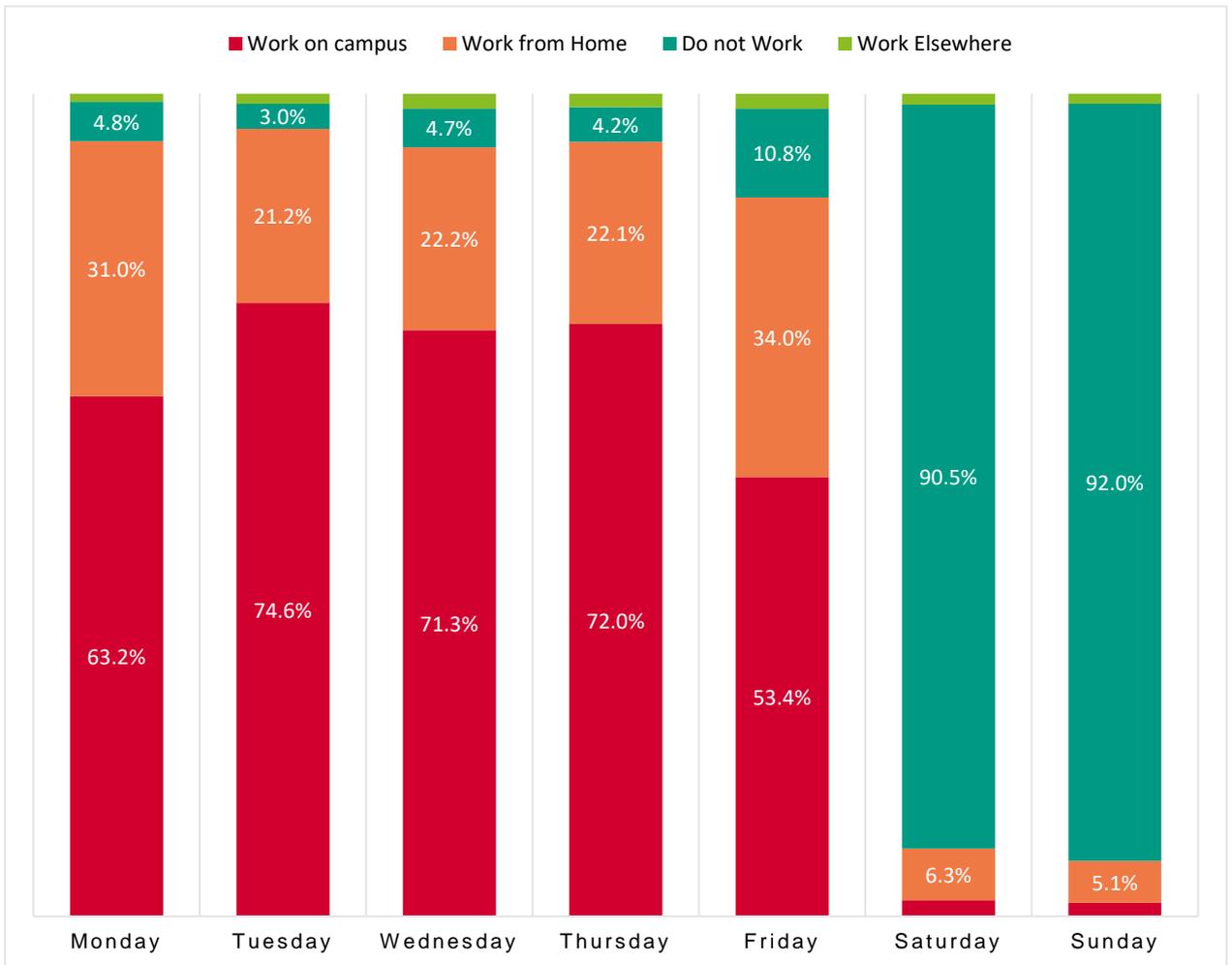
This section (for staff only) asked questions on working patterns to establish how often staff work on campus or work from home, and at what time of day they travel.

### Working Patterns

Staff were first asked whether they work full or part time. The majority (76.0%) work full time, 22.7% part time and 1.2% are on no fixed contract (e.g. hourly paid staff).

A question was then included to understand how people work across a typical week. This included trying to understand part time/condensed working patterns in further detail, as well as working from home; which has increased significantly over the last few years. Figure 8 shows typical working patterns.

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**Figure 8:** Staff Working Patterns across a Typical Week

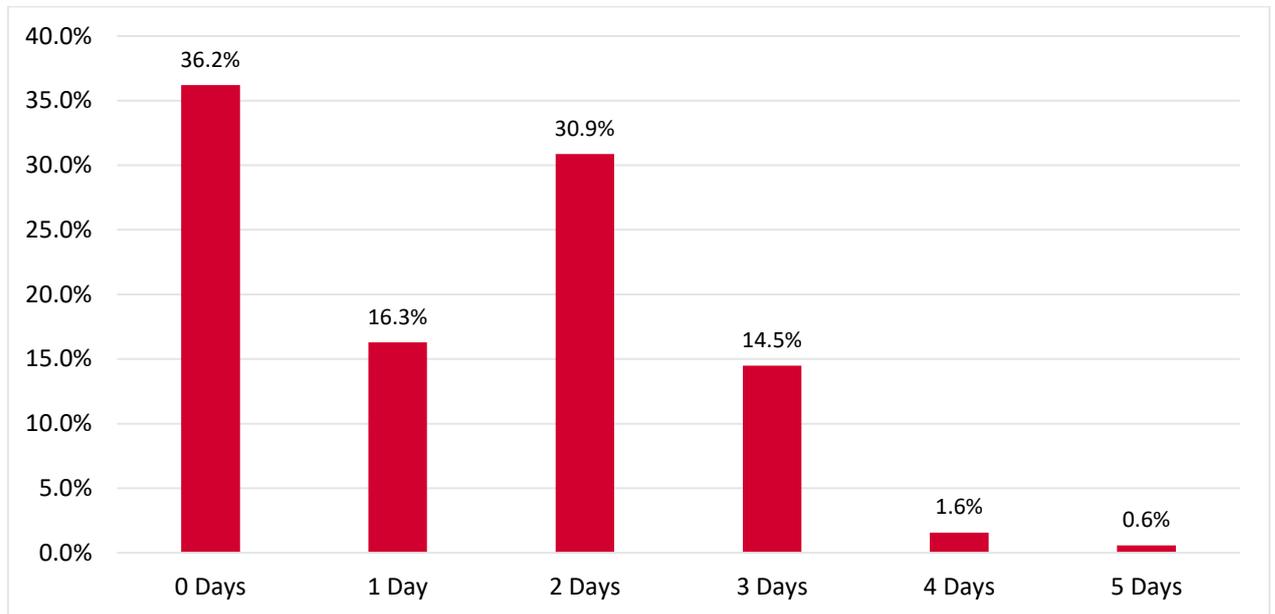
Tuesdays, Wednesdays and Thursdays have the highest percentage of staff working on campus with an average of 72.6%. Of those working from home, the highest percentages are seen on Monday (31.0%) and Friday (34.0%) with an average of 26.1% of respondents working from home each day across a typical working week (Monday-Friday). An average of 5.5% of respondents do not work on a typical day (Monday-Friday), with an average of 1.5% of respondents working elsewhere.

Comparing workplace patterns to pre-pandemic presents a stark contrast. The January 2020 survey (prior to the COVID-19 pandemic) showed that less than 11% of staff respondents worked from home once or more a week. The 2022 survey showed that 58% of staff worked from home once or more a week. As noted above, the 2022 survey was undertaken during a time of COVID-19 restrictions including some working from home guidance and, whilst respondents were asked to consider a typical week outside of any restriction scenarios, the results were likely to have been swayed by this.

The 2024 survey asked this question in a slightly different way, in order to gather a better picture of how staff work across a typical working week. We are therefore able to gain a

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better understanding of precisely how many days staff typically work from home between Monday and Friday, as presented in Figure 9.



**Figure 9:** Staff Average Number of Days Spent Working from Home

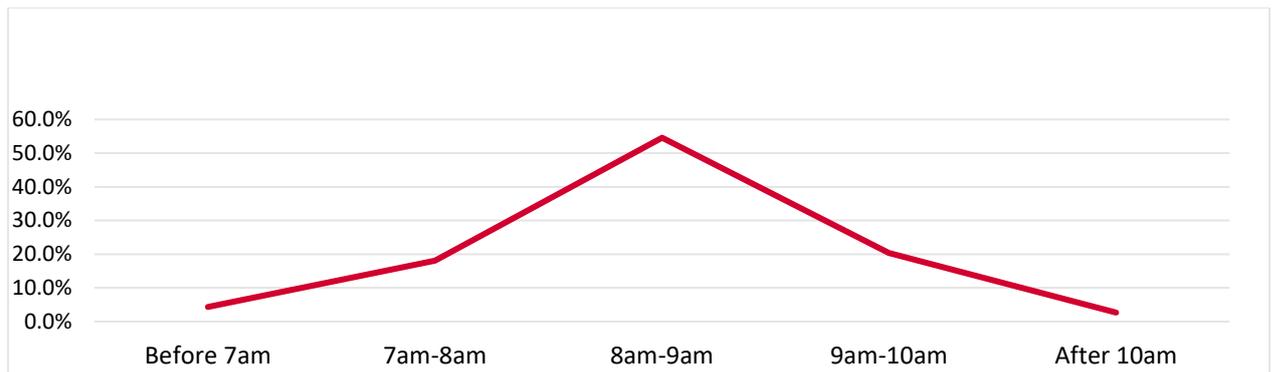
Approximately 36% of staff still travel to and from campus 5 days a week. However, this leaves the remaining 64% of staff stating that they work from home at least one day a week. The majority of staff who work from home do so two days a week.

Ultimately, the first way to reduce the impacts of travel is by reducing the need to travel at all. Whilst not all staff can work home, an uptake in working from home over the last few years will undoubtedly have a positive impact on commuting travel carbon emissions, congestion (including on-site on local roads, car and cycle parking spaces, public transport, and off-site) and safety. The negative impacts, including a reduced viability for public transport services, do however need to be balanced against the positive impacts when considering this 'mode'.

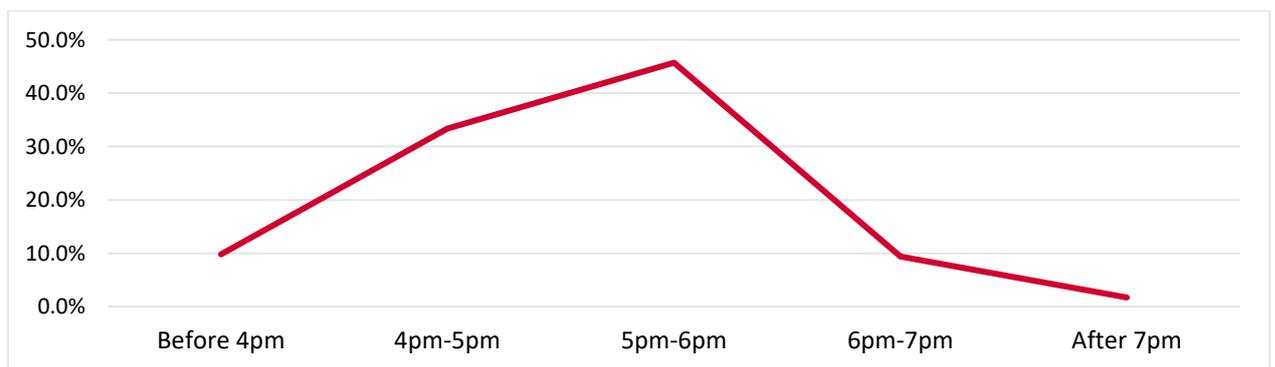
## Time of Arrival and Departure

Staff were asked to give an indication of when they typically arrive and leave campus. The purpose is to understand whether there is a clear peak in arrivals/departures or whether these are spread across the morning and afternoon (known as peak spreading). The more peak spreading, the less congestion both within the campus and importantly, across the surrounding networks (roads, public transport etc). The results are summarised in Figure 10 and Figure 11.

