



UNIVERSITY OF LEEDS

Travel Plan

October 2009

6368drs/njs

Table of content

1.	Introduction	2
1.1	Background	2
1.2	Aims and objectives.....	3
1.3	Management	4
1.4	Scope of the Travel Plan.....	4
2.	Travel patterns	4
2.1	Staff travel patterns	5
2.2	Student travel patterns.....	9
3.	2009 Travel Plan targets	8
4.	Travel Plan initiatives	10
	Appendix 1: Summary of transport facilities and initiatives with future recommendations.....	14
	Appendix 2: 2009 - 2012 Travel Plan budget.....	20
	Appendix 3: Marketing and communication.....	21

1. Introduction

The University of Leeds' Travel Plan provides a suite of travel initiatives to reduce dependence on private car usage. The plan was first developed in 2003, then revised in 2006. It is updated every three years in order to:

- set targets and monitor progress against a 2004 baseline and to ensure continuous improvement is achieved
- provide an ongoing investment programme
- identify priorities in shaping future transport initiatives.
- manage ongoing transport and travel related issues associated with the University's growth

Section 1 outlines why we require a travel plan and what its aims and objectives are. Further background information on existing travel patterns of staff and students is given in section 2. Section 3 describes the initiatives that form the basis of the travel plan, including additional projects for implementation in the next 3 years. From the travel surveys and initiatives priorities have been drawn up and targets set (section 4).

A summary for each mode of transport, the management and budget of the plan and an overview of the methods for communication of the plan are all addressed in appendices 1 – 3.

1.1 Background

Leeds City Council requires a travel plan for new developments that generate traffic movements. Under the Supplementary Planning Document (SDP) all higher educational institutes must have one implemented before 2010.

A travel plan is a package of measures that encourages sustainable travel within an institution. In our context commuting travel has been the main focus of current work but business travel and university owned vehicles need more emphasis in the future.

The University has continued to grow over the years and now has approximately 30,000 students and 8,000 staff. Due to this, pressure on available parking spaces on campus has risen. Despite management measures parking demand exceeds supply. This effect has increased since the University's construction programme has built on land previously used for car parking.

At a national level, documents such as the government's white paper "A new deal for transport" and planning policy guidance notes acknowledge the fact that congestion is not solved by building new roads. The government promotes company travel plans to encourage changes in travel patterns. Many positive changes have already been achieved at the University since the adoption of the 2003 Travel Plan.

This travel plan forms an integral part of the University's sustainable development programme approved in 2008. It is also essential to the University's Carbon Management Plan, as it will help achieve reduction targets set out by the Higher Education Funding Council for England (HEFCE) for carbon dioxide emissions.¹

The Travel Plan is designed to deliver a strategy that will promote and encourage more sustainable and healthy travel choices and behaviour change. This will be achieved by providing a coordinated approach at the University and the integration of different travel modes for journeys to and from the University. Individual sites due for development will need to produce their own transport plans in consultation with the Sustainability Officer.

1.2 Aims and objectives

The travel plan meets key University objectives including increased accessibility, health and active travel², improving air quality, reducing local congestion and climate change mitigation. It will:

- increase travel choices. An increased accessibility can help to recruit staff and students otherwise excluded and make it easier for visitors to find their way.
- promote health benefits and support people travelling actively. Reduced car emissions have a positive effect on a range of illnesses, while walking and cycling are linked to healthier lifestyles.
- reduce car use, congestion and demand for parking spaces. This in return improves local air quality and benefits the local community.
- contribute to the CO₂ reduction targets set by the University and the Government. The travel plan has a positive impact on the university's environmental performance.

In more specific terms this means the University aims to:

- provide access to all,
- raise awareness regarding travel impacts and the range of travel choices available,
- work with bus operators to improve public transport access,
- improve the walking and cycling experience on campus,
- work with Leeds City Council, Sustrans and other organisations to improve walking and cycling routes to and from campus to offer safe and convenient routes,
- provide incentives to reduce car use and encourage efficient car use.
- reduce the need to travel.

¹ Carbon reduction target and strategy for higher education in England, http://www.hefce.ac.uk/pubs/hefce/2010/10_01/

² 'Choosing Activity: a physical activity action plan', Department of Health, (2005)

1.3 Management

The Sustainability Officer oversees the implementation of the Travel Plan and provides day-to-day contact for staff and students in regards to travel on campus. The role also monitors effectiveness of measures and investigates how these can be improved to provide additional benefits. The Sustainability Officer works with Access and Community Engagement to involve and inform local residents of the initiatives being developed at the University.

The Transport Policy Review Group, chaired by the Director of Estates Robert Sladdin, includes staff and student representatives and allows direct reporting of Travel Plan progress to University management and to ensure that resources will be made available. The group meets three times a year to discuss implementation and progress.

1.4 Scope of the Travel Plan

The Travel Plan covers the University of Leeds main campus, its western campus, the Institute of Molecular Medicine at St James's Hospital, halls of residence, and sport grounds. It is overseen by the Transport Policy Review Group and co-ordinated centrally by the Sustainability Team. The University's capital projects team are responsible for producing development specific travel plans. These must be approved by Leeds City Council's Planning and Development Control section and will meet or exceed the targets and objectives set out in this Travel Plan. All projects should be carried out in consultation with the Sustainability Officer.

