

# Liverpool Hope University Travel Plan

June 2016

Liverpool Hope University





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# Issue and revision record

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# Executive Summary

Mott MacDonald has been commissioned by Liverpool Hope University to update and develop the university's existing travel plan. A Travel Plan provides a strategy for managing travel demand and involves a dynamic process of implementation, monitoring and review. It is a package of practical measures with the aim of improving access by all modes of travel, improving choices for everyone. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle (SOV) car trips generated by encouraging a shift to more sustainable modes of transport, thereby mitigating the negative impacts of travel.

Liverpool Hope University has three main campuses – Hope Park in Childwall, Creative Campus in the city centre and Aigburth Park in Aigburth. All three sites have residential accommodation for students, while Hope Park and Creative Campus are the main teaching locations for the university. The university offers a range of full time and part time undergraduate and postgraduate courses. At present there are 4292 students and 674 staff spread across the three sites.

Reviews have been undertaken and access issues and sustainable travel opportunities for the University identified through on site observations and consultation with staff and students. Accessibility has been assessed and compared to staff and staff postcode plots to identify the “real” opportunities for modal shift.

Hope Park and Aigburth Park campuses are well connected by bus; Aigburth Park is better connected by rail than the other campuses. Creative Campus' public transport connections are predominantly in the city centre. Demand for car parking is high at both Creative Campus and Hope Park and consequently appears to overflow onto surrounding streets. Walking and cycling routes around the campuses and to public transport connections are present, although could benefit from improvements in terms of signage and surface quality. The free university shuttle bus which provides an approximately hourly service between the three campuses appeared to be being utilised by students during site observations.

Accessibility analysis indicates that close to a third of students travel over 90 minutes (20km) from their home address to the campuses. Only around 5% of students live within 2km of campuses and approximately 20% live 2-5km from campuses providing opportunities for walking and cycling to campus for only a quarter of the student population. A fifth of staff live within 2km and half live within 5km suggesting a much greater opportunity for active travel amongst the staff rather than students population. Promotion of public transport links and car sharing may be an option for those travelling longer distances as an alternative to single-occupancy car use.

51% of staff travel to work by car alone, a further 13% car share. 14% travel by bus but only 2% by rail. 15% of staff walk and 3% cycle to work. Car usage among staff in 2016 is similar to 2012 and 2013. Of the 73 staff who usually drive, 30% sometimes car share, 22% sometimes use bus and 19% sometimes walk or cycle; these are modes of transport that staff are therefore familiar with and offer great potential to encourage them to use these more sustainable modes of transport as their main mode, rather than driving on their own.

17% of students travel to university by car alone, a further 15% car share. 38% travel by bus, 11% of these using the University bus shuttle. 6% travel by rail. 20% of students walk to university and only 2% cycle.

Travel Plan objectives and targets have been set for achievement during the life of the Travel Plan. Staff and students are set separate targets to reflect the differing patterns and needs of the two groups. The targets for 2017/18 are based on previous patterns along with what is believed to be achievable and therefore realistic. .

Mode	Staff		Students	
	2016 Survey Result	2017/18 Target	2016 Survey Result	2017/18 Target
Car alone	51%	38%	17%	14%
Car share	13%	12%	14%	14%
Bus	14%	22%	27%	29%
Shuttle Bus	1%	2%	11%	15%
Train	2%	3%	6%	5%
Walk	15%	18%	20%	20%
Bicycle	3%	4%	2%	2%
Taxi	1%	1%	1%	1%
Other	0%	0%	1%	0%

A package of measures has been identified for implementation and promotion across one or all of Liverpool Hope University Sites as shown in the action plan tables below. A system for administration, marketing and monitoring of the Travel Plan is proposed utilising existing processes and channels of communication.

Whilst it is advisable for Liverpool Hope University to pursue all of the actions detailed below, a number of the actions have been identified as being a priority, based on either being a 'quick win' or would likely have a particularly significant impact.

#### Quick Wins

These prioritised actions are relatively quick, easy and low cost to implement, and therefore represent actions that could be taken in the short term.

- Analysis of business travel to understand opportunities for reduced car use.
- Signage of cycle parking
- Promote cycle parking and lockers to staff and students
- Provision of a permanent bike pump and repair stand with cycle repair kits and tools available
- Pool car rent scheme
- Promotion and signage of shuttle bus service
- Production and dissemination of information for new starters on getting to campus by sustainable options.

#### Significant Impact

These prioritised actions are not as quick, and may require collaboration across the university or with outside partners. However, based on the travel survey, site audits and the consultation with staff mentioned above, these have been identified as ones which in the medium to longer term could have significant impact on travel patterns and behaviour at Liverpool Hope University. These include:

- Investigate the introduction of a needs based car parking permit system.
- Increase frequency and provision of shuttle bus service
- Season ticket loan scheme
- Consider introducing a transport hierarchy policy
- Flexible Working
- Investigation into opportunity to schedule lectures in a way that reduces extra student journeys to campuses
- Increased provision of showers, lockers and drying facilities.

Policy Measures				
Type of Transport / Initiative	Measure	Methodology	Issue / Objective Addressed / Reason	Campus
Public Transport	Increase frequency and provision of shuttle bus service	Liaise with operator feasibility of: reversing route direction, increasing frequency, adding calling points such as student residential areas and local train stations and introducing an annual student pass to offset costs of running, as alternative to other commercial services.	Improve accessibility to University	All
	Multi-operator passes	Investigate with bus operators / Merseytravel the option of multiple operator student tickets.	Students said they would use public transport more if it were more affordable	All
	Season ticket loan scheme	Implementation of a season ticket loan scheme for staff.	Staff said high cost of buses is prohibitive to their usage	All
Car	Investigate the introduction of a needs based car parking permit system.	Investigate the options for an application process for permits. Limit the number of permits in relation to number of car parking spaces on campus.	Reduce pressure on car parking Supports car park management plan	Creative Campus and Hope Park
	Consider revision of car park charging policy	Consider the revision charges for permits and pay and display to ensure availability for staff, students and visitors who need to travel by car. Consider reduced price options for part time students and staff.	Opportunity for funding to be ring fenced for car parking and travel plan measures	Hope Park