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**Figure 10:** Staff Typical Time of Arrival on Campus



**Figure 11:** Staff Typical Time of Departure from Campus

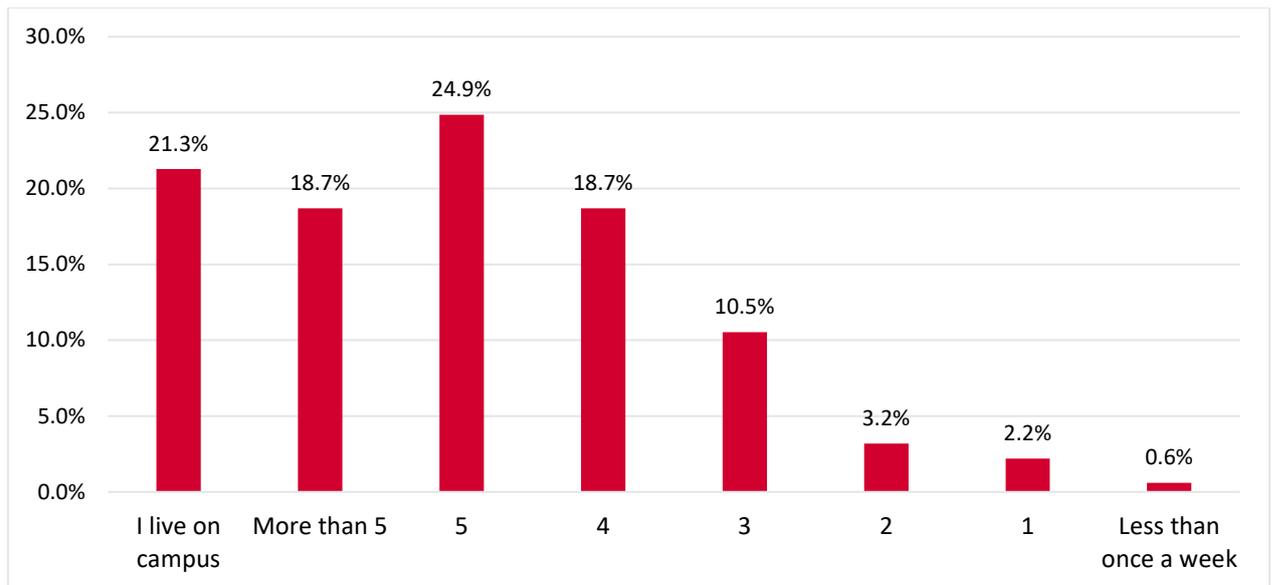
The results above do not include staff who arrive and leave at varied times each day, which accounted for 7.4% of responses for those arriving on campus and 8.7% of responses for those leaving campus.

Of those that work fairly similar hours each day, the majority (54.6%) of staff arrive between 8am and 9am, which is typically considered the network peak for roads and public transport. There is some peak spreading, with 18.0% arriving between 7am and 8am and 20.4% arriving between 9am and 10am. In the afternoon, a peak between 5pm and 6pm is seen as expected, though the results are more spread, with 45.7% of staff leaving between 5pm and 6pm and 33.4% leaving between 4pm and 5pm.

## Student Travel Patterns

Whilst students were not asked for specific details of days or times of travel due to a likely lack of a clear pattern each day/week, they were asked how often they travel to campus in a typical week. Figure 12 shows the results.

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**Figure 12:** Student Typical Travel Patterns to Campus

21.3% of students live on campus, whilst 43.5% travel onto campus at least five times a week. Just 6.0% of students travel onto campus twice a week or less, showing that whilst some learning may be being done at home, travelling is clearly a necessity for the vast majority of students.

## Usual Travel Patterns

This section of each survey asked questions on respondents' main mode of travel and any alternative modes.

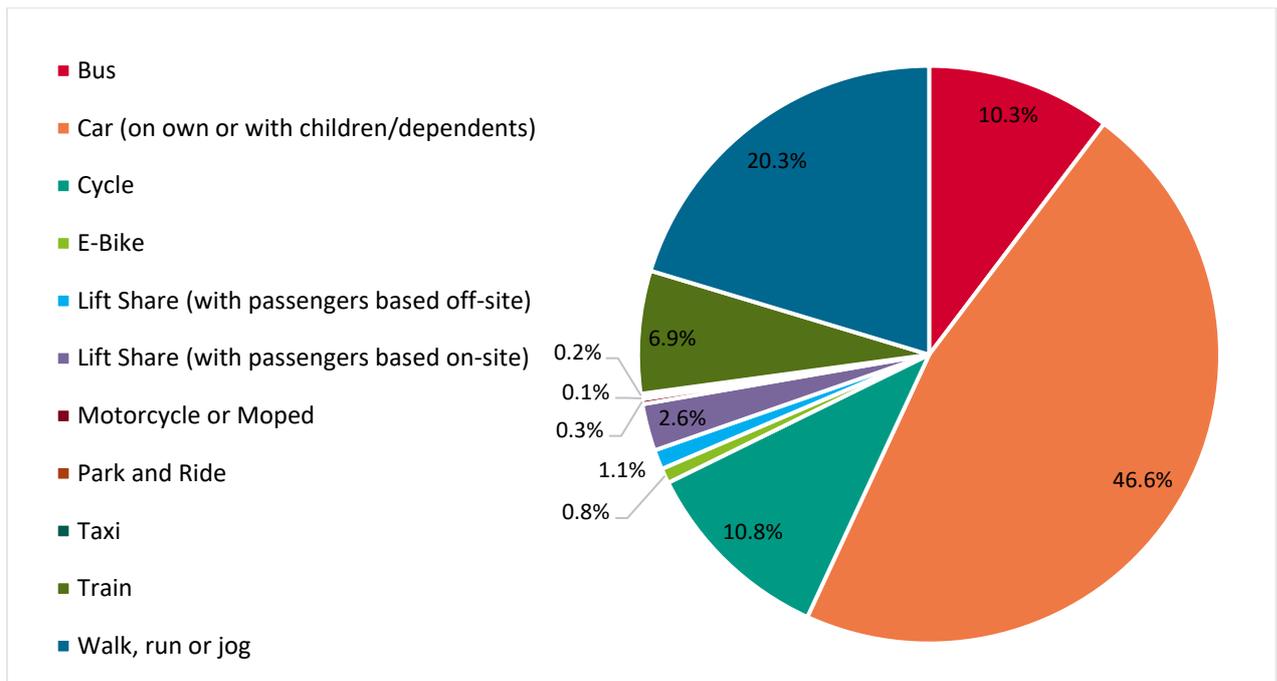
First, respondents were asked to give the mode they typically travel by when commuting to University (longest distance), or to state if their journey includes more than one mode. This data would historically have been used as the key indicator for overall staff and student mode share.

This year however, the results from this initial question have been combined with a further question, which asked respondents whether they ever use an alternative mode of travel to campus and if so, how often and what mode. By combining the two questions, we achieve a more accurate representation of which mode staff and students use to travel to and from campus.

## Staff Travel Mode

The staff survey results, excluding Work from Home, are demonstrated in Figure 13.

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**Figure 13:** Modal Split of Journeys to Campus (exc. WFH) – Staff

Considering just journeys to and from campus, the following trends are highlighted:

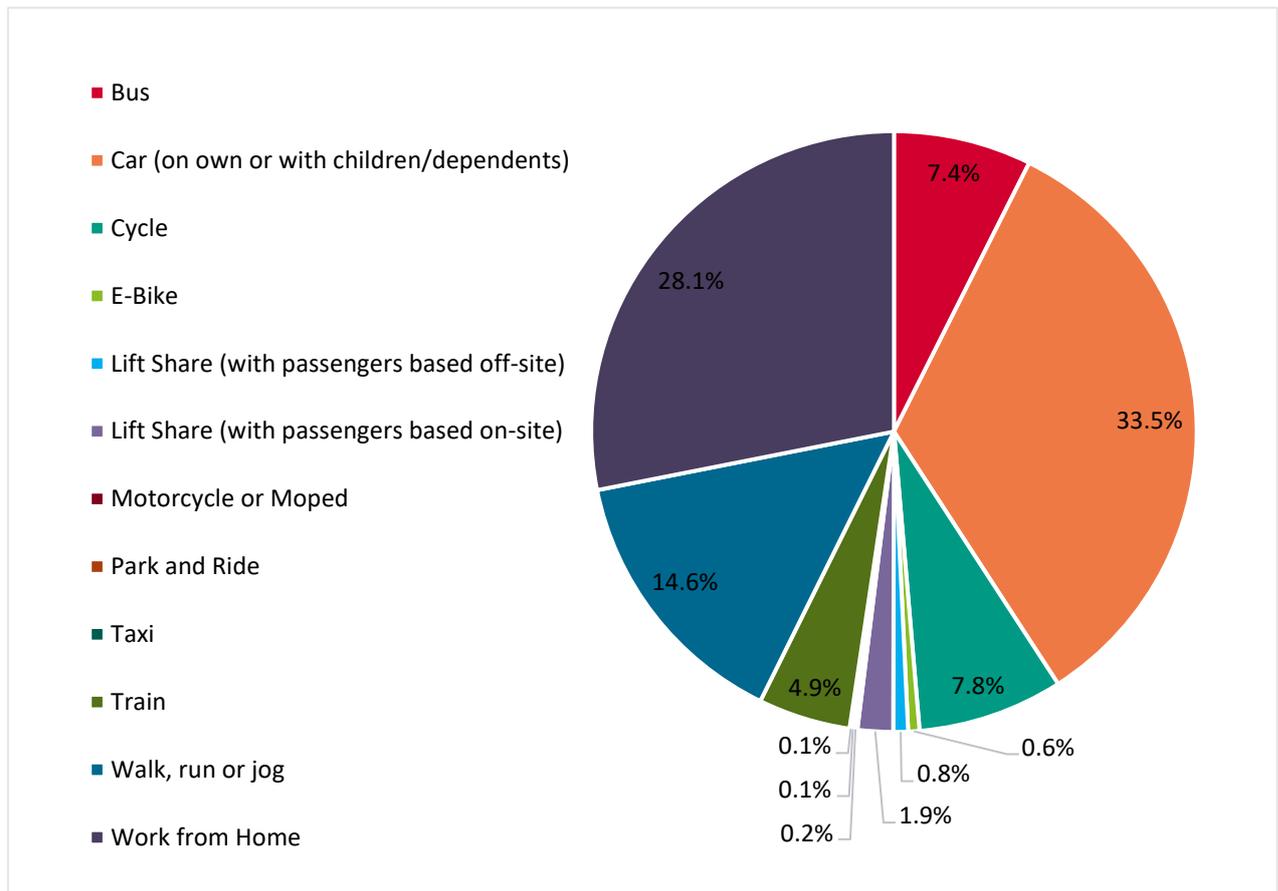
- The main mode of travel when coming onto campus remains SOV, at 46.6% of journeys. As this is the first year in which the 'main mode' has been combined with the alternative mode question, it is difficult to compare results with previous years. However as a broad indication, SOV split (main mode only) was 43.3% in 2022 and 43.4% in 2020.
- 20.3% of staff walk, and 10.8% of staff cycle. This is consistent with the 2022 survey (where 20.1% of staff walked and 10.7% cycled), though as above the precise methodology has altered slightly. Further analysis shows that for staff, both walking and cycling were popular 'alternative modes', highlighting the importance of combining both the main and alternative mode questions.
- Considering public transport, there has been an increase in bus travel, with 10.3% of responses compared with 8.3% in 2022 and 8.1% in 2020. There has also been a slight decrease in rail travel with 6.9% compared to 7.8% in 2022 and 9.1% in 2020.
- A new category has been added for Park & Ride, which reflects the free Mere oak P&R offer which has been in place for the last 18-months or so, though only 2 respondents (0.1%) chose this mode as their main or alternative mode of travel. We are aware that more staff do travel this way, and it may be that respondents selected 'driving' as their primary mode of travel within the survey.
- Since 2022, there has been a decline in the number of staff lift sharing as their main mode of travel, with 2.6% stating that they lift share with passengers based on-site, and 1.1% stating that they lift share with passengers based off-site (3.7% compared to 5.2% in 2022 and 7% in 2020). Again, the results are not directly comparable with previous years given that a new, more accurate methodology has now been developed.