2. Travel patterns

Every 18 months an online travel survey is conducted, with staff and students³. The first was undertaken in 2004 and provides the baseline survey against which progress was measured. The 2006 Transport Plan targets were to reduce by 5% the proportion of staff and students travelling by car without passenger, and increase by 5% the proportion of staff walking or using public transport. All of these targets were achieved in the 2008 travel survey - see

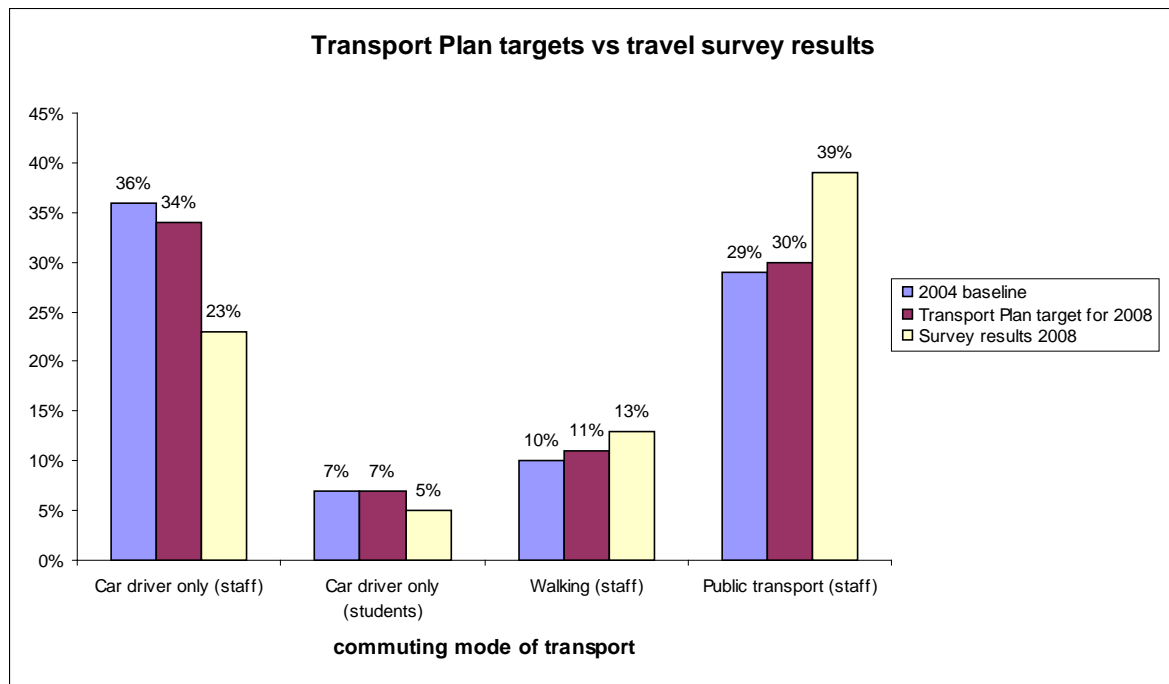
Figure 1.

The survey includes a section on personal details including age, job type, access to a car and bicycle, a section on travel choice for commuting, work location and work pattern, and a section on each mode of transport i.e. driving, public transport, walking and cycling. Participants can give views on initiatives and provide feedback on any transport-related issues.

³ From April 2010 the travel survey will be carried out annually

The University compares well with City Centre based institutions that take part in the Leeds City Council annual snapshot survey. In 2008 their performance was 27% single occupancy car driving, 12% car sharing, 25% bus usage, and 26% train usage. On the other hand, only 6% walk and 3% cycle into the City Centre.

Figure 1: 2006 Travel Plan performance



2.1 Staff travel patterns

The number of staff commuting by car fell from 55% in 2004 to 38% in 2008. This is a 17% point reduction in only four years. Car sharing has remained constant. On the other hand, public transport use, walking and cycling have increased gradually.

Table 1: Staff commuting summary 2004-8

Mode of transport	Date of survey			
	2004 (spring) (29% response rate)	2005 (autumn) (37%)	2007 (spring) (34%)	2008 (autumn) (31%)
Car driver only (2004 car driver)	46% ⁴	33%	28%	23%
Car sharing (2004 car passenger)	9%	16%	15%	15%

⁴ The methodology of the survey changed for car driver and car-sharing in 2005. This accounts for the high 2004 figure.

Train	11%	14%	17%	19%
Bus	18%	18%	19%	20%
Walk	10%	12%	14%	13%
Bike	5%	6%	6%	8%
Others	1%	1%	1%	1%

The further people live away from the campus the higher the levels of driving and train use. Bus use peaks in the 3-5 mile distance, whilst walking dominates short distances of up to 1 mile and cycling is highest between 1- 5 miles.

22% of staff living within a 1-3 mile radius of the University (equivalent to 5% of all staff) drive to work. This proportion increases to 46% of those living within a 3-5 mile radius.