	Car Sharing Scheme	Create and promote a car sharing database for staff to facilitate communication between staff about the possibility of sharing lifts rather than driving on their own.	Reduce pressure on car parking facilities Improve local relations	Hope Park
	Guaranteed ride home for car sharers	Liaise with HR to introduce a formal guaranteed ride home for staff car sharers to alleviate staff concerns about being stranded at work in the event of unforeseen circumstances.	Encourages car sharing	All
Cycling / Walking	Apply for any Travel Plan grants available	Liaise with Liverpool City Council, Merseytravel Smarter Choices and Chamber of Commerce to apply for money for Access Funding that may be available for capital and revenue schemes.	Financial support for sustainable travel	All
	Student Bike Loans	Implement a scheme where students can hire bikes for a term/year, or can buy second hand bikes.	Support student cycling	All
Staff Business Travel	Business Travel Analysis	Carry out analysis of staff business travel to better understand the modes and destinations of staff travel.	Supports sustainable business travel	All
	Consider introducing a transport hierarchy policy	Develop a more rigid staff travel claim policy that ensures that mileage claims are not progressed if there is a viable sustainable option.	Supports sustainable business travel	All
Overall Sustainability Policy	Carbon emissions monitoring	To achieve the objectives of the Travel Plan and Sustainability Strategy carry out monitoring of carbon emissions generated through business travel and commuting.	Meet carbon emission monitoring requirements	All
	Residents Parking Zones	Liaise with Liverpool City Council to establish why the potential Residents Parking Zone in the vicinity of Hope Park was not implemented.	Improve local relations	Hope Park
	Lecture Scheduling	Consider scheduling lectures in a way that reduces extra student journeys to campuses.	Reduce unnecessary travel	All
	Flexible Working	Investigate possibility of a flexible working policy for staff to encourage home working where possible.	Reduce unnecessary travel	All

Infrastructure Measures				
Type of Transport / Initiative	Measure	Methodology	Issue / Objective Addressed / Reason	Campus
Cycling	Conduct review of cycle parking storage	Consider relocation of current cycle stands to more prominent locations such as in front of buildings, or install new cycle stands in prominent positions.	Supports active travel	Hope Park
	Signage of cycle parking	Improve signage of cycle parking locations.	Supports Active Travel	Hope Park
	Increased provision of showers, lockers and drying facilities	Investigate options to provide showers and drying facilities, and increased number of lockers.	Supports active travel  Most common measure which people said would encourage them to walk and cycle	All
	Cycle Spares	Provision of a permanent bike pump and repair stand with cycle repair kits and tools available.	Supports cycling	All
Roads	Resurface of Langsdale Road	Lobby Liverpool City Council to resurface the road to improve cyclists' safety and comfort.	Roads are perceived as unsafe for cyclists	Creative Campus
	Prioritising of cycle lanes around campuses	Lobby Liverpool City Council to upgrade cycle lanes to mandatory and penalise illegal parking, particularly on Woolton Road.	Improve health and wellbeing of staff	Hope Park
	Improve pedestrian facilities on site	Install a footway alongside the entrance/exit to the car park adjacent to EDEN building at Hope Park.	Improve safety of pedestrians	Hope Park

	Improve pedestrian crossing facilities on road junctions near campuses	Lobby Liverpool City Council to install pedestrian controlled signalised crossings at Woolton Road / Taggart Avenue.	Improve safety of pedestrians	Hope Park
	Improved safety and lighting	Lobby Liverpool City Council to improve lighting and safety on roads surrounding campuses.	Improve safety of pedestrians and cyclists	All
	Signage	Work with Liverpool City Council to improve pedestrian and cycle signage between rail stations and campuses.	To increase walk/ cycle and rail journey combinations for staff and students living further afield.	All
Car Parking	Car Park Layout improvements	Redesign layout of car park off Langsdale Street on Creative Campus to increase capacity and prevent spaces being wasted due to risk of being blocked in.	Reduce car parking pressures and improve local relations	Creative Campus
	Car Park Layout	Consider the options to segregate staff and student car parking.	To ensure maximum use of whole campus and benefit to those with greatest need.	Hope Park
	Car Share spaces	Consider the opportunities to introduce car sharing spaces or permits.	Increase the percentage modal split by car share.	Hope Park
	Rented Pool Car Scheme	Investigate the possibility of having a rented low emission or electric pool car for staff use. Allocate a specific parking space at campuses.	Supports sustainable business travel	All

Promotion and Marketing Measures				
Type of Transport / Initiative	Measure	Methodology	Issue / Objective Addressed / Reason	Campus
Cycling	Promote cycle parking and lockers to staff and students	Promote existing facilities through direct email, and posters.	Promotes active travel	All
	'Green Impact' initiative	Continue to run a competitions to encourage staff and students to try new methods of transport, including cycling, through publicising travel times to popular destinations using different transport modes. This could be incorporated into the Cycling Challenge.	Supports trialling of new transport methods for staff and students to make a long term change	All
	Bike Doctor	Hold events on campuses at suitable times of the year where students and staff can have their bike serviced and repaired for free.	Support students and staff in using active travel	All
	Cycle training	Investigate opportunities to offer cycle training sessions to staff and students.	Support students and staff in using active travel	All
Staff Travel Awareness	I Heart my Colleagues	Continue to hold events which coincide with national campaigns, such as 'Walk to Work Week' and 'Cycle to Work Week', and internal campaigns such as the Pedometer and Cycling Challenges.	Reduces staff expenditure on travel  Promotes trialling of new transport methods for staff to make a long term change	All

	Regular communication	Include regular messages within email bulletins to all staff advertising initiatives, details about alternative transport, and testimonies from people who have changed transport mode.	Informs staff of latest updates and initiatives	All
	Cyclescheme	Undertake further promotion of Cyclescheme to increase staff uptake.	Promotes Cyclescheme to all members of staff and increase the numbers applying  Reduces staff expenditure on travel	All
Student Travel Awareness	Freshers' Fair	Include 'Travel to Uni' promotion stall at Freshers' Fair to highlight active and sustainable travel modes in addition to information on bus passes already available.	Promotes travel options to new student intake	All
	Social Media	Maximise the use of the University social media accounts to promote sustainable access, measures and events.	Promotes travel options to existing and potential users.	All
Public Transport	Improved awareness of shuttle bus	Promote shuttle bus through signage, information displays at bus stops and posters around campuses, with times and calling points.	Encourage the use of the shuttle bus between campuses	All
General	Merseyside Employers Network	Attendance at Merseyside Employers Network to share best practice with other workplaces implementing travel plans.	Benchmarking and sharing of best practice	All



# 1 Introduction

## 1.1 Overview of the Study

Mott MacDonald has been commissioned by Liverpool Hope University to update and develop the university's existing travel plan. A Travel Plan provides a strategy for managing travel demand and involves a dynamic process of implementation, monitoring and review. It is a package of practical measures with the aim of improving access by all modes of travel, improving choices for everyone. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle (SOV) car trips generated by encouraging a shift to more sustainable modes of transport, thereby mitigating the negative impacts of travel.