## Sustainability Services

### Staff Travel Mode – Including Work from Home

This year, a further set of analysis has also been conducted to also consider the impacts of Working from Home. As noted previously, the COVID-19 pandemic resulted in a significant shift in working patterns, resulting in a much greater proportion of the workforce working remotely more of the time than ever before. The impacts of this have lasted far longer than the peak of the pandemic itself, resulting in a new way of working for those who are able. The University has flexible working policies in place to support home working where it is possible and appropriate, and as shown in the previous section, many staff utilise this at least some of the working week.

Given that working from home results in a reduction in commuting travel altogether, it is paramount that we consider this alongside any other ‘travel to campus’ analysis. Figure 14 therefore presents a similar account to the above (including main and alternative modes) but also takes account of each individual response from Question 5 of the staff survey (‘From where do you work each day’).



**Figure 14:** Modal Split of Journeys to Campus (inc. WFH) - Staff

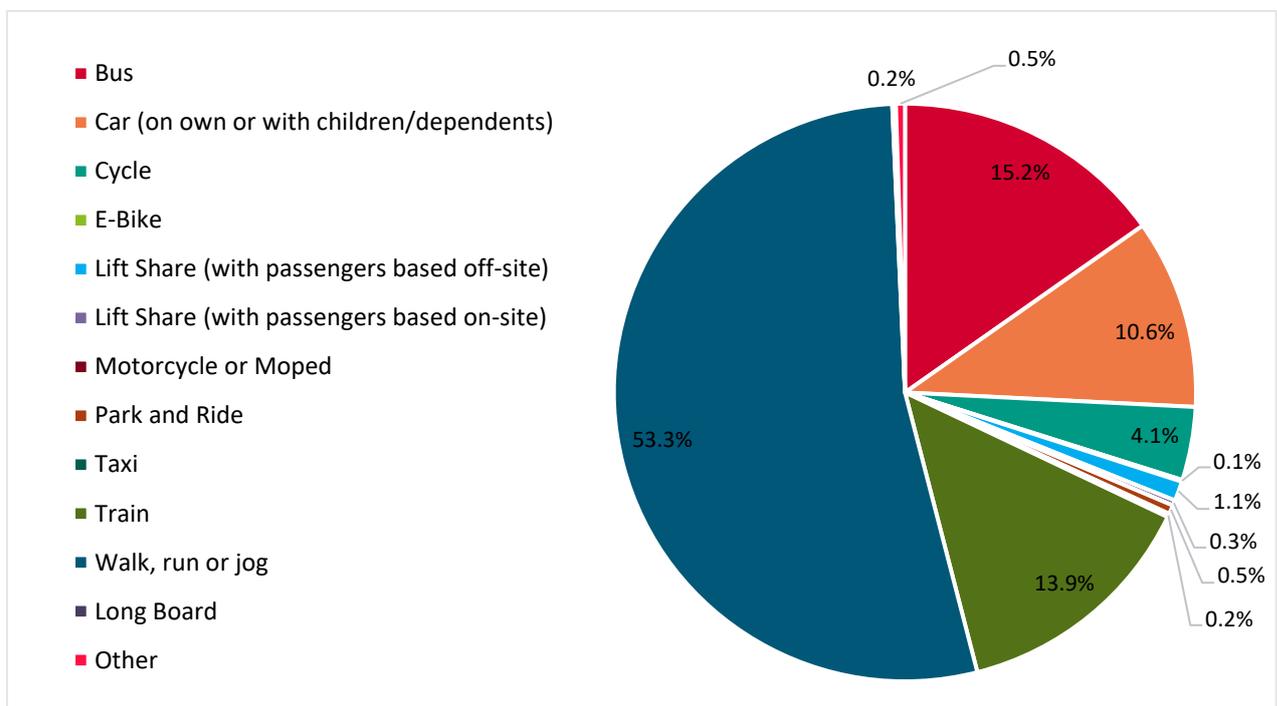
The results show that for staff, an average of 28.1% of the working week is spent working from home, which results in a proportionate reduction of all other modes. This includes Single Occupancy Vehicle, which is shown to represent just 33.5% of overall journeys when considering work from home. The results would therefore indicate the following:

## Sustainability Services

- 28.1% of the working week is spent working from home;
- 33.5% of people drive to campus in a typical working week; and
- The remaining 38.4% of staff use sustainable modes in a typical working week.

## Student Travel Mode

A similar exercise has been undertaken for students, combining the 'main' and 'alternative' travel mode questions. Less students than staff (approximately 25% compared with 40% of staff) stated that they use alternative modes to travel to campus, thus this question is likely to have had less of an impact on overall results. Nonetheless, the results of student modal split to campus is demonstrated in Figure 15.



**Figure 15:** Modal Split of Journeys to Campus – Students

For students, the following trends are highlighted:

- The main mode of travel when coming onto campus remains walking, at 53.3% of journeys. Again, the inclusion of 'alternative modes' means that results are slightly incompatible with previous years, though as an indication, the walking mode split for students in 2022 was 72% (likely impacted by COVID) and 57% in 2020.
- 15.2% of students get the bus, and another 13.9% take the train. It is known from the survey results that many students who take the train as their 'main mode' (i.e. longest distance) also take the bus or walk/cycle from the station to campus. It is important to recognise that both bus and train travel have increased substantially since 2020 and 2022.
- 4.1% of students cycle to campus, which compares with 5.9% in 2022 and 13.4% in 2020. The reason for this decrease (though taking into account the slightly different way of reporting) is unknown, though it may be that road safety and security issues, all of which have been mentioned within the survey, play a part in this. It

## Sustainability Services

may also be that students are choosing to take the bus instead as highlighted by the increase in bus travel.

- 10.6% of students drive to University which, if extrapolated to the total number of students enrolled at the University, would account for over 1,600 students driving on an average day. Whilst the overall split of students may still be low compared to other modes, it is also worth noting that the number of car drivers has increased substantially since 2022 (where 5.9% of students stated that they drive to campus).

## Commuting Carbon Impact

As in previous years, the carbon impact of staff and student commuting travel has been calculated. This year, the survey questions included home postcode (rather than just distance travelled as in the previous survey) which has allowed a more accurate assessment of length of journey to work, alongside travel mode. The resulting scaled-up CO<sub>2</sub> from commuting travel for 2023/24 is as follows:

	TONNES CO <sub>2</sub>
<b>Staff</b>	2,479
<b>Undergraduates</b>	3,147
<b>Taught Postgraduates</b>	1,684
<b>Research Graduates</b>	133
<b>TOTAL</b>	7,713

**Table 4:** Commuting Carbon Impact

This compares with a CO<sub>2</sub> equivalent (using the same metrics as in the new 2024 calculations) of 9,867 in 2022; showing that the CO<sub>2</sub> associated with commuting has reduced by approximately 22% since 2022. This is primarily due to the significant increase in Work from Home, as well as a slight reduction in the average distance travelled since the 2022 survey.

A reduction in commuting travel carbon emissions is positive and should be celebrated, however it is important to consider that these emissions are higher than those calculated from business travel. For comparison, the latest available full-year of data (2022/23) showed that total business travel by the University equated to 5,722 tonnes; 2,000 less than commuting travel.

## Further Information on Travel Modes

Following the initial questions, those respondents that selected bus or train as their 'main mode' were asked a series of further questions to gather additional information.

## Sustainability Services

Of those who selected 'bus' (8.9% of staff and 15.3% of students) the following routes are used for commuting:

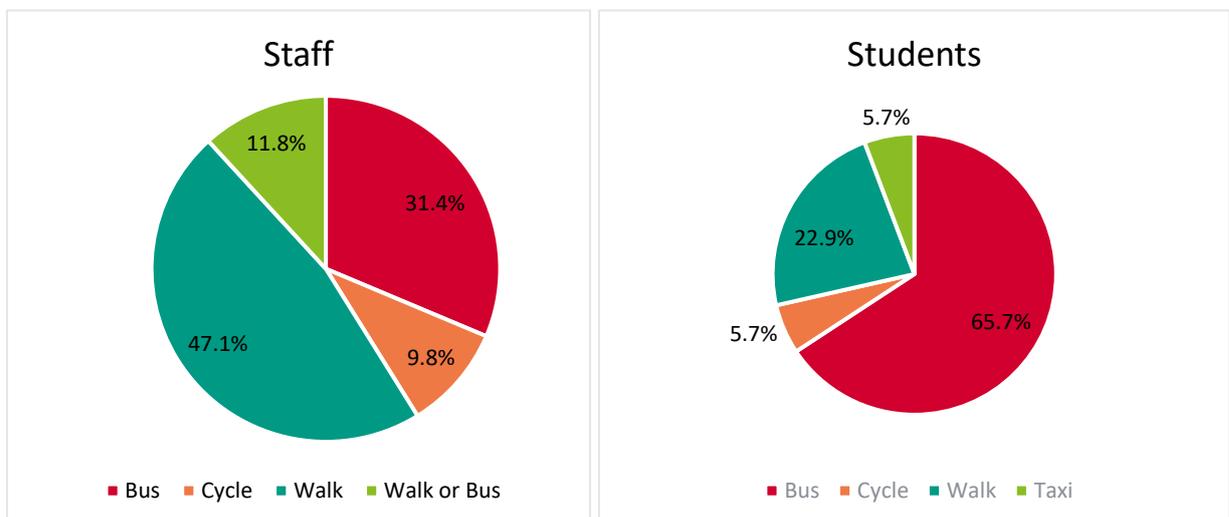
Bus Service No.	% Staff	% Students
21 or 21a	57.3%	73.2%
Orange 19	4.2%	4.2%
Lion 9 or 3	5.2%	8.5%
Purple 17	11.5%	5.6%
Arriva 800/850	0.0%	1.4%
Lion 4/X4	5.2%	2.8%
Other	16.7%	4.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

**Table 5:** Bus Service Use

'Other' answers included the Leopard 3, Emerald 5/6 and a combination of the above services.

Of those who selected 'train' (9.5% of staff and 14.1% of students) the vast majority (90.2% of staff and 96.6% of students) travel to and from Reading mainline station. Just one student and five staff travel to/from Earley Station, with no respondents stating that they travel to/from any other station, including Henley-on-Thames.

Figure 16 summarises how respondents travel between their selected station and the University.



**Figure 16:** Travel between Station and University

## Opinions: Sustainable Travel

Section 4 of the student survey and Section 5 of the staff survey asked respondents for their opinions on travel by walking, cycling and public transport. Question 33 (student survey) and Question 31 (staff survey) asked respondents to choose from a series of further potential incentives to encourage sustainable travel, whilst the following two questions then gave respondents the opportunity to expand or provide further suggestions. For ease of reference, the responses from each question have been grouped into travel mode in the following sections.

### Active Travel

Respondents were first asked for their opinions on what, if anything, would encourage them to switch modes to walk or cycle, or walk or cycle more than they already do.

As respondents were given the opportunity to tick more than one option, those that ticked 'Nothing would encourage me to walk or cycle to campus, or walk or cycle more than I already do' have been accounted for separately, with 52% of staff respondents (636 responses) and 32% of student respondents (159 responses).

Of the options remaining, the results are summarised in Figure 19.