Table 2: Percentage of mode of transport within distance group - staff

Usual mode of transport	Distance group (% of all staff)					
	Up to 1 mile (7%)	1-3 miles (21%)	3-5 miles (17%)	5-10 miles (21%)	10-20 miles (20%)	More than 20 miles (15%)
Walk	82%	34%	2%	0%	0%	0%
Cycle	8%	16%	15%	7%	1%	0%
Bus	8%	28%	33%	30%	8%	1%
Train	1%	0%	3%	13%	44%	50%
Car (single)	2%	12%	24%	28%	30%	32%
Car (share)	0%	10%	22%	22%	15%	15%

50% of employees said they had access to a car. That means that three quarters of them also use it for commuting whereas 39% own a bicycle but only 20% of them utilise it for their daily commute. 14% haven't ridden their bike for over a year.

Table 3: Student commuting summary 2004-8

Mode of transport	Students			
	2004(spring) (3% response rate)	2005(autumn) (19%)	2007(spring) (12%)	2008(autumn) (16%)
Car driver only (2004 car driver)	8%	6%	6%	5%
Car sharing (2004 car passenger)	3%	3%	2%	2%

Train	4%	5%	6%	7%
Bus	24%	20%	17%	16%
Walk	55%	61%	64%	64%
Bike	5%	5%	5%	5%
Others	1%	0%	0%	0%

Map 1: Staff residential locations and commuting mode

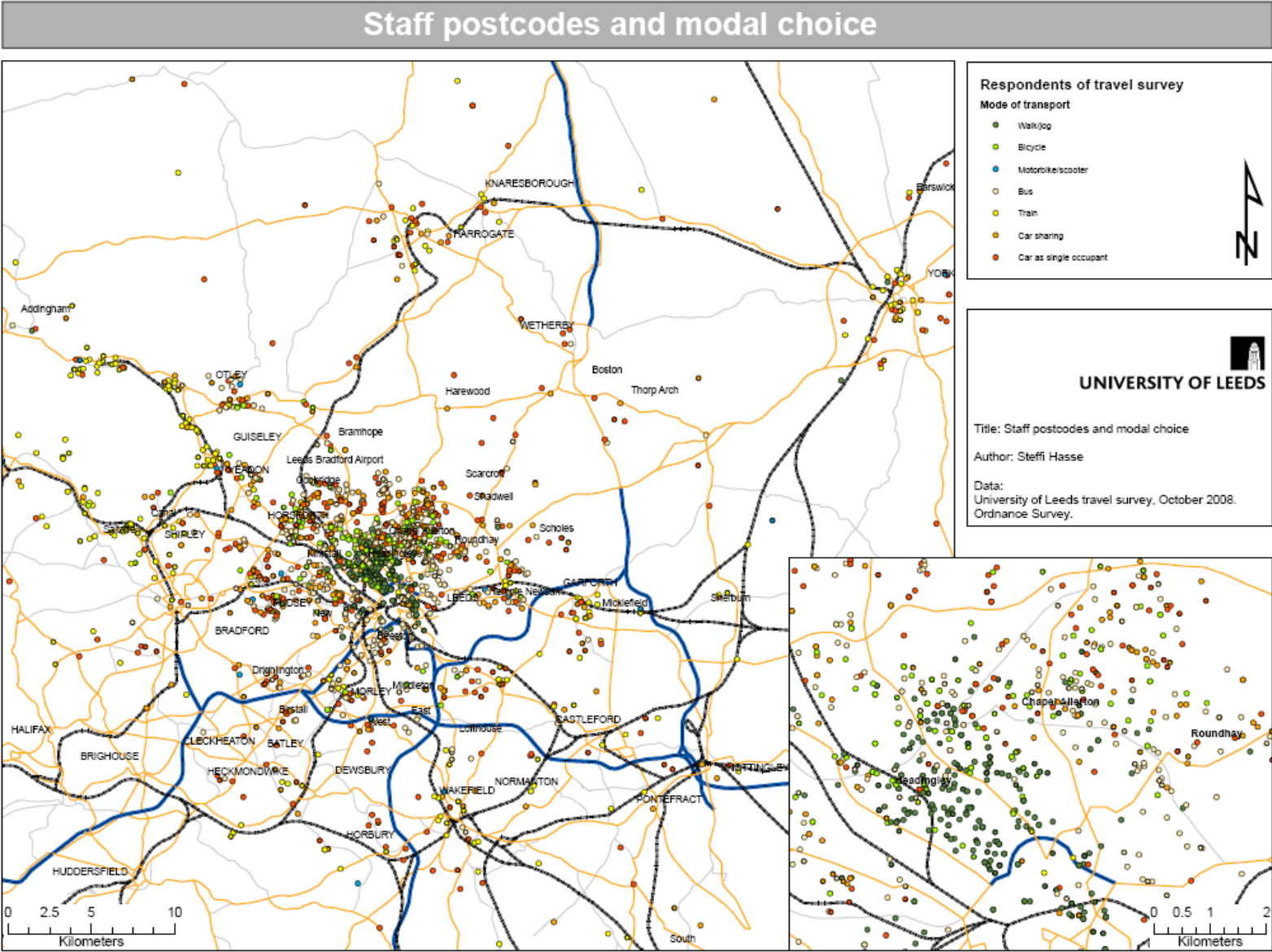


Table 4: Percentage of mode of transport within distance group – Students

Usual mode of transport	Distance group (% of all students)					
	Up to 1 mile (44%)	1-3 miles (31%)	3-5 miles (21%)	5-10 miles (5%)	10-20 miles (5%)	More than 20 miles (5%)
Walk	93%	66%	14%	8%	6%	4%
Cycle	4%	9%	7%	4%	2%	0%
Bus	2%	21%	65%	41%	18%	5%
Train	0%	1%	2%	19%	46%	67%
Car (single)	0%	3%	8%	18%	19%	20%
Car (share)	0%	2%	4%	9%	8%	4%