Liverpool Hope University has three main campuses – Hope Park in Childwall, Creative Campus in the city centre and Aigburth Park in Aigburth. All three sites have residential accommodation for students, while Hope Park and Creative Campus are the main teaching locations for the university. The university offers a range of full time and part time undergraduate and postgraduate courses. At present there are 4292 students and 674 FTE staff spread across the three sites.

This travel plan is based on the findings of a number of sources:

- Site audits at each campus, which assess the access to sites, facilities related to travel and the information available to staff and students
- Analysis of staff and student home postcodes
- TRACC Public Transport Accessibility Plots
- A travel survey conducted with staff and students

## 1.2 Benefits of the Travel Plan

The main benefits which can be expected from implementing a Travel Plan are as follows:

- Support the University Sustainability Strategy 2015/16 through reducing the carbon footprint of commuting to work, study and business travel
- A workplace that is easier to access by all forms of transport
- Health and wellbeing benefits to staff and students, through increased exercise and reduced conflict between traffic and pedestrians
- Financial savings for staff and students
- Meet planning requirements to implement and monitor travel plans, e.g. Gateway Building
- Being a better neighbour to the surrounding community
- Reducing CO<sub>2</sub> emissions to deliver on sustainability objectives
- Continuation of the long term commitment made by the University for the last decade to monitor staff travel patterns and implement a travel plan

## 1.3 Travel Plan Structure

The report consists of 8 chapters, with the following structure:

Chapter 2: Existing Initiatives

Chapter 3: Site Audits

Chapter 4: Travel Time and Distance Analysis and Accessibility Plots

Chapter 5: Travel Survey Results

Chapter 6: Travel Plan Objectives and Targets

Chapter 7: Travel Plan Measures

Chapter 8: Travel Plan Marketing and Monitoring

## 2 Existing Initiatives

### 2.1 Introduction

Liverpool Hope University has been monitoring staff and student travel patterns and implementing travel plan measures for the last decade.

### 2.2 Cycling / Walking

Cycle storage facilities are provided at all three campuses, including a number of secure lockers. 9 lockers have been installed into the Frances Mary Lescher Building toilets at Hope Park for the use of walkers and cyclists. There are however no shower or changing facilities available onsite currently.

Citybike stands, for Liverpool City Council's bike hire scheme, are available at Hope Park and Creative Campus with discount available for students.

The university has introduced a tax free bike purchase scheme through Cyclescheme, a national scheme, allows staff to purchase a bike through salary sacrifice.

### 2.3 Bus

#### 2.3.1 University Shuttle Bus

Liverpool Hope University provides a complimentary shuttle bus between the campuses for students and staff. From Aigburth Park to Hope Park, it runs four times between 08:30am and 10:00am, with a journey time of around 15 minutes. After this, it runs once per hour between all three sites. It operates from Hope Park to Aigburth Park to Creative Campus, and takes approximately half an hour to travel between Creative Campus and Hope Park. After 10:00am, journey time from Aigburth Park to Hope Park is 40 minutes on the bus as the route goes via Creative Campus. The last bus to leave Hope Park is at 18:10; the last arrival is 19:15.

#### 2.3.2 Public Bus

Stagecoach are invited to promote and sell annual bus tickets to the new student intake at the University's Fresher's Fair.

### 2.4 Parking

Staff and students have the option to buy car parking permits for on-site car parks.

### 2.5 Online Information

Liverpool Hope University's website has a section covering the university's policies and practices regarding sustainability, which includes a section on travel, as well as energy, recycling and waste and biodiversity.

Information is provided about a variety of travel-related topics, including the benefits of cycling and walking, public transport options for accessing each site, and information about parking facilities and permits. There are also numerous links to external websites which provide further information about specific initiatives, such as Citybike, Merseytravel and bus operators.

## **2.6 Links to other strategies**

Travel planning measures are also implemented through other University strategies namely I heart my colleagues and Green Impact the Health and Wellbeing and Interdepartmental environmental challenge respectively.

# 3 Site Audits

## 3.1 Introduction

Site audits were undertaken at Liverpool Hope University’s three campuses – Hope Park, Creative Campus and Aigburth Park – on Thursday 28<sup>th</sup> April 2016. The purpose of this was to examine the accessibility of each site by all transport modes as well as an assessment of the current parking provision, security and public realm conditions of the campuses.

## 3.2 Hope Park

Hope Park Campus is one of the university’s two main teaching campuses. It is situated in South Liverpool on Taggart Avenue. **Figure 3.1** shows the campus map which is available online and is displayed at numerous points around the site.

Figure 3.1: Map of Hope Park Campus

EDEN Arbour Room .....	A
EDEN Lounge .....	A
EDEN Suite .....	B
Our Place .....	C
Alexander Jones Building (AJB) .....	1
Angela Hall .....	2
Austin Hall .....	3
Business School (LHBS) .....	4
Chapel (Hope Park) .....	†
Chaplaincy .....	6
Conference Centre .....	7
EDEN (Education and Enterprise) Building .....	8
Estates .....	9
Frances Mary Lescher Building (FML) .....	10
Fresh Hope Food Court .....	11
Gateway Building, The .....	12
Green Lane Annexe (GLA) .....	13
Green Lane Building (GLB) .....	14
Hilda Constance Allen Building (HCA) .....	15
Lecture Theatre Complex (LTC) .....	16
Main Lodge .....	17
Markland, The .....	18
Newman Hall .....	19
Quad (Sheppard-Worlock Library, The) .....	20
Senate Room (and Trinity Chapel) .....	†
Sheppard-Worlock Library, The (SWL) .....	22
New Sports Complex .....	23
St Agnes Hall .....	24
St Elphin Hall .....	25
St Etheldreda Hall .....	26
St Margaret Hall .....	27
New Science Building .....	28
Stand Park Lodge .....	29
Teresa Hall .....	30
Taggart Lodge .....	31
Wesley Hall .....	32



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- Building Entrance
- General Parking
- Fresh Hope Catering
- Emergency Assembly Points
- Coach Park
- Car Park Entrance
- Disabled Parking
- Other Catering Outlets
- Designated Smoking Areas
- Cycle Stand



Source: Liverpool Hope University

### 3.2.1 Highway Network

Hope Park Campus is situated on Woolton Road and Taggart Avenue in the Childwall area of the city; both of these roads are single carriageway roads limited to 30mph except for a 20 mph zone on Taggart Avenue between Woolton Road and Stand Park Road. It is well signposted on the surrounding roads. Queens Drive, a 40mph dual carriageway, to the north west of the site provides good road access to and from the north of the city, including connections to the M62 motorway. Queens Drive forms a key part of the route between Hope Park and Aigburth Park to the west.

Woolton Road and the nearby Menlove Avenue (A562) are key routes to the south of the city, with access to Woolton, Speke and Liverpool John Lennon Airport. The A562 is a key route between the Hope Park Campus and Liverpool City Centre. For most of the route, it is a 30mph with two lanes in each direction.