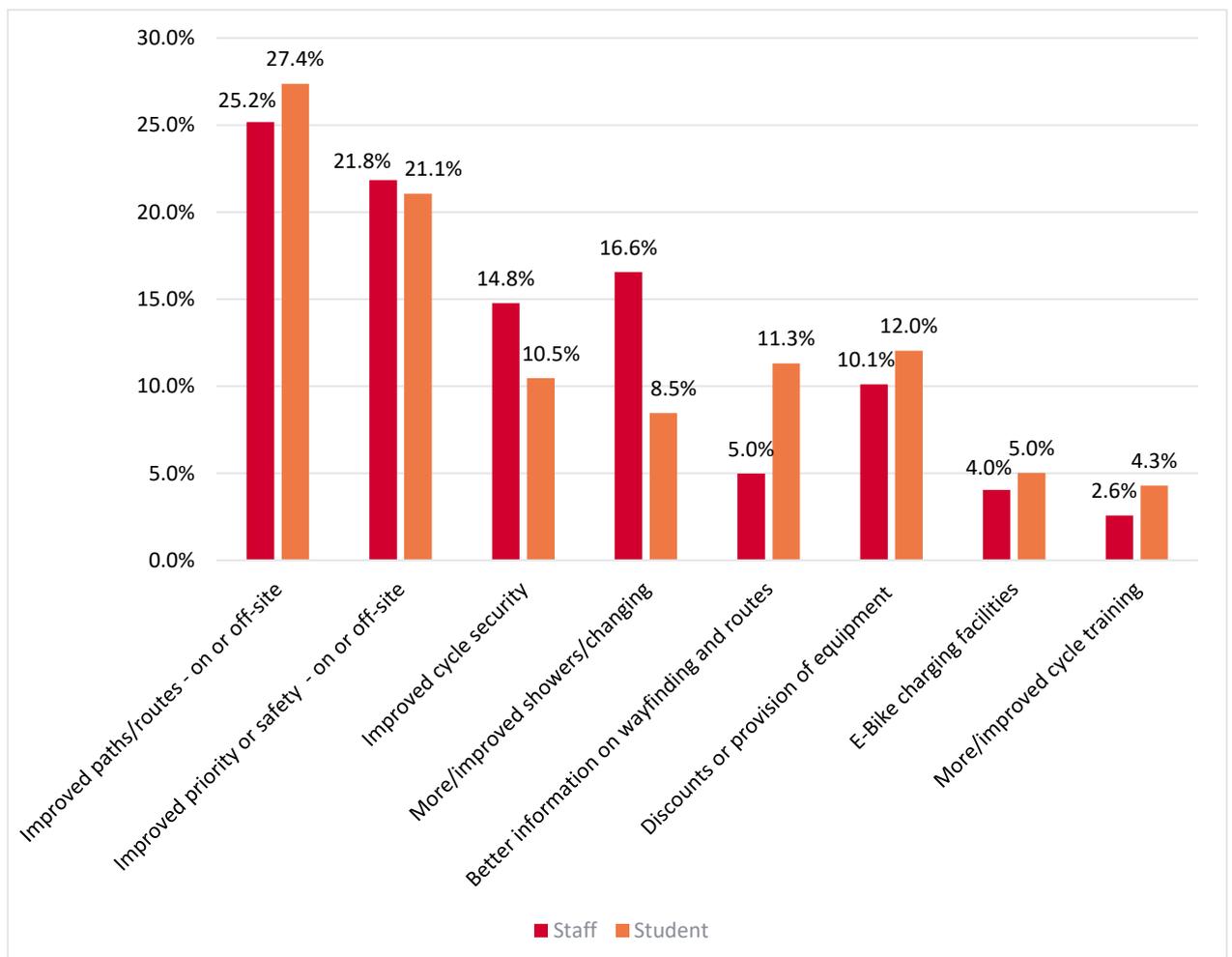


Figure 19: Changes/Improvements to encourage a switch to walking or cycling

## Sustainability Services

The largest proportion of both staff and students selected that improved paths or routes (on or off-site) would encourage a switch to walking or cycling, or encourage walking or cycling more than they already do. This was followed by improved priority or safety – on or off-site.

For staff, the third most popular choice was improved showers or changing facilities, followed closely by improved cycle security. For students, the next most popular was discounts or provision of equipment, which was followed by better information on wayfinding and routes, and on improved cycle security.

Question 33 (student survey) and Question 31 (staff survey) asked respondents to choose from a series of further potential incentives to encourage sustainable travel, with options including a Bike Hire Scheme (including Electric Bikes) or Pool/cargo bikes to travel between and around campuses.

A total of 251 staff and 179 students chose 'Bike Hire Scheme' and a total of 161 staff and 71 students chose Pool/Cargo bikes, demonstrating that both options could be popular opportunities to increase travel by cycling.

Within each question and at the end of the survey, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions. The answers from each qualitative question have been pooled, and then grouped into active travel categories. Each full response has been retained for later reference/detail, but a summary of broad categories is provided in Table 6 (on-site suggestions) and Table 7 (off-site suggestions).

Theme	On-Site
<b>Cycle Parking and Security</b>	<ul style="list-style-type: none"> <li>• Undercover, lockable stores inc. for electric and adapted cycles/trikes</li> <li>• Improvements to CCTV</li> <li>• Individual bike lockers which also store lights, helmets etc.</li> <li>• Other initiatives such as subsidised bicycle insurance</li> </ul>
<b>Cycle Maintenance</b>	<ul style="list-style-type: none"> <li>• More frequent Dr Bike;</li> <li>• Fixing bicycle repair stands</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Improved lighting; generally across campus and the Wilderness</li> <li>• Lowering/enforcing speed limits for vehicles;</li> <li>• Prioritising cyclists on roads/reducing the number of roads altogether</li> <li>• Improved safety and visibility at crossing points (including Greenlands)</li> <li>• An app with a 'walk home safe' function, linked with campus security</li> <li>• Free self-defence courses.</li> </ul>
<b>Walking and Cycle Routes</b>	<ul style="list-style-type: none"> <li>• Segregated pedestrian/cycle paths and dedicated cycle paths</li> <li>• Improved signage and/or lining on paths</li> <li>• Increasing the width of the bridges across the lake</li> </ul>

## Sustainability Services

<b>Road and Path Maintenance</b>	<ul style="list-style-type: none"> <li>• Improved surfacing around lake and through Wilderness;</li> <li>• Removal/relocation of the barriers in the Wilderness</li> <li>• Improved surfacing on entrance to Earley Gate</li> </ul>
<b>Showers /Changing</b>	<ul style="list-style-type: none"> <li>• Higher Quality, multi-person facilities in all/most buildings;</li> <li>• Secure drying facilities and changing areas inc. lockers</li> <li>• Better access out of hours</li> <li>• Other equipment such as hair dryers</li> </ul>
<b>E-Scooters</b>	<ul style="list-style-type: none"> <li>• E-scooter policy to be clearly defined, with consideration to trial scheme</li> </ul>
<b>Bike Hire / Scooter Hire</b>	<ul style="list-style-type: none"> <li>• Many suggestions for re-instating Readybikes or a similar scheme, including E-bikes.</li> <li>• Potential to include access to trikes and adapted cycles.</li> </ul>
<b>Incentives &amp; Discounts</b>	<ul style="list-style-type: none"> <li>• Discounts to encourage walking/cycling include walking</li> <li>• Expansion to the Cycle to Work scheme, including more financial support</li> <li>• Free breakfast for cyclists, or an app to reward walking/cycling</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Better engagement with councils and community groups</li> <li>• Locking desks would enable equipment to be left at work</li> </ul>

**Table 6:** Additional Options/Suggestions to Support Walking and Cycling – ON-SITE

Theme	Off-Site
<b>Cycle Security</b>	<ul style="list-style-type: none"> <li>• Improved cycle security generally across town, inc. at stations</li> </ul>
<b>Road Safety</b>	<p>Noted issues/barriers include:</p> <ul style="list-style-type: none"> <li>• Potholes, pinch points and speed humps on Redlands Road in particular.</li> <li>• A lack of cyclist priority at junctions across the town;</li> <li>• Pavements around campus are too narrow to feel comfortable walking</li> <li>• Walking along Pepper Lane feels unsafe.</li> </ul>
<b>Walking and Cycle Routes</b>	<p>A lack of joined up routes for cyclists is seen as a significant barrier, with many comments stating that cycling between the station/town centre and University feels dangerous. Many call for a pleasant and direct traffic-free walking/cycling route to/from the station. Other specific locations for improvement include:</p> <ul style="list-style-type: none"> <li>• Cycle lanes along Basingstoke Road;</li> <li>• Widened, traffic-free cycle lanes along Christchurch Road</li> <li>• Cycle Lanes and walking improvements along Pepper Lane/Wilderness Road;</li> <li>• Improved cycle facilities between Shinfield and the University.</li> </ul>

## Sustainability Services

	<p>A number of comments provide feedback on the new cycle lane along Shinfield Road. Including</p> <ul style="list-style-type: none"> <li>• The route stops at the junction with Elmhurst Road and cyclists are forced back into traffic at a dangerous junction</li> <li>• No signage/road markings are provided</li> <li>• Cars have priority at the junction onto campus leading to a risk of collisions</li> <li>• Traffic leaving Queens Drive blocks through-cyclists along Shinfield Road</li> <li>• The kerb is too steep to be safe for a bicycle travelling at speed</li> <li>• The footway is now too narrow for the volume of pedestrian traffic</li> </ul>
	<p>At Greenlands, suggestions are made for new/better paths along the river, which would encourage walking and cycling away from the main roads.</p>
<b>Road and Path Maintenance</b>	<p>Some respondents request that road markings and crossing points are repainted. Particular mention is made of those along Pepper Lane, as well as reference to glass on the paths by the bottle banks</p>
	<p>Respondents mention the poor condition of roads which make cycling dangerous. Particular mention is made to Shinfield Road and Redlands Road, as well as along Pepper Lane/Wilderness Lane.</p>
<b>Off-Site Crossings</b>	<p>Respondents feel that some locations are unsafe to cross, including outside Whiteknights Road outside Wessex Hall, St George's, Upper Redlands Road, Kendrick Road, Eastern Avenue and to London Road. Many comments relate to the Shinfield Road/Elmhurst Road/Redlands Road junction, which is unsafe for both pedestrians and cyclists</p>
	<p>Many note their appreciation of the new crossing on Pepper Lane, through request that lighting at the crossing is improved as cars often do not stop</p>

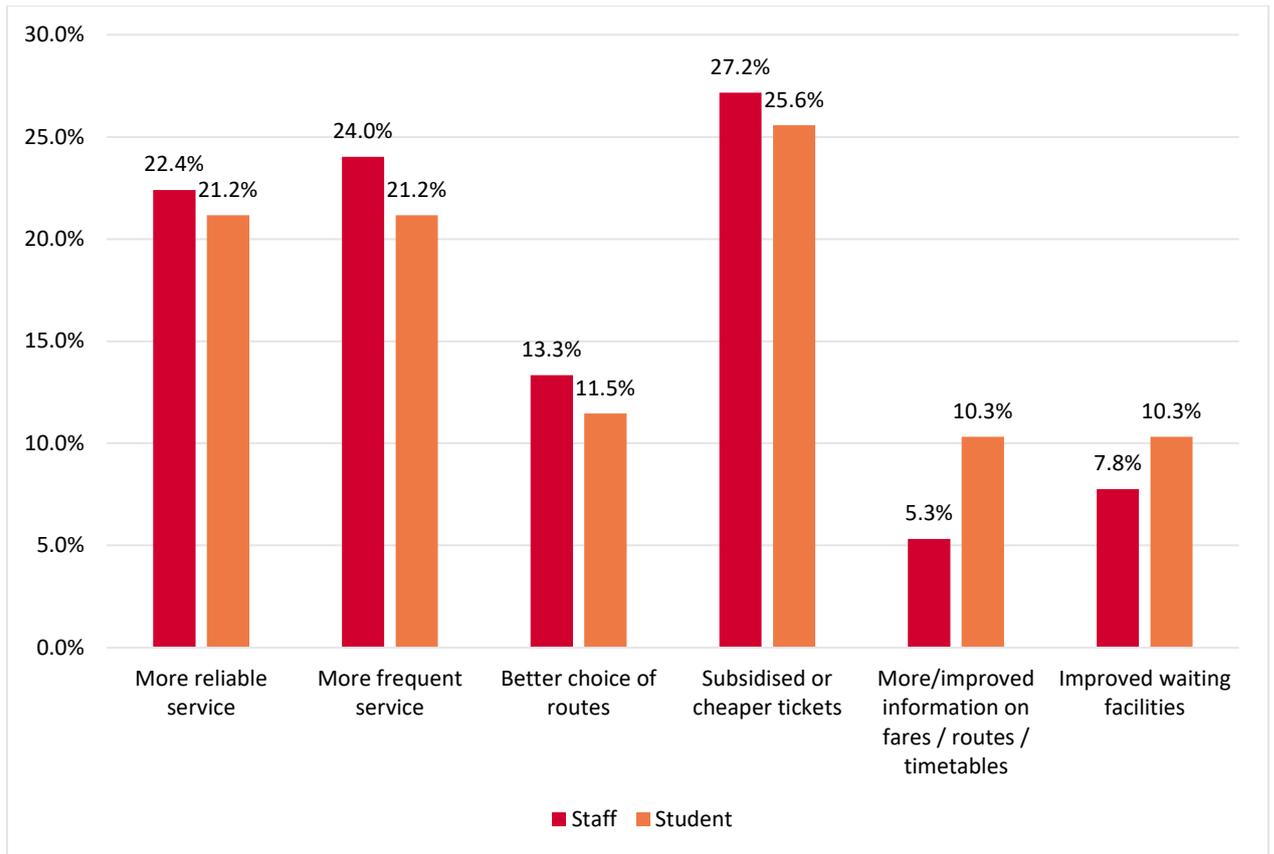
**Table 7:** Additional Options/Suggestions to Support Walking and Cycling – OFF-SITE

## Public Transport

Respondents were then asked for their opinions on what, if anything, would encourage them to switch modes to bus or train, or take the bus or train more than they already do.