2.2 Student travel patterns

The modal split for students is different to that of staff. This is likely to be due to their concentrated residential addresses in Woodhouse, Burley and Headingley (see map 2), their lack of access to a car, and lack of available parking on campus. Whilst staff live an average of 11 miles away, students travel an average of 5 miles, with more than 70% living within 3 miles of the main campus.

Survey results showed that students prefer to walk to University. The main reasons given were because it is cheaper, they want to keep fit and healthy, and because they live too close for any other mode. Driving and bus use has decreased since 2004, with walking increasing. Although in 2008 only 7% drove to the University, this is still a large number considering there are over 30,000 students. 20% of students have access to a car whilst only 17% own a bicycle in Leeds. This lack of bicycle ownership was one reason for setting up the Velocampus Leeds bike hire.

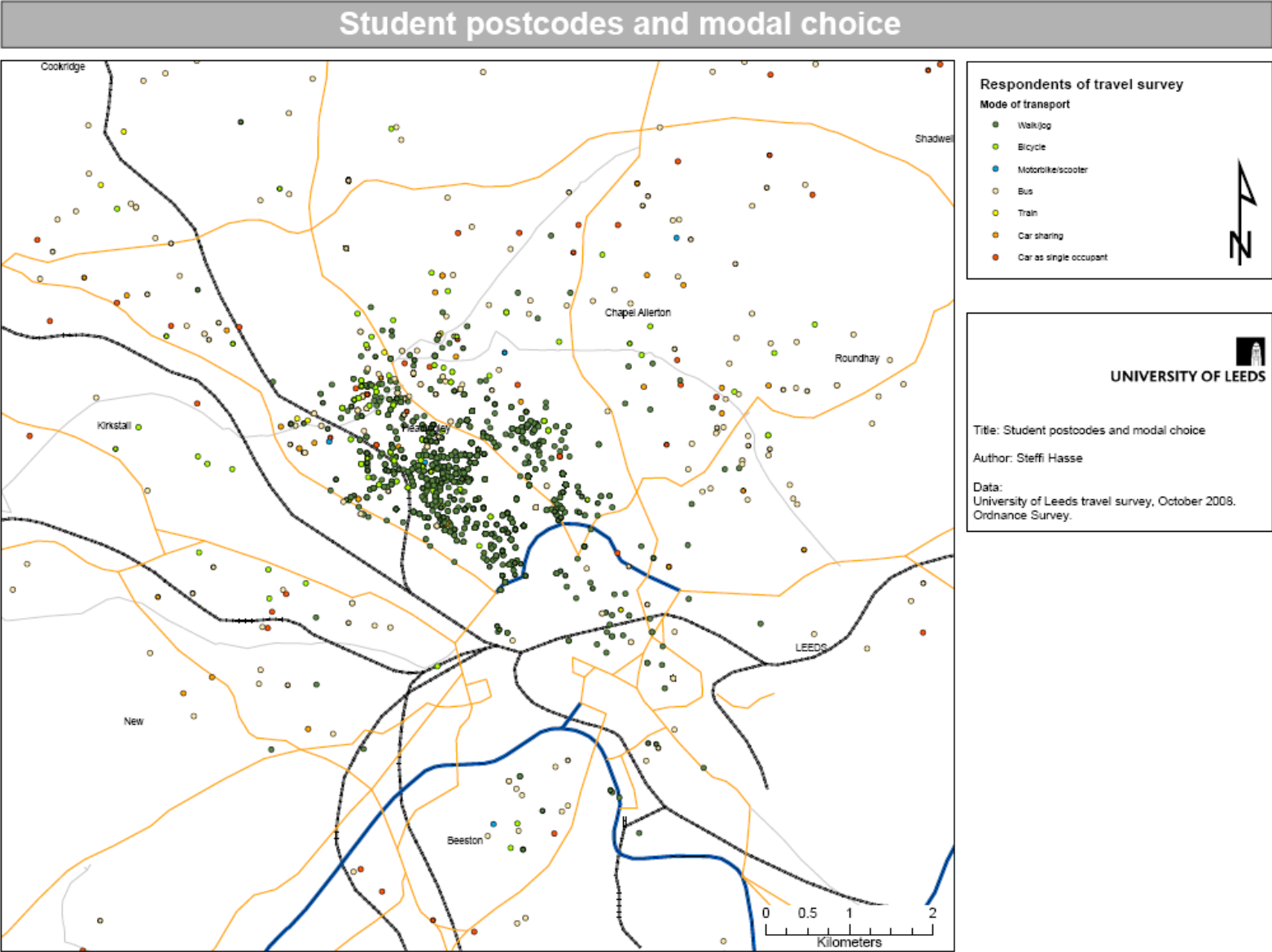
3. 2009 Travel Plan targets

For the period to autumn 2011, based on the 2008 survey data, the following targets have been adopted for the 2009 Travel Plan:

Staff

- Increase the proportion walking to the University to 15%.
- Increase the proportion cycling to the University to 10%.
- Reduce the proportion of single occupancy car drivers travelling to the University to 20%.
- Increase the proportion of car sharing to 17%
- Increase/maintain the proportion of public transport users

Map 2: Student residential locations and commuting mode



Baseline data will be collected for different modes and types of business travel and a programme to reduce this where possible will be developed.

Students

- Increase the proportion walking to the University to 66%.
- Increase the proportion cycling to the University to 8%.
- Reduce the proportion of single occupancy car drivers travelling to the University to 4%.

These targets will be interim reviewed after the spring 2010 travel survey. Details of the investment programme and initiatives required to deliver these targets are given in section 4 and the Cycle Facilities on Campus report.

4. Travel Plan initiatives

Previous Transport Plans have implemented a range of initiatives over the last 6 years. £109k/year funding was sourced through car parking income. A full time post was created in 2003 to manage the implementation. A budget to support the 2009 Travel Plan initiatives for the period 2009 – 2012 is given in appendix 2 and a summary of individual existing and proposed measures is given in table 3.

Table 1: Travel Plan initiatives

Existing Initiatives	Progress	Planned developments 2009 - 2012
Environmental coordinators	At October, 2009 there were 48 environmental co-ordinators appointed	Carry out gap analysis, aim for strategic increase in co-ordinators & review info dissemination
University travel guide	30,000 distributed to students and staff on an annual basis	Annual review of content and re-issue on an annual basis
Information boards	There are currently 3 boards communicating travel information across the campus	Increase to 6 – agree positions with environmental co-ordinators
Carshareleeds.com	More than 400 people have registered with the University car sharing scheme.	Review existing membership and increase membership to 1000 by 2012
Transport fleet	With support from the DfT two Estates vans fuelled by LPG were purchased.	Collect baseline data on transport fleet emissions (with EST). Ensure on replacement that the lowest emission alternative is considered along with full-life costing.
Discounted MetroCards	As a member of the West Yorkshire Travel Plan Network the University is eligible to offer its staff 15% reduction on annual MetroCards. Nearly 600 employees have taken up this	Target to increase take up of scheme from 9% - 13% of all staff by 2012

	offer (Oct 2009).	
Travel Surveys	<p>First online travel survey in 2004. Results are used as baseline data for progress monitoring.</p> <p>Further surveys in 2005 (autumn), 2007 (spring) and 2008 (autumn)</p>	<p>From April 2010 Travel Surveys at the University will be carried out annually.</p> <p>When individual planning applications are submitted, survey information for this building will need to be collected annually, to show the contribution of the building towards meeting the travel plan targets</p>
Transport webpages	Development of an environmental website including transport information	Continual update in line with new developments etc
City Car club	The University joined forces with City Car Club, initially to offer pay-by-the-hour cars for business purposes. This was widened in 2007 to enable both staff and students to join for personal use. This gives access to 35 cars in Leeds including 2 on the campus.	Work with City Car Club to market cars to staff currently driving to work and to examine additional locations on campus.
Car parking charges	Car parking charges were banded according to engine size aligned with VED rates	In 2010 examine charging structure and differential between bands to ensure they remain aligned to VED rates.
Cycle facilities	Ongoing annual programme to increase cycle and shower facilities.	Strategically review cycling facilities across campus looking at potential new areas for cycle storage. See Cycle Facilities on Campus report for 2009 – 2012 programme.
Cycle map	1,000 maps were printed and distributed to staff and students.	New map to be produced and available 2010 onwards.
Cycle to work	Staff are able to acquire a new bicycle and gear from Edinburgh Bicycle saving on income tax and National Insurance. Over 270 bicycles were brought through this scheme (March 2007-May 2009).	Continue to promote the scheme and cycling to work to staff
<i>UTravelActive</i>	<i>UTravelActive</i> is a BIG Lottery-funded 4-year partnership project working with staff, students and local community to boost levels of walking and cycling. The project launched in 2008 and includes the Velocampus bike hire to students.	<p>Establish a bike hub on campus by end 2009.</p> <p>Continue and develop programme of activities to promote and encourage walking and cycling.</p> <p>Implement programme to improve</p>