### 3.2.2 Car Parking

Hope Park Campus has a number of on-site car parks for use by staff, students and visitors, including a number of spaces designated for Disabled Badge Holders. There are approximately 500 standard car parking spaces on site, plus around 40 Disabled Badge Holders only spaces. Staff and students have the option to buy annual permits. Staff permits cost £70 or £140 for the year, depending on grade; day students permits cost £60 while residential student permits cost £200 annually. Visitors or non-regular users of the car parks must buy a pay and display ticket for £2 per day. Blue badge holders (whether staff, students or visitors) can park for free and the disabled parking bays scattered around the campus. Observations indicate that staff permits account for a slight majority of car park users, but there were also significant numbers of day student permits and pay and display visitors.

During a site visit, occupancy and capacity of on-site car parks were recorded. Occupancy rates were broadly very high in car parks – close to 100% for standard spaces and around 50% for Disabled Badge Holders only spaces. However, the area of car parking adjacent to the New Sports Complex had many vacant spaces. Conversations with security staff indicated that staff and students are reluctant to park in this section because it is furthest away from many of the departments and the Lecture Theatre Complex on the western side of the campus.

Observances of streets surrounding Hope Park suggest high numbers of people park on the nearby residential streets. The streets do not operate a residents parking permit scheme, therefore people are able to park where there are not yellow lines. Where yellow lines or white dropped kerb lines were marked, observance of these was good with very few cars seen parking illegally.

Green Lane North, to the west of the campus, was at full capacity in terms of on-street parking, with no spaces visible at the time of survey. North of the campus, Oulton Road and Terrence Road had high levels of on-street parking, particularly at the south end of the streets, closest to the campus.

Taggart Avenue, north of Irene Road, has marked bays on the west side with capacity for 16 cars. There was one space available at the time of the visit. North of the marked bays parking is unrestricted. 31 cars

were parked here, with no available spaces. Highville Road, South Highville Road and Stand Park Road also had very high levels of on-street parking occupancy.

These findings appear to contradict anecdotal evidence from discussions with security staff, who implied that staff and students do not park on surrounding streets because there have been cases of residents confronting university staff and students.

Figure 3.2: Taggart Avenue



Figure 3.3: Oulton Road



### 3.2.3 Pedestrian Access

Hope Park Campus is situated within a residential area. Pavements in the area are generally in good condition, with most of the junctions having DDA compliant dropped kerbs and tactile paving slabs. However, a number of junctions close to Hope Park Campus do not have pedestrian crossing facilities; this includes the 4-arm junction at Taggart Avenue/Woolton Road, and the 4-arm junction at Queens Drive/Woolton Road.

Taggart Avenue has high levels of street lighting, and on the campus there are generally good levels of lighting to provide a safe environment in which pedestrians can walk. Signage for walking routes is very limited in the local area and in some places pavements end suddenly, forcing pedestrians to walk on the road. One example of this is the entrance to the area of car parking adjacent to the EDEN building. Users parking their cars in the car park and wishing to cross Taggart Avenue to the western side of the campus must walk in the roadway with no designated pedestrian walkway.

Figure 3.4: Taggart Avenue / Woolton Road Junction



Figure 3.5: Entrance to car park with no footways



### 3.2.4 Cycle Access

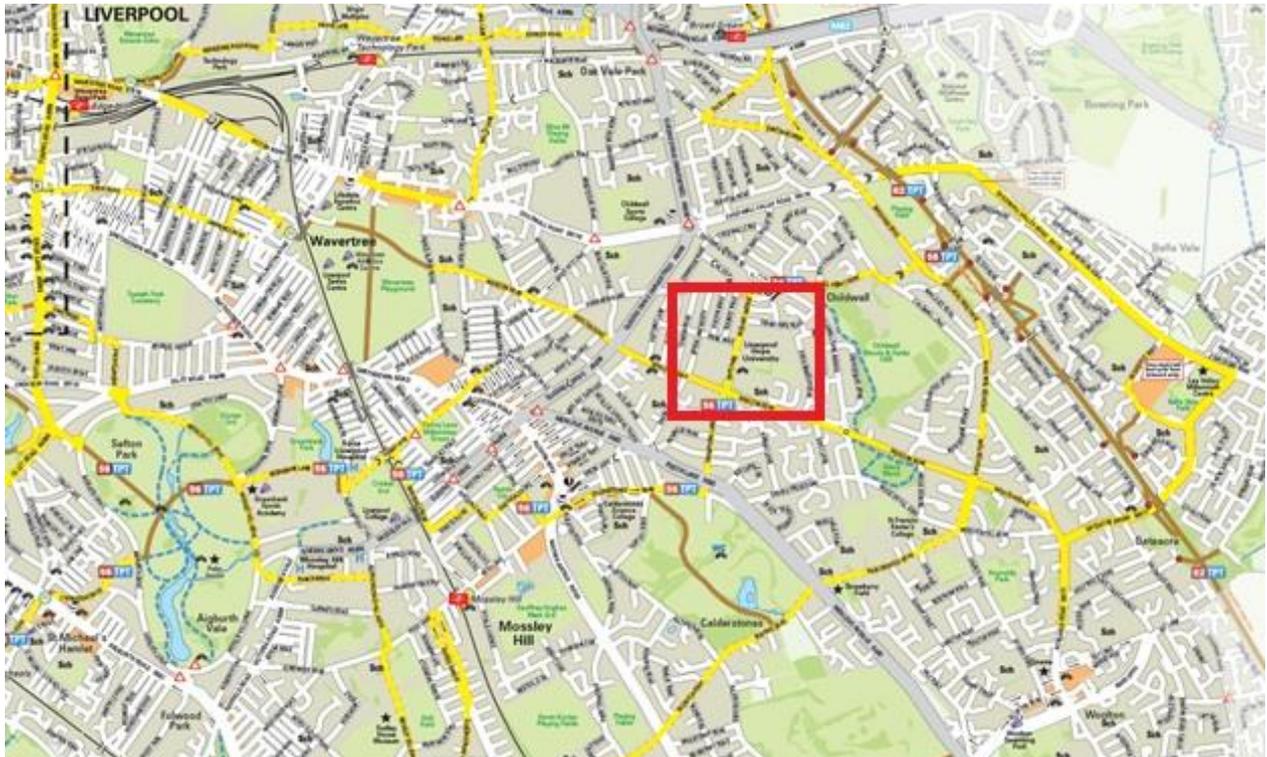
National Cycle Route 56 runs along Taggart Avenue – through the centre of the site. Heading west, this route weaves through the Mossley Hill area, to Sefton Park. From here it forks, with two routes running North West towards the Docks area of the city; one route goes along the Riverside Promenade while the other part runs further inland along Windsor Street and Duke Street to the docks. The route continues on the other side of the River Mersey, through Wirral to Neston.