Again, respondents were given the opportunity to tick more than one option, and those that ticked 'Nothing would encourage me to take the bus or train to campus, or take the bus or train more than I already do' have been accounted for separately, with 39% of staff respondents (477 responses) and 15% of student respondents (77 responses). Of the options remaining, the results are summarised in Figure 20.

## Sustainability Services



**Figure 20:** Changes/Improvements to Encourage a Switch to Public Transport

The largest proportion of both staff and students selected that subsidised or cheaper tickets would encourage a switch to bus or train, or encourage bus or train more than they already do. This was followed by more frequent services and more reliable services.

For both, the fourth most popular choice was a better choice of routes. Students were then keen to see better waiting facilities, as well as more/improved information in relation to public transport.

Within each question and at the end of the survey, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions. The answers from each qualitative question have been pooled, and then grouped into public transport categories. Each full response has been retained for later reference/detail, but a summary of broad suggestions is provided in Table 8 (bus travel) and Table 9 (rail travel).

Theme	Bus Travel
<b>Reliability, Frequency and Overcrowding</b>	<ul style="list-style-type: none"> <li>• More frequent and direct service between station and Whiteknights to reduce overcrowding;</li> <li>• Solve bunching issues with the 21/21a</li> <li>• Improve the frequency of the 21 to Earley, the 9 and 3 and 19 services</li> <li>• Improve reliability of the 800/850 service to Henley</li> <li>• Improve reliability and frequency of the Lion 4/X4</li> </ul>

## Sustainability Services

	<ul style="list-style-type: none"> <li>• Improve reliability of the 17 during rush hour</li> <li>• Improve accuracy of timetables (including at stops and on the app);</li> </ul>
<b>Bus Timetable</b>	<ul style="list-style-type: none"> <li>• Improve frequency outside of term time (and during exam periods);</li> <li>• More buses on the 21/21a route between 8am-10am and after 4pm.</li> </ul>
<b>Bus Routes</b>	<p>The most frequent additional/altered routes requested are:</p> <ul style="list-style-type: none"> <li>• Direct routes to/from town</li> <li>• Direct routes between campus and Caversham, Whitley, Tilehurst/Calcot, Woodley, Shinfield, Wokingham;</li> <li>• More direct route from High Wycombe to Reading;</li> <li>• Routes to cheaper supermarkets such as Aldi;</li> <li>• More buses to come onto campus</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>• Ticket prices reduced or subsidised by the University.</li> <li>• Some note that car parking on campus is cheaper than using the bus.</li> </ul>
<b>Shelters /Waiting Facilities</b>	<ul style="list-style-type: none"> <li>• On-campus bus stops made larger to accommodate queuing, potentially to include queue lines/markers;</li> <li>• Stops should be weather proof, have WiFi and better located;</li> <li>• Shelter and bench at the Pepper Lane stops;</li> <li>• Shelter at the Earley Gate (opp) stop</li> </ul>
<b>Shuttle Service Between Campuses</b>	<ul style="list-style-type: none"> <li>• Shuttle service between campuses. Majority of suggestions between Whiteknights and London Road, also to Greenlands.</li> <li>• A few suggestions for a shuttle across Whiteknights campus itself.</li> <li>• Shuttle could carry other items too, such as post</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Many staff and students suggest that the University should provide its own bus service, which is tailored to the needs of the University (direct, frequent etc)</li> <li>• More electric buses across the network;</li> <li>• More bus lanes around Reading;</li> <li>• Increased engagement with the bus companies on changing schedules, busy times and working to improve services</li> <li>• Specific pass developed for staff/students to speed up boarding process</li> </ul>

**Table 8:** Additional Options/Suggestions to Support Bus Travel

Theme	Rail Travel
<b>Cost</b>	<ul style="list-style-type: none"> <li>• Re-instatement of Easit GWR scheme, including for Earley Station;</li> <li>• Reduced/subsidised fares, or a subsidised season ticket loan</li> <li>• Better savings for flexi season tickets</li> </ul>

## Sustainability Services

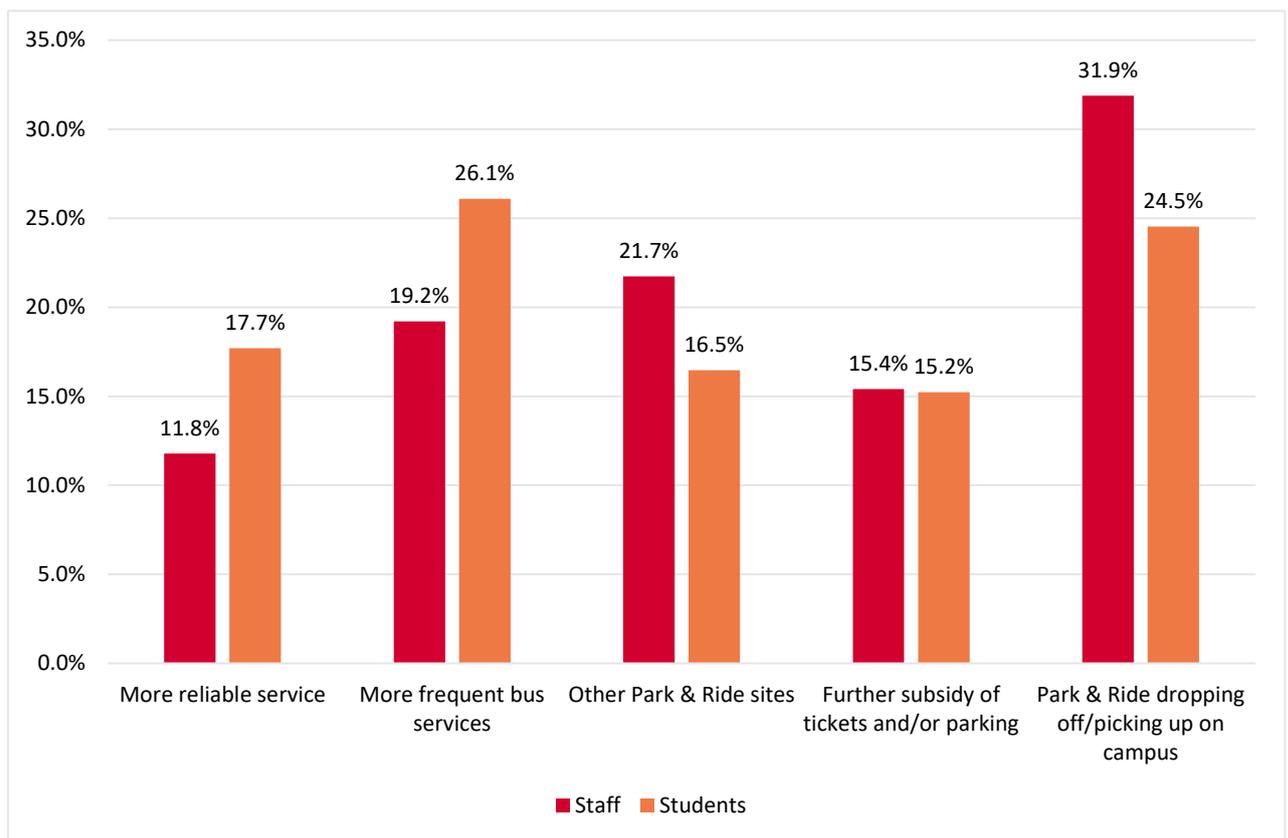
<b>Reliability and Frequency</b>	<ul style="list-style-type: none"> <li>• Less delays and strikes</li> <li>• More frequent and direct services between Reading and Henley</li> </ul>
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**Table 9:** Additional Options/Suggestions to Support Rail Travel

### Park & Ride

Finally, respondents were asked for their opinions on Park & Ride and what, if anything, would encourage them to switch modes to Park & Ride, or take the Park & Ride more than they already do.

Again, respondents were given the opportunity to tick more than one option, and those that ticked 'Nothing would encourage me to take the Park and Ride to campus, or take the Park and Ride more than I already do' have been accounted for separately, with 77% of staff respondents (930 responses) and 64% of student respondents (320 responses). Of the options remaining, the results are summarised in Figure 21.



**Figure 21:** Changes/Improvements to encourage a switch to Park & Ride

Of those who would potentially take the Park & Ride (or more than they already do), the most popular incentive for staff would be dropping off or picking up on campus, followed by other Park & Ride sites. For students, more frequent buses were a priority, though followed closely by buses dropping off and picking up on campus.

Again, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions. The answers from

## Sustainability Services

each qualitative question have been pooled, and then grouped into Park & Ride categories. Each full response has been retained for later reference/detail, but a summary of broad categories is provided in Table 10.