		cycle facilities on and off campus
Interest free loan	Interest free loans of up to £2,000 for annual train tickets that go beyond West Yorkshire boundaries are available through Human Resources. 24 employees have taken up this offer (August 2008-May 2009).	Continue to promote scheme to staff
Salary sacrifice for annual bus tickets	Initial discussions held with First	This scheme is due to be implemented at the beginning of 2010 together with Human Resources and First. Look at extending the scheme to Arriva buses.
Parking policy & reduction	Reviewed annually, including numbers of spaces and charging structure for both permit holders and visitors.	Review parking permit policy in light of any changes to parking facilities e.g. the development of a new multi-story car-park or the reduction of spaces on campus
On street parking		Pro-actively work with Council, staff and students to reduce on-street parking in local residential areas.
Business travel		Create baseline data on business travel and look at existing patterns and pro-actively create initiatives to ensure reductions in business travel are achieved. Promote remote access conference facilities. Look into flexible working options.
Carbon Reduction	Carbon emissions from Estate Services vehicles are already calculated. Focus of Travel Plan on reducing single occupancy car journeys and moving towards lower carbon forms of transport is helping to reduce Scope 3 emissions.	Use Transport Survey and existing University data to start calculating Scope 3 emissions and setting targets for reduction. Work with UoL Institute of Transport Studies to help with research in this area. Ensure Scope 1 emissions for UoL vehicle fleet are calculated and reduction targets set.

Further information

The following documents are relevant to the Transport Plan and can be made available on request:

- University of Leeds Car Parking Policy 2009/10
- Cycle Facilities on Campus Report
- Sustainable building design, construction and refurbishment policy
- Travel Guide 2009
- Environmental Policy (2006)
- Carbon Management Plan
- Environmental Co-ordinators job description

Appendix 1 Summary of transport facilities and initiatives with future recommendations

Walking

Current provision

Walking access points onto campus are at various locations especially on Woodhouse Lane and Clarendon Road. The provision of disabled access at entrances is inconsistent; dropped kerbs are not uniformly provided. Although not surveyed it is believed that the majority of staff and students enter the campus through the main gate and through the University Road access. Both are served by regular bus connections.

Some areas on campus are car-free providing pedestrians with a safe and clean environment.

Initiatives

UTravelActive was set up to promote walking as a healthy option for travel. Through this project, the University participates in national events like Walk to Work Week to promote walking as part of everyday life.

Targets

More than 10,000 people are targeted directly to benefit from the **UTravelActive** project activities.

Walking targets are set at 15% modal share for staff and 65% for students.

Proposed future policies

UTravelActive will continue to make an impact on people's behaviour at both universities as well as in the community by working with partners across Leeds.

Cooperation will be further developed with the Sport & Physical Activity Department and Wellbeing team to promote healthy lifestyles.

Cycling

Current provision

On campus cycle parking for about 900 bicycles is provided, half of which is covered. The facilities include open-access/short-stay parking for students and visitors and restricted-access/long-stay parking mainly for staff. However, the security of these facilities is not guaranteed and more than 100 bicycles have been stolen each year.

Shower and changing areas are already provided in a number of buildings across the campus and the number of facilities are to be extended as part of the Travel Plan progress.

There is a lack of dedicated cycle access to the campus and routes to cycle parking.

Initiatives

Cycle facilities are being installed on a constant basis. The Cycle Facilities on Campus (CFC) report outlines existing facilities on campus and future plans. Apart from facilities at new developments this will be the basis of work until 2011.

A cycle to work scheme has proved to be very successful with nearly 300 new bicycles being acquired (see Table 2). The salary sacrifice scheme allows employees to hire a new bike through the University over a period of 18 months. Payments are deducted from the monthly gross salary saving income tax and national insurance. The scheme is currently being re-tendered and opened to more than one bike shop.

Table 2: Participants and expenditure of the cycle to work scheme

	Participants	Expenditure
Spring 2007	111	£59,868
Autumn 2007	40	£20,754
Spring 2008	63	£30,723
Autumn 2008	37	£20,987
Spring	42	£22,560
Total	293	£154,892

People who cycle on their private bicycle for business purposes can claim 20p/mile.

A cycling map has been produced in 2007 and is currently being updated.

A **UTravelActive** project has been awarded £300k BIG Lottery funding that is match-funded by the University and its project partners. Funding is spent on a full-time project manager as well as on Velocampus bicycles. These are city bikes that are hired out to students for an academic year. At the University of Leeds 200 bicycles were hired out in 2009/10, building on the success of the previous year where 100 bicycles were hired out.

A purpose-built workshop is being developed for opening in late 2009. This will provide space for holding maintenance sessions and serve as a focal point for Velocampus Leeds.

Proposals for cycle routes to and across campus are being developed as part of the University's central masterplan, individual construction projects and with Leeds City Council and Sustrans.

Targets

The general aim is to improve cycle storage facilities and their security on campus. The CFC Report outlines that facilities are to be enhanced by 20% if they reach a capacity of 80%. Storage and shower facilities are being installed as part of all new building and refurbishments.

The BIG Lottery requires certain milestones to be met by **UTravelActive**. More than 10,000 people are targeted directly to benefit from the project activities. Especially through this project an increase in cycling is anticipated over the next three year. This is the first Transport Plan that sets a cycling target, i.e. at 10% for staff and 8% for students.

Proposed future policies

A strategic approach is taken to improve cycle facilities on campus as outlined in Appendix 4. This includes parking, access, and routes on campus.

Phase 2 of **UTravelActive** is being progressed with Sustrans, The Higher Education Funding Council for England (HEFCE), and The Environmental Association for Universities and Colleges (EAUC) to make it a sector wide initiative. Five university-based programmes are proposed based on the Leeds model.