National Route 56 meets National Cycle Route 62 approximately 1.6km to the east of Hope Park on the Liverpool Loop Line. There are other local routes close to the campus, such as the route which runs north-west south-east along Woolton Road, which borders the south side of the campus. At some junctions there are advanced stop lines for cyclists, although these are missing in places. On Woolton Road, cars park legally in the advisory cycle lane, and buses also use Woolton Road. This may reduce the incentive of cycling to the university campus.

Figure 3.6: Cars Parked in Cycle Lane on Woolton Road



Figure 3.7: Cycle Route Network around Hope Park



Source: TravelWise

At Mossley Hill station, there are 8 cycle stands available for use.

A Citybike rack for 6 cycles is located on the campus on Taggart Avenue, close to the Gateway Building. Another Citybike rack is located just north of the campus on Childwall Abbey Road, with capacity for 10 bikes.

#### 3.2.4.1 On-site cycle storage

Cycle storage is provided at a number of points around the campus. These are indicated on the campus map (Figure 3.1) but there is no signage on campus to help students and staff to find the stands. Some of the storage stands are in prominent places close to building entrances and access points, but others are in more obscure locations such as tucked away behind buildings.

There are a mixture of covered and uncovered Sheffield-style stands (approximately 70) and secure lockers (approximately 30). Occupancy rates of Sheffield-style stands were around 35%; usage of secure lockers is unknown. Anecdotally, a member of staff commented that more stands were needed because in the summer demand exceeds supply which leads to students attaching bikes to lampposts or other objects, which causes obstructions. He commented that the Sheffield-style stands were preferable as they do not require cyclists to pay for a key, therefore making them easier to use.

Figure 3.8: Secure Cycle Lockers



Figure 3.9: Covered Cycle Stands



### 3.2.5 Bus Services

#### 3.2.5.1 Public Transport

Hope Park Campus is well served by public buses as well as the university shuttle which operates between the three campuses – Hope Park, Aigburth Park and Creative Campus.

The following table gives details of the bus routes which serve the site and surrounding area.

Table 3.1: Bus Services

Service	Route	Operator	Frequency in Minutes						
			Mon-Fri (Peak)	Mon-Fri (Day)	Mon-Fri (Eve)	Saturday (Day)	Saturday (Eve)	Sun	
<b>Taggart Avenue</b>									
61	Aigburth Vale – Hope University – Old Swan – West Derby – Orrell Park - Bootle	Arriva	12	12	30	15	30	30	
86C/D	City Centre – Penny Lane – Hope University	Stagecoach	12	12	No service	15	No service	No service	
<b>Woolton Road</b>									
75	City Centre – Toxteth – Allerton – Hope University – Hunts Cross - Halewood	Arriva	10	10	30	15	30	20-30	
78	City Centre – London Road – Wavertree - Hope University – Halewood Shopping Centre	Arriva	30	30	No service	30	No service	30	
<b>Childwall Abbey Road</b>									
81/A	Bootle – Broadgreen – Hope University – Woolton – Hunts Cross – Speke	Arriva	10	10	60	15	60	30	
81/881	Bootle – Broadgreen – Hope University – Woolton – Hunts Cross – John Lennon Airport	Arriva	20	20	30-60	30	60	30-60	
173	Belle Vale – Hope University – Penny Lane – Greenbank Lane – City Centre	Merseytravel	30	30	No service	30	No service	No service	

Source: Merseytravel

Figure 3.10: H2 Shuttle Bus



Figure 3.11: Bus at Stop on Taggart Avenue



### 3.2.5.2 University Shuttle Bus

The bus stop for the university shuttle bus is on Taggart Avenue, although there does not appear to be any signage at the bus stop to inform students and staff that the bus leaves from that stop and at what times.

### 3.2.6 Rail Access

The closest rail station to Hope Park Campus is Mossley Hill. It is located on Rose Lane, approximately 2km south west of the campus – a 25 minute walk or 8-10 minute cycle. The station is on the City Line of the Merseyrail Network. This line connects Liverpool Lime St to Manchester Oxford Road (via Warrington Central). It is possible to change trains at Liverpool Lime Street for services to Wirral, Chester and longer distance national destinations.

Broad Green station is also within the vicinity of Hope Park Campus, situated 2km north, again a 25 minute walk or 8-10 minute cycle. It is on a different branch of the Merseyrail City Line, which offers direct services to Liverpool Lime Street, Manchester Victoria (via St. Helens), Wigan and Warrington Bank Quay.

There is no signage from the campus to either Mossley Hill or Broad Green stations.

## 3.3 Creative Campus

The Creative Campus is located approximately one mile to the north east of Liverpool City Centre, on the boundary of Central and Everton wards. The campus has three main buildings, the Capstone Building, the Gerard Manley Hopkins Hall of Residence and the Cornerstone Building, as shown in **Figure 3.12**. Facilities on site include two theatres, three dance studios and a music technology laboratory; the self-catering hall of residence can accommodate up to 180 students.

Figure 3.12: Creative Campus

### Creative Campus

#### Liverpool Hope University

Shaw Street, Liverpool, L6 1HP

Tel: 0151 291 3578  
Fax: 0151 291 3100

- Capstone Building ..... 1
- Security Lodge ..... 2
- Angel Field ..... 3
- Gerard Manley Hopkins Hall of Residence ..... 4
- Cornerstone Building ..... 5



- ➔ Building Entrance
- P General Parking
- 🍴 Refectory and Catering
- 🚒 Emergency Assembly Point
- 🚗 Coach Park
- ➡ Car Park Entrance
- ♿ Disabled Parking
- 🏪 The Corner Shop and Lounge
- 🚭 Designated Smoking Areas



Source: Liverpool Hope University

The 5,000m<sup>2</sup> Angel Field Garden (**Figure 3.13**) connects the campus buildings and has a number of trees, benches and water features, providing an attractive space to be enjoyed by students, staff and visitors. The Renaissance-style garden has won a number of awards and recommendations since opening in 2010 and it was observed on the site visit that both the garden and wider campus are well maintained and free from litter.

Figure 3.13: Angel Field Garden



### 3.3.1 Highway Network

The campus is located adjacent to the junction of the A580 and Shaw Street and is well signposted on the A580 from both the western (New Islington) and eastern (Erskine Street) approaches, as shown in **Figure 3.14**. The A580 is a principal route into Liverpool City Centre, with 3 lanes in each direction and a number of crossing points for pedestrians.