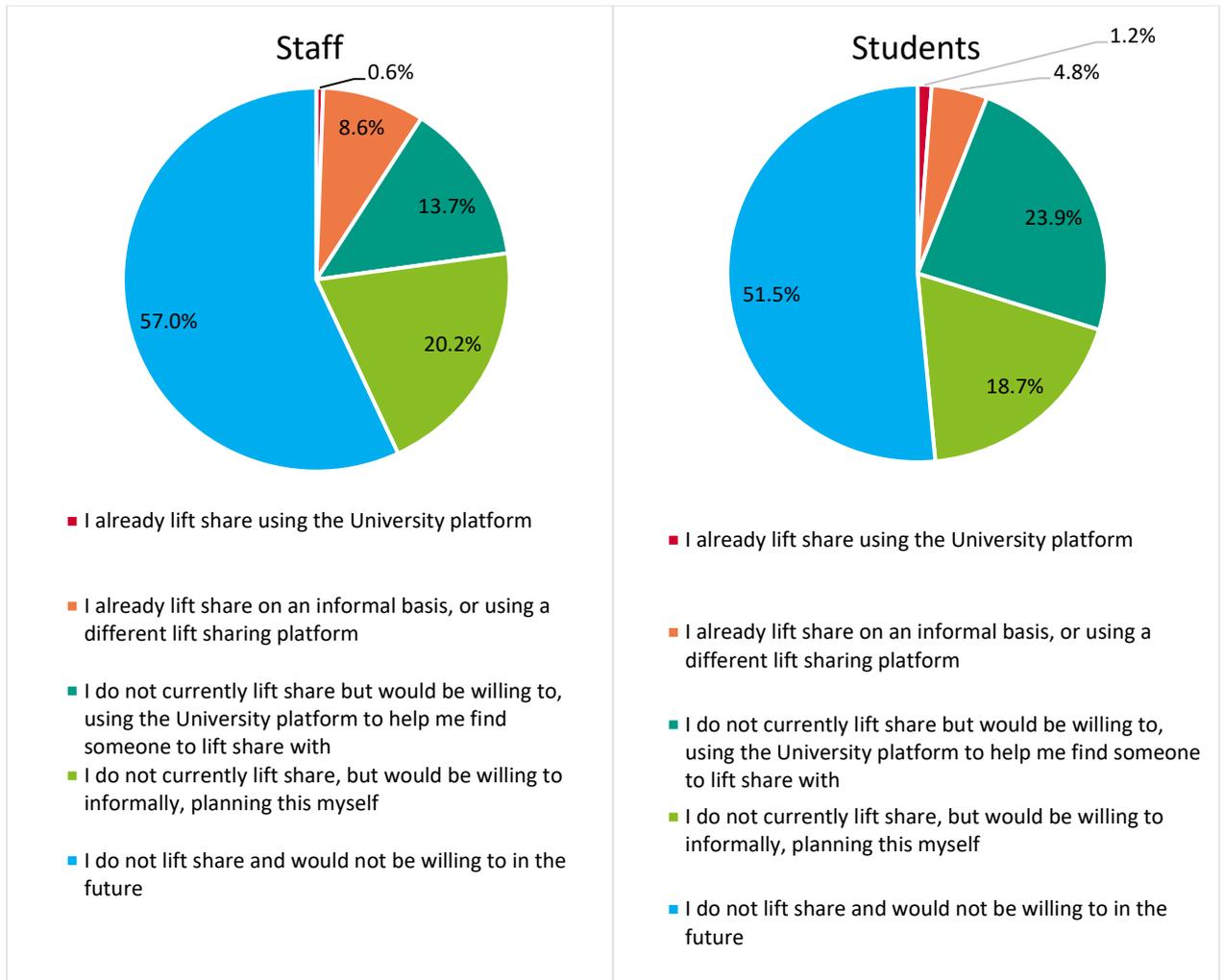
Theme	Park & Ride
<b>P&amp;R Sites and Routes</b>	<p>Of those that do not use the Park &amp; Ride, some suggestions were made as to alternative sites and/or routes that may encourage use, including:</p> <ul style="list-style-type: none"> <li>• Site on the Wokingham/Winnersh</li> <li>• Site along the A4;</li> <li>• Site north of the river</li> <li>• Site in Arborfield/Shinfield</li> <li>• Site to serve Greenlands;</li> <li>• Free parking at TVP P&amp;R</li> </ul>
<b>Frequency</b>	<p>Many staff note that the service is fairly infrequent and suggest that it is faster to continue on their journey by car rather than park, wait for a bus and travel to campus</p> <p>One staff member suggests that they would use a service that covered early morning and late evenings</p>
<b>Drop off and Facilities</b>	<p>Suggestions included:</p> <ul style="list-style-type: none"> <li>• Dropping off and picking up on Whiteknights and London Road campuses</li> <li>• Connecting with Earley Gate or looping around the campus;</li> <li>• Secure cycle stores to cycle part way and take the P&amp;R from there</li> <li>• Free EV charging at the P&amp;R</li> </ul>
<b>Advertisement</b>	<p>Many respondents were unaware of the Park &amp; Ride service and subsidy offered by the University, therefore it is clear that better promotion is required.</p> <ul style="list-style-type: none"> <li>• Others suggest that there have been issues with drivers being aware of the subsidy offered by the University and not accepting staff ID cards</li> </ul>

**Table 10:** Additional Options/Suggestions to Support P&R Travel

## Lift Share

Later in the survey, respondents were asked for their opinions on Lift Sharing / Car Sharing. They were first asked whether they currently lift share or would be willing to in future. The results are presented in Figure 22.

## Sustainability Services

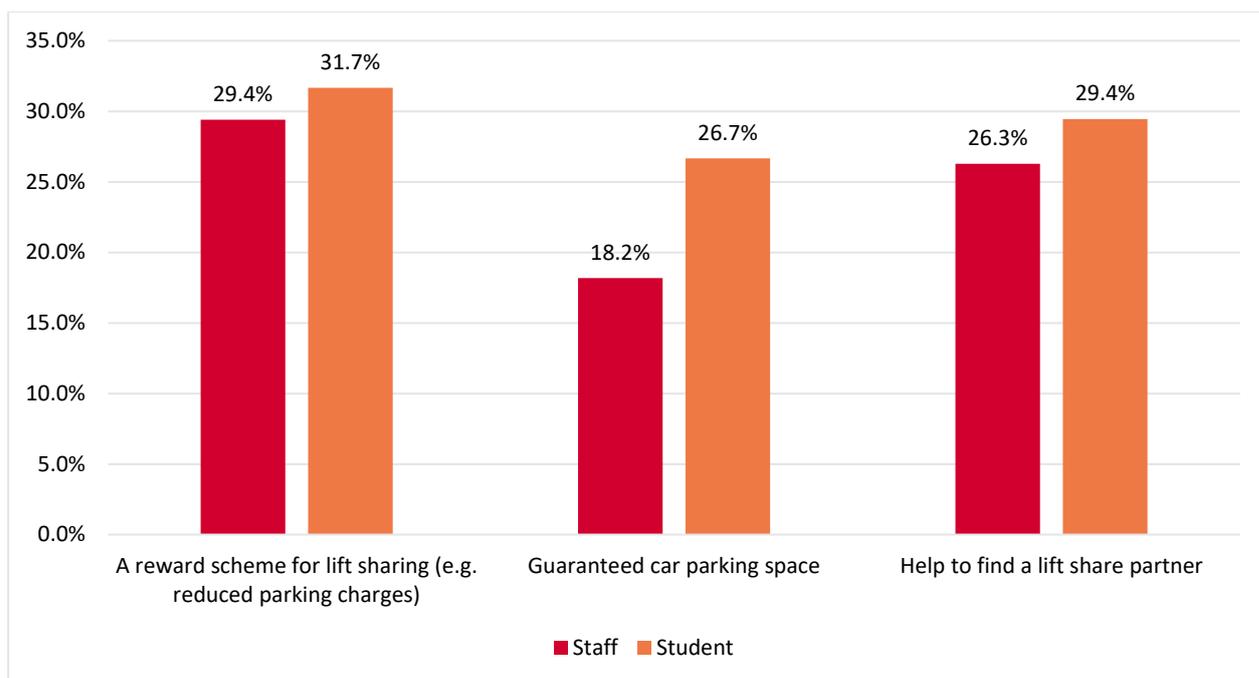


**Figure 22:** Staff/Student Lift Share Preferences

9.2% of staff and 6.0% of students state that they currently lift share, though the majority of these are on an informal basis with colleagues or friends. Whilst 57% of staff and 51.5% of students state that they do not and would not lift share, 33.9% of staff and 42.5% of students state that they would be willing to, either on an informal basis or using the University platform to find someone to lift share with.

Following this question, respondents that either lift share currently or state that they may be willing to in future were asked what would encourage them to switch modes to lift share, or lift share more than they already do. 26.1% of staff responses and 12.2% of student responses responded that nothing would encourage them to lift share, or lift share more than they already do. Many of these are likely to have been respondents who already lift share and feel that they already use this mode as much as they can. Of the options remaining, the results are summarised in Figure 23.

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**Figure 23:** Changes/Improvements to encourage a switch to Lift Share

Of those who would potentially lift share (or more than they already do), the most popular incentive for both staff and students would be some sort of reward scheme, followed by help to find a lift share partner.

Again, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions. The answers from each qualitative question have been pooled, and then grouped into lift share categories. Each full response has been retained for later reference/detail, but a summary of broad categories is provided in Table 11.

Theme	Lift Share
<b>Flexibility</b>	Many staff note that any lift sharing platform needs to include flexibility in working patterns, for example an online database which includes daily working hours.
<b>Communication</b>	Some respondents are not aware of the lift share scheme and therefore better communication and potentially a relaunch is needed. Some think that the app itself should be easier to access, easier to register and less confusing
<b>Reach</b>	Many suggest that the current lift-share platform has limited reach, with many having signed up but not received any 'matches'. One staff member suggests expanding the platform to commercial tenants.

**Table 11:** Additional Options/Suggestions to Support Lift-Share

## Travel by Car

This section asked respondents for their opinions on travel by car, which also included questions on electric vehicles and on lift sharing.

### Driving a Car

Respondents were first asked for reasons for travelling by car if they travel this way to the University either often or on occasion. Removing those who state within this question that they do not drive to campus (36% of staff respondents and 77% of student respondents), Figure 24 summarises the results.

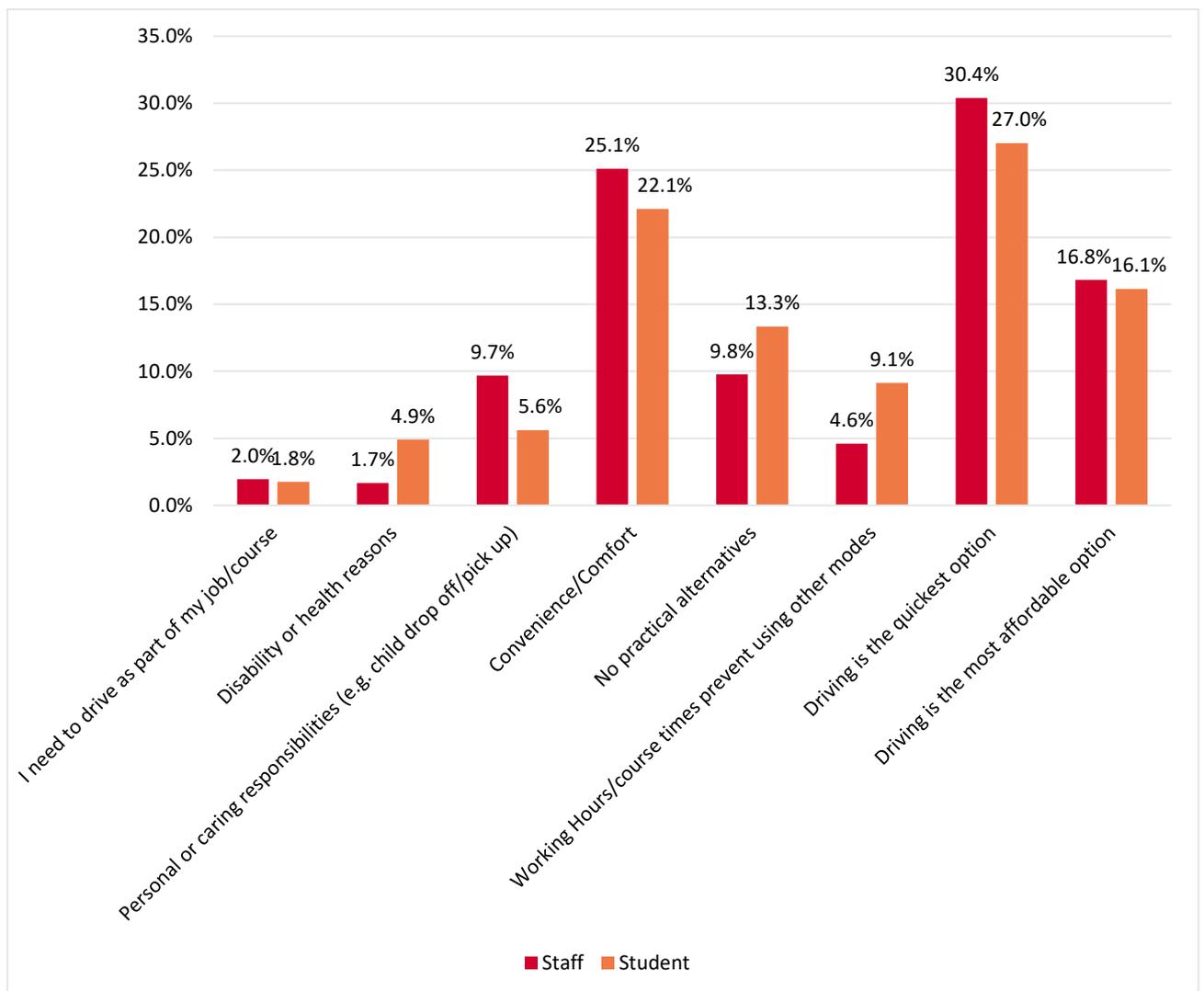


Figure 24: Main Reasons for Driving a Car to Work/Campus

A significantly higher number of staff drive compared with students, however it is clear that they drive for fairly similar reasons. The majority state that driving is the quickest option, followed by convenience and comfort. The third most popular response from both surveys is that driving is the most affordable option. Only a very small number of responses (20 staff and 5 students) state that they need to drive as part of their job/course.