Public transport

Current provision

Direct and frequent bus connections are available from the city centre and from North-West Leeds. Leeds train station is located about 1 mile walk from the main entrance and provides additional frequent connections to destinations in Yorkshire and beyond. A free city bus connects both the train and bus station with the South end of campus.

Initiatives

Being a member of the West Yorkshire Travel Plan Network the University is eligible to offer staff a 15% discount on annual MetroCards. Administration of the scheme is carried out by Human Resources who deduct payments from the employee's salary.

There is also a small discount on First annual tickets that are valid on First buses in West Yorkshire.

Interest-free loans are available for all annual train tickets up to a spending limit of £2,000. This allows staff to take advantage of seasonal discounts and still paying monthly instalments deducted from the employee's salary.

Targets

Although there are no specific targets set for buses and trains it is hoped that the current modal share remains higher than that of car driving.

Proposed future policies

Human Resources will set up a salary sacrifice scheme for annual bus tickets that allows the University to buy tickets on the employee's behalf. Payments will be deducted from the monthly gross salary saving income tax

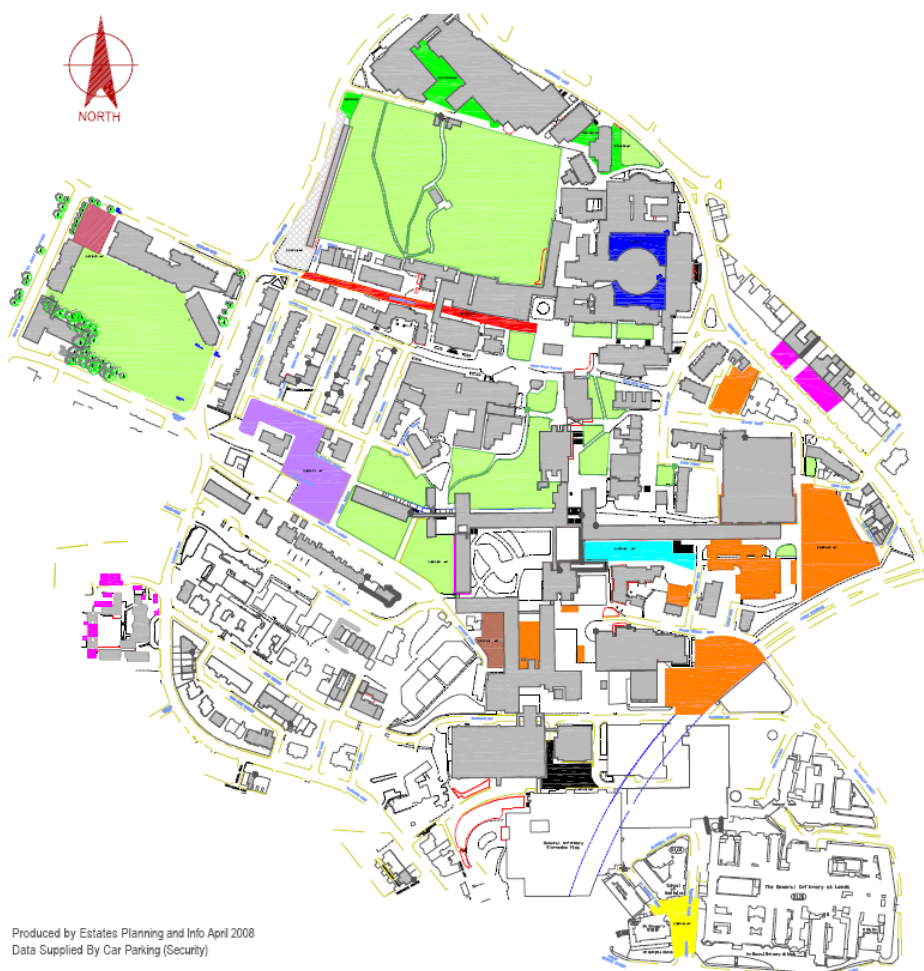
and national insurance. The scheme will be available for First bus tickets and bus-only MetroCards. The scheme is due to start at the beginning 2010.

The NHS runs a shuttle bus between the LGI and St James's Hospital. As a lot of staff are employed by the University, it is recommended that Estates in conjunction with the Faculty of Medicine and Health investigates the option of using this service or providing its own service.

Driving

Current provision

The campus is accessed through a number of access points off Woodhouse Lane, Clarendon Road and Clarendon Way. All those without a parking permit need to go through the main gate on Woodhouse Lane. Main site parking is provided at 11 locations with 1750 spaces currently available. The map below sets out where on campus this parking is based:



University of Leeds

Plan Illustration University
Car Parks

Key: Car Parks

	Formal Spaces	On Street Parking
Orange Zone	861	0
Purple Zone	195	0
Black Zone	22	0
Red Zone	75	52
Blue Zone	30	0
Green Zone	120	0
Yellow Zone	22	0
Student Residence	~	~
Maroon Zone	140	0
Brown Zone	32	0
Overflow - EC Stoner	80	0
Pink Zone	143	0

Produced by Estates Planning and Info April 2008
Data Supplied By Car Parking (Security)

N:\Estates\Estate-Services\Planning\MAPS\2007\MP003_May09.DWG

Access to the campus is provided only for those employees with a parking permit and for staff and visitors who can pay for a day permit if there is availability. Spaces are used on a first come, first served basis. Students are not allowed to park on campus.