Figure 3.14: Campus Wayfinding from the A580



By contrast, Shaw Street is a single carriageway route subject to a 30mph speed limit, though carries a notable level of traffic as it provides a key route between Everton and the City Centre. The surface of the carriageway is of reasonable quality and on-street cycle lanes run in each direction for most of its length, as shown in **Figure 3.19**. Everton Park is located on the eastern side of Shaw Street and offers views of the city centre and docks in addition to providing a nature garden, children’s playgrounds and fitness equipment.

### 3.3.2 Car Parking

An off-street car park is available at the Creative Campus and can be accessed from Langsdale Street. This car park has 29 spaces (including 2 disabled spaces) and is well covered by CCTV. As a result of the limited number of spaces that the car park has, parking is only permissible for dropping off or collecting items. On the morning of the site visit, 17 cars were parked in the car park and it was observed that the three spaces in the south-west corner of the car park were not being used, as shown in the second and third images below in **Figure 3.15**. Parking in these spaces carries the risk of being blocked in and therefore the university could consider realigning the spaces in the car park in future in order to maximise space occupancy.

Figure 3.15: Creative Campus Parking Provision



A further 6 cars can be accommodated on site within the quadrangle of the Gerard Manley Hopkins Hall of Residence. These spaces are suitable for disabled parking and can be accessed from Carver Street through an electronic gate.

Students, staff and visitors are generally encouraged to use the nearby Q Park Royal Liverpool on Epworth Street to park their car when visiting the Creative Campus. This multi-storey car park has 500 spaces (including 43 disabled spaces) and on the morning of the site visit, over 90% of spaces were occupied. The university has an agreement to receive discounted parking in the Q Park and in order to take advantage of this, visitors to the Creative Campus should collect a voucher, as shown in **Figure 3.16**, from the campus Security Lodge. The voucher can be used for both short and long stay parking and is redeemed when paying for your ticket in the Q Park. The reduced parking rates that this voucher provides are shown in **Table 3.2**.

Figure 3.16: Q Park Royal Liverpool



Table 3.2: Q Park Parking Charges

Category	Full Price	Reduced Price (Using University Voucher)
Meeting rate (any 2 hours)	£3.40	£1.60
Lecture rate (2-4 hours)	£4.20	£3.20
Day rate (24 hours)	£9.00	£3.50

Source: Liverpool Hope University/Q Park

On-street parking is available on a number of roads surrounding the Creative Campus including Haigh Street, Salisbury Street, Langsdale Street and at Islington Square. At the time of the site visit, all available spaces on Salisbury Street and at Islington Square had been taken, with very few spaces on Haigh Street and Langsdale Street. With the exception of Langsdale Street, the majority of roads in the vicinity of the site are of good condition and well surfaced. Langsdale Street has an uneven surface and a number of potholes, posing a particular hazard to cyclists using the road as part of the signposted route between Ainsdale and Liverpool City Centre.

Figure 3.17: On-Street Parking in the vicinity of the Creative Campus



### 3.3.3 Pedestrian Access

Islington and Shaw Street have pavements of good width and surfacing on both sides of the carriageway. This provides safe access to the main campus entrance on Shaw Street from Everton to the north and from Liverpool City Centre to the south. The signalised junction of Islington/Shaw Street, as shown in the middle image below, provides full pedestrian crossing facilities, creating a safe walking route between the Creative Campus and the Q Park on Epworth Street as well as bus stops on Prescott Street and London Road. Both the Campus and surrounding roads also have a suitable level of street lighting, ensuring a pedestrian friendly environment in the evenings as well as during the daytime.

Figure 3.18: Walking Routes to the Creative Campus



### 3.3.4 Cycling Access

The Creative Campus benefits from good connectivity for cyclists to the surrounding area as well as on-site provisions for staff, students and visitors to park their bicycles safely and securely.

National Cycle Network Route 810 connects Liverpool City Centre and Ainsdale via the Creative Campus and Everton, with an on-road cycle route running along both sides of Shaw Street, as displayed in **Figure 3.19**. Shaw Street has a number of wayfinding signs for cyclists, providing directions to key destinations including Royal Liverpool Hospital as well as the Hope University Campus. The junction of Shaw Street with Islington also has an advanced stop line for cyclists, making them more visible to other motorists and providing them with more space to move off when the lights turn green.

Figure 3.19: Creative Campus cycling connections



CCTV covered cycle parking is available at convenient locations on the Creative Campus site. 7 stands are provided under the canopy of the Capstone Building, with half spaces occupied at the time of the site visit. A further 18 bicycle stands are provided on the east side of the Cornerstone Building though only 1 space was occupied when the site visit was undertaken by Mott MacDonald, demonstrating that the campus has adequate spare capacity for bicycle parking.

The campus is also well connected to the Liverpool Citybike network, with a rental station located on Shaw Street adjacent to the Capstone Building, as shown below in **Figure 3.20**. This station can accommodate 12 parked bicycles at any one time, with 4 bicycles available for use at the time of the site visit. Citybike has offered a number of discounted membership schemes for students from Liverpool's three universities in recent years, helping to encourage greater travel to the campus by bicycle.

Figure 3.20: Cycle Parking Provisions



### 3.3.5 Bus Services

The campus is served by both regular service buses as well as the University's Shuttle Bus operated by Stagecoach. The principal bus stop serving the Creative Campus is located adjacent to the eastern boundary of the site on Shaw Street. **Table 3.3** details the route and timetable information for regular

service buses to Shaw Street, though a number of further routes via Brunswick Road and Prescott Street allow staff and students to alight at a bus stop within a few hundred metres of the site. Services between the Creative Campus and Liverpool City Centre, Vauxhall and Netherton are routed via Shaw Road, whilst services to and from Childwall, Tuebrook and West Derby can be accessed from bus stops on Brunswick Road and Prescott Street. This demonstrates that the Creative Campus is highly accessible by bus from a number of areas of the city.

Table 3.3: Creative Campus bus services

Service	Route	Operator	Frequency in Minutes					
			Mon-Fri (Peak)	Mon-Fri (Day)	Mon-Fri (Eve)	Saturday (Day)	Saturday (Eve)	Sun
<b>Shaw Street Bus Stop</b>								
21 & 242	Liverpool City Centre - Netherfield Road - Walton - Black Bull - Fazakerley - Kirkby Civic Centre - Northwood	Stagecoach & Merseytravel	10	10	30	10 - 15	30	20/60
101	Princes Parade - Vauxhall - Liverpool City Centre - Everton - Breck Road - Royal Liverpool Hospital	Merseytravel	30	30	-	30	-	-
821	Netherton - Walton - Everton - Liverpool City Centre	Merseytravel	1 am journey	-	-	-	-	-

Source: Merseytravel

The Liverpool Hope University Shuttle Service operated by Stagecoach operates on term time weekdays between the three campuses of Hope Park, Aigburth Park and the Creative Campus. The first two services alighting at the Creative Campus are timetabled to arrive at 08.15 and 10.10 respectively and services then arrive on an hourly basis from 11.40 until 18.40. Journey time between Hope Park and the Creative Campus is approximately 30 minutes and from Aigburth Park to the Creative Campus is between 10 and 15 minutes. **Figure 3.21** displays both a regular service and the shuttle service arriving and departing from the Shaw Street bus stop. At the time of the site visit, it was observed that a number of students alighted and boarded the shuttle bus service, with over 10 students boarding the 10.15 service towards the Hope Park campus.