## Sustainability Services

Of those that do drive, respondents were asked where they park. Slightly different options were given for staff and students, as students are restricted from applying for a parking permit to certain circumstances; thus they are more likely to pay to park as a visitor in car parks 1 or 1a. The results are shown in Figure 25.

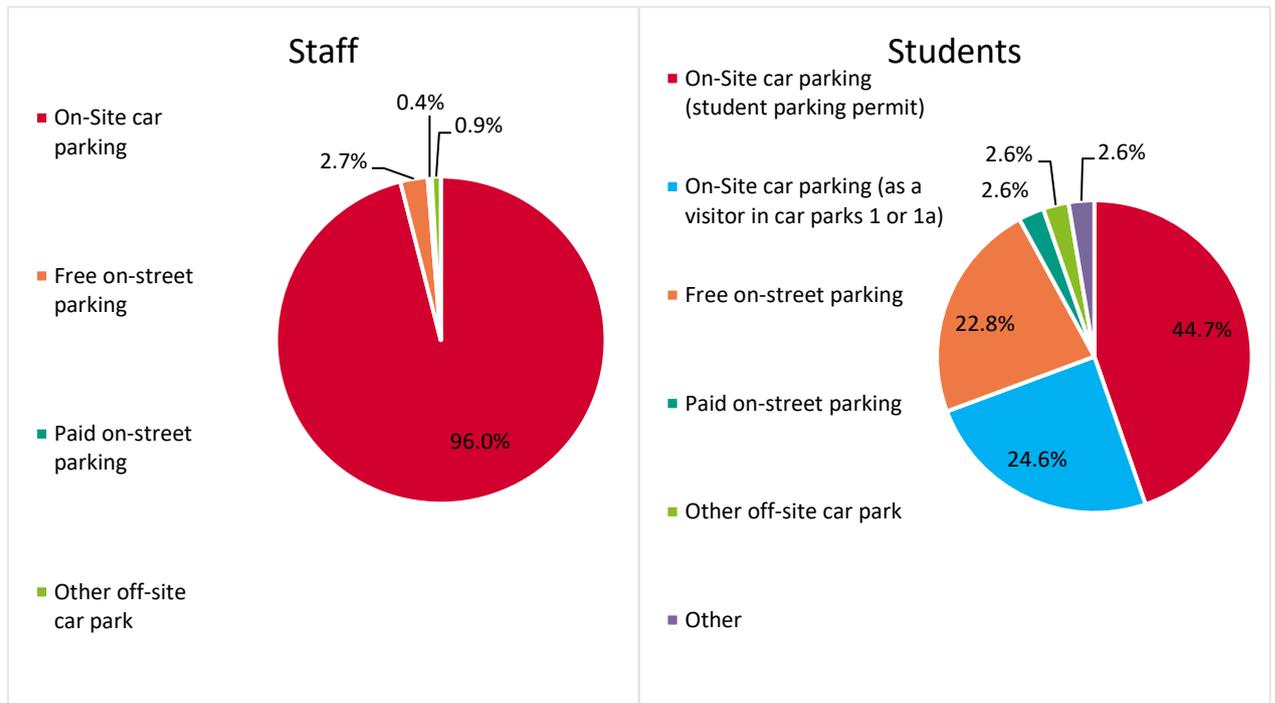


Figure 25: Usual Parking Location

Staff are clearly more likely to park on-site as they have access to restriction-free, affordable (compared with off-site parking options) parking permits. Students are much less likely to park on-site, though 44.7% of respondents do state that they have a student parking permit. A further 22.8% of students state that they park for free on-street, and this clearly needs to be given thought, as parking off-site presumably on surrounding streets is likely to impact on the surrounding community.

It is worth noting that three students responded 'other' with their specific responses as follows:

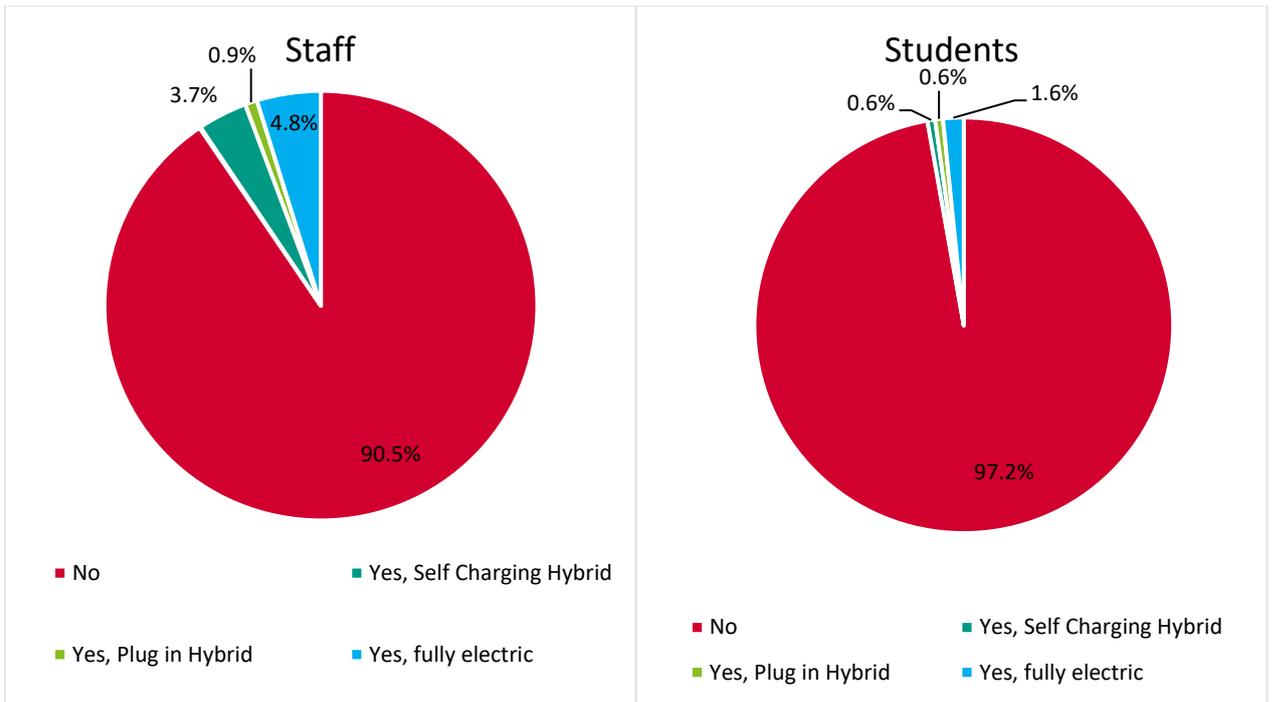
- 'Park on campus after 5pm'
- 'Weekends free parking'
- 'On-site without permit (risking it)'.

## Electric Vehicles

The survey asked a series of questions surrounding use of electric vehicles, to gauge a better understanding of the existing and potential future take-up.

They were first asked if they currently drive an electric vehicle to work/to campus. The results are shown in Figure 26.

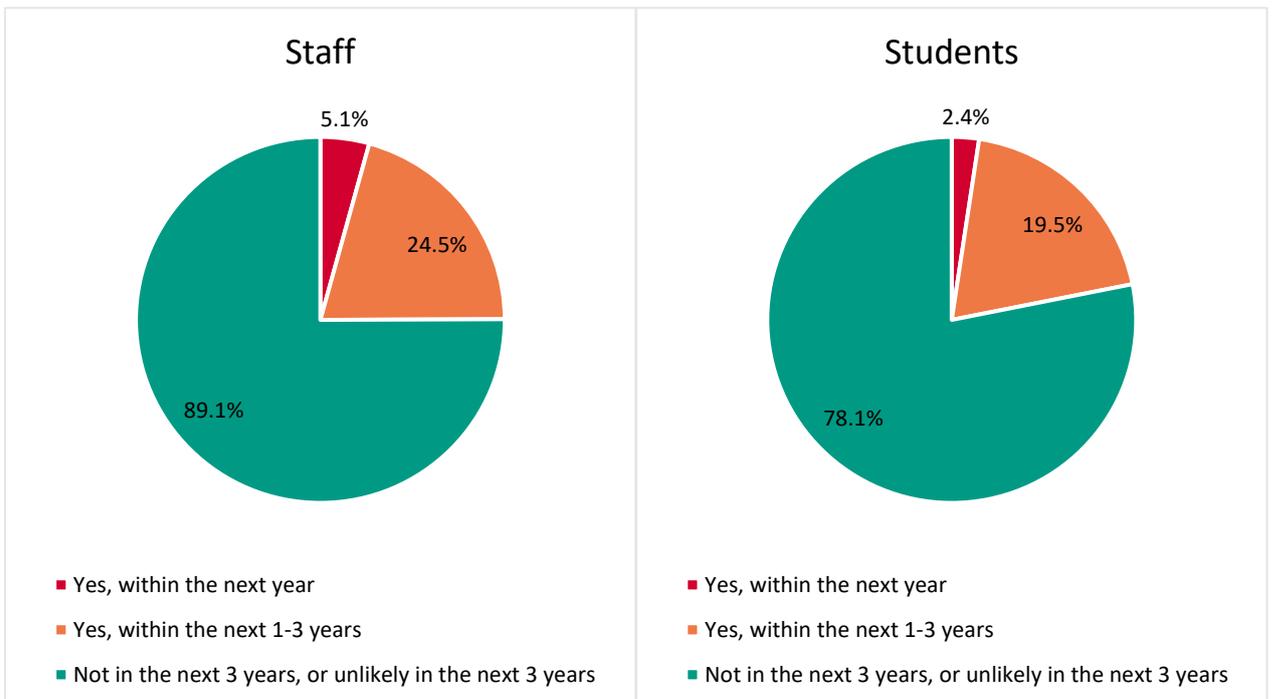
## Sustainability Services



**Figure 26:** Current Electric Vehicle Use

As shown, the vast majority (90.5% of staff and 97.2% of students) do not drive an electric vehicle. Of those that do, 60% of staff (69 respondents) and 78.6% of students (11 respondents) drive a car that requires an electric vehicle charging point.

When asked whether they are likely to buy or lease an electric vehicle in the next 3 years or so, the responses are as follows:



**Figure 27:** Potential Future Electric Vehicle Use

## **Sustainability Services**

Again, the majority (89.1% of staff and 78.1% of students) state that they are not, or are unlikely to, buy or lease within the next three years. However 29.6% of staff (303 respondents) and 21.9% of students (110 respondents) state that they are likely to within the next three years.

If assuming that 60% of any new electric vehicles will be either fully electric or plug-in hybrid, there could be an additional circa 248 vehicles that will require a charging point by around 2027.

It should be noted that the number of vehicles does not correlate to the number of charging points required. A place of work or study cannot be solely responsible for providing charging infrastructure to suit every individual and both staff and students will most often charge their vehicles elsewhere (home, on route etc). However, it does indicate that demand for charging infrastructure will undoubtedly increase over the next three years.