Motorcyclists can park on campus for an annual fee of £35. There are only a couple of parking spaces in the LIGHT car park dedicated to them. Most motorcycles use bicycle stands as alternative. As demand increases appropriate facilities for motorcycles must be installed at main car parks.

Initiatives

Student parking was withdrawn on campus in 2000.

With the development of the first Transport Plan car parking charges were increased to move them closer to the real cost of providing and maintaining spaces.

Charges were banded into three groups linked to the CO₂ emissions of the registered car with a recently added high CO₂ emission band. Up to four permit holders who car share are able to share their permit and hence costs. Current charges are shown in table 3.

Table 3: Annual parking permit costs

Annual permit costs 2008/09	Annual permit costs 2009/10	VED 12 month
£135	£135	Up to £120 – discount 2
£202	£202	>£120 - £170 – discount 1
£269	£269	>£170 - £210 – standard rate
£336	£336	>£210 – high CO ₂ rate

A car sharing website has been set up to connect people who can offer a lift with those that request a lift. More than 400 people have registered a journey.

The pay-by-the-hour car club City Car Club has set up two cars on campus for University business purposes. Eligible staff can register as a member of the corporate scheme and hire cars from £5.99/hour including 30 miles, petrol, and insurance. More than 100 members are registered.

Targets:

Parking spaces

As planned developments on campus go ahead, parking spaces will reduce until the multi-storey car park is constructed. There may be an initial increase in spaces until some of the developments are fully occupied, but the Council have made it clear that the University's car parking levels will be restricted to 2008 levels (1750 spaces).

Proposed future policies

It is recommended that all permit holders register their commuting journey at www.carshareleeds.com with the aim to make a more efficient use of car journeys.

For every new purchase of an Estates vehicle alternative fuel and electric models will be considered in the business plan.

Appendix 2 2009 - 2012 Travel Plan budget

Since 2003 an ongoing investment programme with c. £109k/year has been developed. Table 4 outlines budget plans for the three years 2009/10 until 2011/12.

Table 4: Budget for 2009/10 – 2011/12

Budget breakdown	2009/10	2010/11*	2011/12*
Cycling			
Provision of showers	£5,000	£7,000	£7,000
Provision of parking	£30,000	£22,000	£30,000
Provision of secure parking	£30,000	£50,000	£40,000
Improved lighting	£4,000	£10,000	£10,000
Velocampus Bike Hub	£20,000		
CCTV	£7,000	£10,000	£10,000
Subtotal	£96,000	£99,000	£97,000
Motorcycling			
Provision of storage	£1,000		£2,000
Subtotal	£1,000	£0	£2,000
Car-sharing			
Annual licence	£300	£300	£300
Promotion	£700	£700	£700
Subtotal	£1,000	£1,000	£1,000
Promotion			
Travel Guide	£3,000	£3,000	£3,000
1000 new cycle maps	£2,000		
Posters, equipment	£1,000	£500	£500
Events	£2,000	£2,500	£2,500
Subtotal	£8,000	£6,000	£6,000
Surveys			
Annual transport survey	£3,000	£3,000	£3,000
Subtotal	£3,000	£3,000	£3,000
Total	£109,000	£109,000	£109,000

* Budget plans for 2010/11 and 2011/12 are subject to formal approval

Appendix 3 Marketing and communication

Information on the range of initiatives available is a critical element of the Travel Plan. Consequently, easy access to it is one of the key principles and raises awareness of modes other than the private car and encourages the take up of Travel Plan measures. Details of information provided are summarised below.

Travel webpages

The sustainability development webpages hosted on the Estates website provide all information on Travel Plan measures. It has also links to essential pages such as timetable information, navigations sites, and contact details.

An additional website is available for the *UTravelActive* project at www.leeds.ac.uk/utraelactive.

Information boards

Boards that provide environmental and transport information are located in the Human Resources reception, in the School of Healthcare, Transport Studies, and Students Union.

Information leaflets

An annual Travel Guide includes useful travel information with weblinks to important sites as well as a map showing the stops of the free city bus, all halls of residence and main routes to and from the campus. The guides are supplied to all staff via the newsletter *The Reporter* and to all students through Residential and Commercial Services, Environmental Coordinators, and admissions officers. They are also given to visitors. Each year about 30,000 copies are printed.

Events

Each year the Sustainable Development Team participates in University key events like Student Freshers Week, Student Union Green Week, Staff Benefit Fair, and Staff Festival. Other events are organised as part of national Bike Week, Walk to Work Week, and European Mobility Week.

Personal contact

Every 3 months an induction is given to new staff members. The sustainability section of 20 minutes covers a range of programmes including transport.

Half-day Go Green workshops take place every term. These provide details of the university's environmental programmes and how staff can participate in this work to improve their personal and university environmental performance. About 20 staff have attended each of these interactive sessions.