Figure 3.21: Bus Services alighting and departing from Shaw Street



### 3.3.6 Rail Access

Liverpool Lime Street is the closest railway station to the Creative Campus and is located approximately 1 kilometre to the south west of the site. Walking time between the station and the campus is around 15 minutes and routes to the site via Islington and London Road have a number of crossing points, helping to increase the safety for pedestrians using the routes. Lime Street is the main station serving the city centre and is the terminus for a number of services from regional and national destinations including Warrington, Preston, Manchester, Birmingham and London. Merseyrail’s Wirral Line serves Lime Street Low Level Station, providing connections from the city centre towards New Brighton, West Kirby, Chester and Ellesmere Port. The Wirral Line provides services every 15 minutes to and from West Kirby and New Brighton, reducing to a half hourly service in the evenings and on Sundays. Services to and from Ellesmere Port are provided every half an hour across the week, with 4 services per hour to and from Chester during the day time. This is reduced to 2 services per hour in the evenings and on Sundays.

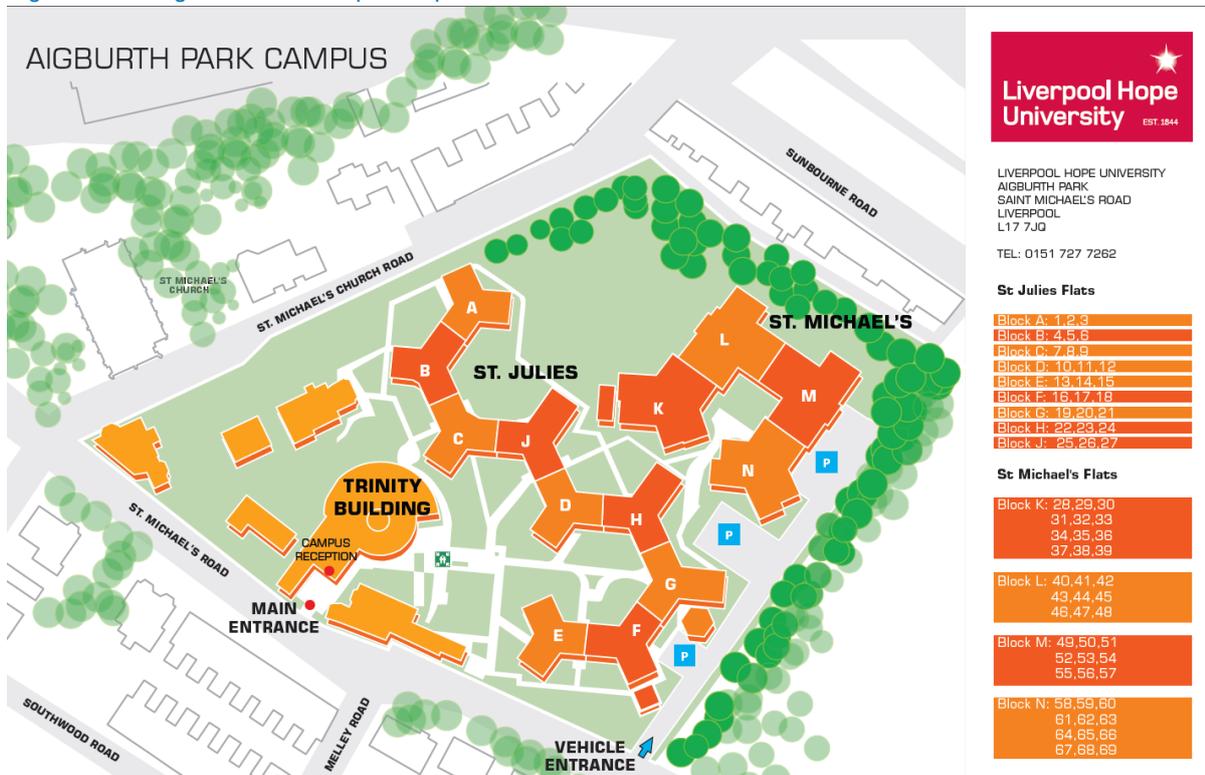
Figure 3.22: Creative Campus rail access



### 3.4 Aigburth Park

Aigburth Park is a completely residential campus located in Aigburth around 4km to the south of the city centre. The site is operated 24 hours a day and is bounded by Merseyrail’s Northern Line to the southwest and residential properties surround it on all other sides along St Michaels Road, St Michaels Church Road and Sunbourn Road. To gain access to the site there is a pedestrian entrance and vehicle entrance both just off St Michaels Road. To gain an understanding of Aigburth Park campus a site map is shown below.

Figure 3.23: Aigburth Park Campus Map



#### 3.4.1 Highway Network

Aigburth Park is only accessible by the quiet residential street of St Michaels Road which has a 20 mph speed limit and has very low traffic level; all the surrounding roads are similar with a 20mph speed limit and low volumes of traffic. Aigburth Road (A561) is 400m’s away from the campus and is one of the main roads which access’s the Liverpool City Centre; this is notably busy with traffic. There is no signage for Aigburth Park in the surrounding area due to it being a completely residential campus.

### 3.4.2 Car Parking

To gain access to the site vehicles must travel through a gated access point just off St Michaels Road. The gates are controlled by an intercom system that links into the reception where security are. Permits are required to be shown in all vehicles.

At the time of the visit there were 12 student cars parked and no staff or visitors cars parked. There are 49 student spaces shown in the car park but due to the creation of a smoking shelter and access to a number of spaces prevented by debris from construction works the capacity was reduced to 44 vehicles. There are also 5 staff car parking spaces and 2 visitor spaces. There does not seem to be any capacity issues with the current parking even with the loss of some of the spaces as the demand does not exceed the supply.

It was noted that security staff seemed to use the area outside of the main reception as on street parking in the residential area along St Michaels Road. There were limited amounts of on street parking evident along St Michaels Road and St Michaels Church Road. There are no restrictions to parking in the area around the university.