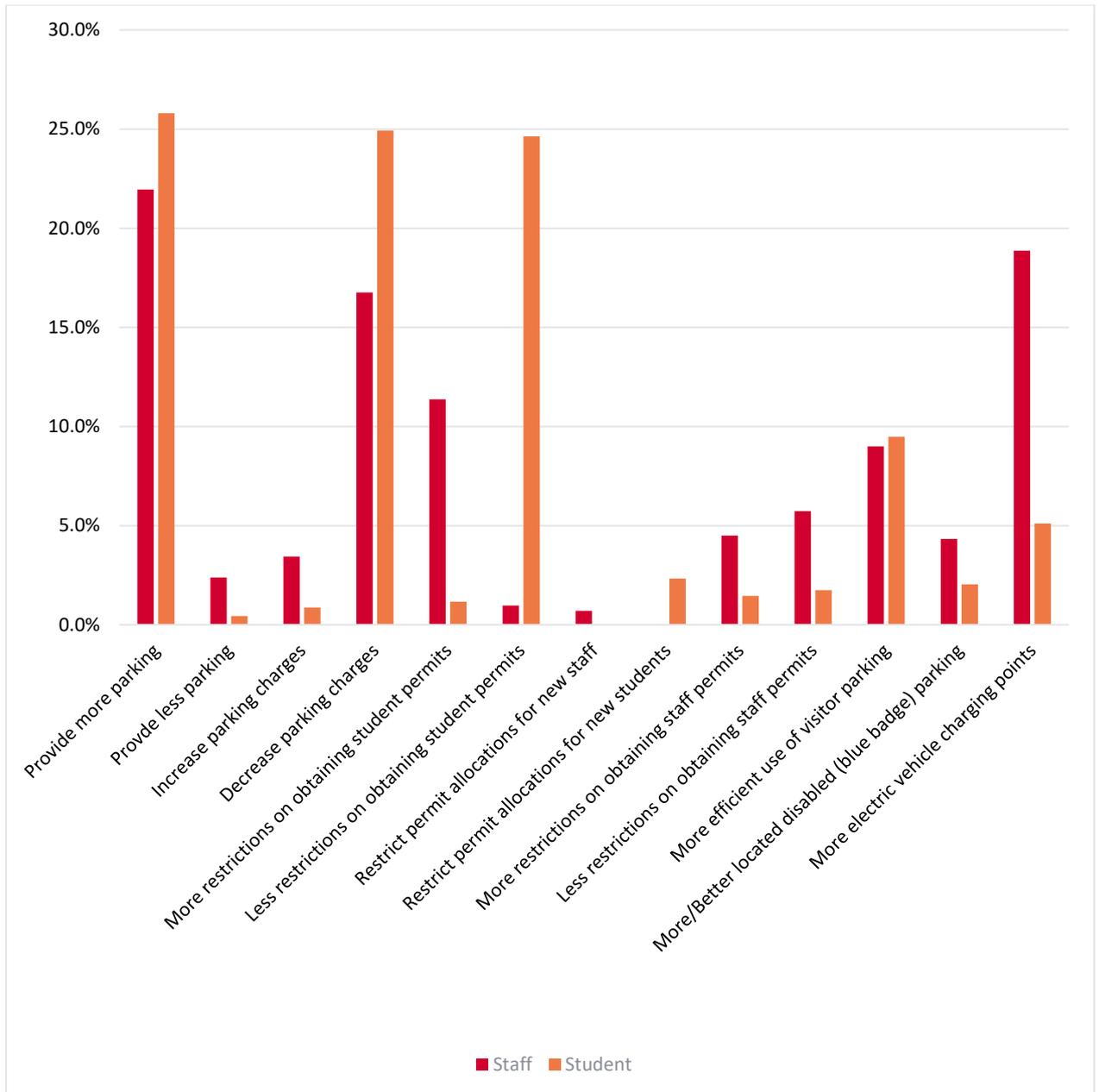
## **Parking Improvements**

Respondents were then asked for their opinions on how they feel that parking could be improved, if at all.

As respondents were given the opportunity to tick more than one option, those that ticked 'I do not feel that parking could be improved / I have no opinion on this question' have been accounted for separately, with 47% of staff respondents (569 responses) and 40% of student respondents (199 responses).

Of the options remaining, the results are summarised in Figure 28.

## Sustainability Services



**Figure 28:** Changes/Improvements Improve Car Parking on Campus

The largest proportion of both staff and students selected that more parking should be provided. Staff then prioritised more electric vehicle charging points, followed by a decrease in parking charges and more restrictions on obtaining student permits.

Students prioritised decreased parking permits, closely followed by less restrictions on obtaining parking permits.

Within each question and at the end of the survey, respondents were given the opportunity to provide a text answer to expand on any suggestions given, or to provide their own thoughts and suggestions. The answers from each qualitative question have been pooled, and then grouped into car parking categories. Each full response has been retained for later reference/detail, but a summary of broad suggestions is provided in Table 12.

## Sustainability Services

Theme	Car Parking		
<b>Safety &amp; Security</b>	<ul style="list-style-type: none"> <li>• Improved lighting, CCTV and surfacing</li> <li>• safer crossing at Greenlands</li> </ul>		
<b>Design /Maintenance</b>	<ul style="list-style-type: none"> <li>• Solar panels within car parks</li> <li>• Reduce land-take of parking by building a multi-storey car park</li> <li>• Increase the size of bays and improve lining</li> <li>• Better integration of parking with surrounding landscaping</li> <li>• Better located disabled (blue badge) parking</li> </ul>		
<b>Electric Vehicle Charging</b>	<ul style="list-style-type: none"> <li>• Many support increased number of charging points in car parks, as well as faster charging. Locations noted include Earley Gate, London Road and within the Greenlands staff car park,</li> <li>• Others suggest that further consideration to the 'cons' of electric vehicles is required, including how batteries are sourced, their environmental impact and lifespan.</li> </ul>		
<b>Parking Charges</b>	<p>There is a stark contrast in those pushing for decreased parking charges and those who feel that parking charges should be increased. Comments for each argument are summarised as:</p> <table border="1" data-bbox="496 1039 1485 1518"> <tbody> <tr> <td data-bbox="496 1039 975 1518"> <ul style="list-style-type: none"> <li>• Charging for parking at work is unfair</li> <li>• Many students feel that parking should be free</li> <li>• People who drive already pay tax and fuel</li> <li>• There should be no charges for Greenlands considering that there are limited other options</li> <li>• Parking is an important incentive when hiring new staff</li> </ul> </td> <td data-bbox="983 1039 1485 1518"> <ul style="list-style-type: none"> <li>• Parking is far too cheap and provides a disincentive to more sustainable travel.</li> <li>• Permit fees should not be so much cheaper than bus fares</li> <li>• Permits should be free for those working unsociable hours or the lowest grades, and much more expensive for others</li> </ul> </td> </tr> </tbody> </table> <p>Other suggestions include:</p> <ul style="list-style-type: none"> <li>• Ensure occasional parking is not unfairly priced compared with annual charges</li> <li>• Parking charges should be flexible to allow for both WFH and part time</li> <li>• Some suggest staff discounts and/or free parking for electric vehicles. Others suggest that charges should be based on engine size</li> <li>• Some question why charges do not apply after 5pm and at the weekend and suggest that this could increase income</li> </ul>	<ul style="list-style-type: none"> <li>• Charging for parking at work is unfair</li> <li>• Many students feel that parking should be free</li> <li>• People who drive already pay tax and fuel</li> <li>• There should be no charges for Greenlands considering that there are limited other options</li> <li>• Parking is an important incentive when hiring new staff</li> </ul>	<ul style="list-style-type: none"> <li>• Parking is far too cheap and provides a disincentive to more sustainable travel.</li> <li>• Permit fees should not be so much cheaper than bus fares</li> <li>• Permits should be free for those working unsociable hours or the lowest grades, and much more expensive for others</li> </ul>
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<b>Parking Permits</b>	<ul style="list-style-type: none"> <li>• Allow staff to purchase same-day ad-hoc permits or pre-purchase a pack of occasional permits</li> <li>• Option to collect temporary permits from Earley Gate</li> <li>• Clearer requirements for students obtaining parking permits;</li> </ul>		

## Sustainability Services

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<b>Restrictions</b>	<ul style="list-style-type: none"><li>• Restrict staff who live locally from parking on campus (other than exceptional circumstances)</li><li>• Further restrict parking for students and improve system so that students are unable to use common work-arounds;</li><li>• One staff member states that the UoR should take a bold approach and set a goal to be car-free by 2033.</li><li>• Stop closing car parking for events</li></ul>
<b>Enforcement</b>	<ul style="list-style-type: none"><li>• Better enforcement for visitors/those with no permits. Particular mention is made of students who feel that they are unlikely to be caught and people parking on campus at surrounding school pick up/drop off times</li><li>• Some suggest investing in ANPR cameras</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• Cardboard permits rather than plastic would be more in line with the University's sustainable principles;</li><li>• Review on mileage claims, including for EVs and cycling for business.</li></ul>

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**Table 12:** Additional Options/Suggestions to Improve Car Parking

Question 33 (student survey) and Question 31 (staff survey) asked respondents to choose from a series of further potential incentives to encourage sustainable travel, with options including the following options relating to car and road transport:

- Electric Vehicle Leasing Scheme (staff only; 359 staff)
- More electric vehicle charging points (308 staff and 46 students)
- Pool cars to travel between and around campuses (124 staff and 84 students)
- Reduced traffic volumes and/or speeds on campus (142 staff and 96 students)

As well as the re-introduction of an Electric Vehicle leasing scheme being extremely popular amongst staff, the issue of traffic volumes and speeds on campus has proved to be a particularly emotive topic. Suggestions include:

- Prevent those not associated with the University rat-running through campus;
- Traffic calming measures to reduce vehicle speeds. Suggestions include speed cameras, digital signs, ANPR system, as well as other methods to enforce, such as losing permit if caught speeding
- Restrict hours of opening to traffic on the central part of campus;
- Reduce the number of roads across campus (including across Chancellor's Way to one-way) and re-allocating road space as shared for walking/cycling or green landscaping;
- Walking/Cycling should be prioritised over motor vehicles.

## Additional Comments

At the end of each survey, respondents were given the opportunity to make any other suggestions or comments regarding sustainable travel at, to or from the University campuses. As noted through this report, where comments are specific to mode, they

## **Sustainability Services**

have been pooled within the various sections above. Additional comments that are no mode-specific are noted below:

### **Staff**

- Bio-fuel available on campus to purchase at reduced rates
- Reward days for those travelling by sustainable modes
- Training courses for Greenlands staff to be held at Greenlands rather than Whiteknights.

### **Students**

- Improved maps with building names
- Skating rentals;
- More rewards (e.g. free bus tickets or reduced parking charges)
- Re-heating facilities for food on campus
- Open trolley services on campus (near bus stops) for shifting shopping/luggage.

## **Summary and Next Steps**

The 2024 survey reflected up-to-date travel habits for staff and students, considering a 'new normal' since the influence of the COVID-19 pandemic; as well as the current cost of living crisis.

As such, we have seen a significant increase in working from home for staff compared to previous surveys, as well as some (limited) work/study from home for students. An increase in work from home reduces the need to travel altogether, which is the 'first step' in reducing the impacts of travel including carbon emissions, pollution and congestion. This must be acknowledged as a positive change for our travel impact, though needs to be balanced against wider University workplace and community goals.

We also see a pattern of students commuting from their home location to the University, rather than living on campus or in external halls of residence. This is likely to have led to a slight increase in car travel; and certainly an increase in overall student commuting travel.

The survey provides a wealth of data; both quantitative and qualitative which will be used to inform the next five-year Travel Plan; due for publication in Summer 2024. Some clear patterns have emerged in relation to encouraging and supporting walking, cycling, public transport, Park & Ride and Lift Share. This includes consideration of emerging and future technology, such as E-bikes, E-scooters and electric car charging.

The results of the 2024 travel survey show that the next five-year Travel Plan must reflect and respond to new flexible ways of working and living, ensuring that all travel modes remain attractive for part-time and occasional use. This includes, for example, ensuring that public transport season tickets are fairly costed. The Travel Plan will also need to consider changes to parking permits, which are currently issued on an annual basis. Greater flexibility will be needed in future to ensure that parking is fair for those who need it, but is not prioritised or made more attractive than other modes.

There is a need to broaden and embed a range of different incentives and changes to encourage people to choose more sustainable travel options. The University must increase promotion of the existing and any new incentives to maximise awareness and corresponding behaviour change.