Figure 3.24: On Street Parking St Michaels Road and Campus Car Park



### 3.4.3 Pedestrian Access

The surrounding area of Aigburth Park is pedestrian friendly with the routes to St Michael's Station and the bus stops on Aigburth Road being easy to navigate and crossing points being considered safe due to the quiet nature and 20 mph speed limit of the residential roads. The surrounding footways are in good condition and are also adequate in width and with street lighting providing well-lit footways. There are clear and easy controlled crossing points along Aigburth Road making it safe for students to gain access to the bus stops on the other side and also Sefton Park which is 950m away from the campus via Lark Lane which offers unique shopping and food establishments.

Figure 3.25: Controlled Crossing point on Aigburth Road



Figure 3.26: Footway on St Michaels Road



### 3.4.4 Cycle Access

There is an onsite cycle storage facility next to the car park which is secured by a locked gate, there were 20 bikes stored when the site visit took place. There are a total of 24 spaces for cycle parking in the secured storage area. Cyclists can gain access either through the main entrance but have to dismount and wheel their bicycle through. Alternatively they can gain access via the gated vehicle access point where the storage facility is situated. National Cycle Route 56 runs outside the main entrance along the adjacent Southwood Road past St Michael's station. It links all the way to the Hope Park Campus via Sefton Park. It also offers good access to the city centre via the off road section along Riverside Drive and the waterfront.

Figure 3.27: Cycle Storage Facility



### 3.4.5 Bus Services

There are three bus stops located on Aigburth Road 400m from the campus – approximately a 5 minute walk. The bus stops have seated shelters with timetables clearly displayed. There are further two bus

stops on Riverside Drive, also 400m from the campus. Different routes serve these bus stops. Details are provided in Table 3.4.

Figure 3.28: Bus Stops on Aigburth Road



Table 3.4: Bus Services

Service	Route	Operator	Frequency in Minutes					
			Mon-Fri (Peak)	Mon-Fri (Day)	Mon-Fri (Eve)	Saturday (Day)	Saturday (Eve)	Sun
<b>Aigburth Road</b>								
60	Aigburth Vale – Dingle – Ullet Road – Wavertree – Old Swan – Queens Drive – Breeze Hill – Bootle	Arriva	10	10	30	15	30	30
82 82D	City Centre – Toxteth – Dingle – Aigburth Vale – Garston – Liverpool South Parkway or Speke Morrisons	Arriva Stagecoach	5/10	3	7/8	3	7/8	7/8
82B	City Centre – Dingle Mount – Albert Dock – City Centre – LJLA – Speke – Widnes – Runcorn – Halton Hospital	Arriva	30	30	60	30	60	60
103	Aigburth Vale – Dingle Mount – Albert Dock – City Centre – Derby Road – Seaforth – Waterloo	Merseytravel	30 am/pm					
800	Speke – Garston – Aigburth – Liverpool Airport	Merseytravel						
X1	City Centre – Aigburth Vale – Garston – Speke – Runcorn – Halton Leas –	Arriva	30	30		30		

Service	Route	Operator	Frequency in Minutes						
			Mon-Fri (Peak)	Mon-Fri (Day)	Mon-Fri (Eve)	Saturday (Day)	Saturday (Eve)	Sun	
	Murdishaw – Windmill Hill								
X22	Liverpool - Northwich – Winsford	CCC							
<b>Riverside Drive</b>									
82A	City Centre – Dingle Mount – Albert Dock – City Centre – LJLA – Speke – Widnes	Arriva	30	30	60	30	60	60	
83	City Centre – Women’s Hospital – Toxteth – Aigburth	Stagecoach	30	30		30			
84	City Centre – Toxteth – Mossley Hill Hospital – Penny Lane	Stagecoach	60	60		60			

### 3.4.6 Rail Access

St Michaels Station is a 3 minute walk from the campus, less than 200m along Melly Road and Southward Road. It is on the Merseyrail Northern Hunts Cross – Southport Line. There are four trains per hour northbound to Southport, via Liverpool City Centre, and four trains per hour southbound to Hunts Cross via Liverpool South Parkway. This gives student’s easy access to the city centre which offers leisure and employment opportunities. The Creative Campus is a 1.0km walk from Liverpool Lime Street which can be accessed by changing at Liverpool Central or a 1.4km walk from Liverpool Central.

Figure 3.29: St Michaels Station



At Lime Street Station, there are rail connections to local and national destinations, including Manchester, Chester, Warrington, Birmingham and London.

### 3.5 Key Findings

- Hope Park and Aigburth Park campuses are well connected by bus; Aigburth Park is better connected by rail than the other campuses. Creative Campus' public transport connections are predominantly in the city centre.
- Demand for car parking is high at both Creative Campus and Hope Park and consequently appears to overflow onto surrounding streets.
- Walking and cycling routes around the campuses are present, although could benefit from improvements in terms of provision, safety and quality.
- The free shuttle bus which provides an approximately hourly service between the three campuses appeared to be well used during site observations.

## 4 Accessibility Assessment

Postcodes of staff and students' home addresses have been provided by Liverpool Hope University. This has allowed residences to be plotted and travel distances and times to be calculated between home address and campus.

### 4.1 Students

Table 4.1 and Table 4.2 show the distances and travel times between students' home postcodes and campuses. These tables show times and distances for all staff and students travelling to each site, regardless of where they are usually based.

Table 4.1: Distances from Student Home Addresses to Campuses

Campus		<2km	2-5km	5-10km	10-20km	20-50km	50km+
Hope Park	Number of Students	219	839	735	664	847	456
	% of Students	6%	22%	20%	18%	23%	12%
Aigburth Park	Number of Students	136	721	874	629	795	605
	% of Students	4%	19%	23%	17%	21%	16%
Creative Campus	Number of Students	233	746	844	521	860	556
	% of Students	6%	20%	22%	14%	23%	15%

Table 4.2: Distribution of Student Travel Times from Home to Campuses

Campus		<10 mins	10-20 mins	20-30 mins	30-40 mins	40-50 mins	50-60 mins	60-70 mins	70-80 mins	80-90 mins	90 mins +
Hope Park	Number of Students	108	458	496	401	222	208	308	207	156	1196
	% of Students	3%	12%	13%	11%	6%	6%	8%	6%	4%	32%
Aigburth Park	Number of Students	62	370	435	420	472	445	225	144	164	1023
	% of Students	2%	10%	12%	11%	13%	12%	6%	4%	4%	27%
Creative Campus	Number of Students	47	348	585	530	414	264	235	160	149	1028
	% of Students	1%	9%	16%	14%	11%	7%	6%	4%	4%	27%

These tables show that close to a third of students travel over 90 minutes from their home address to the campuses. Around 5% of students live within 2km of campuses. Approximately 20% live 2-5km from

campuses, and a further 20% live 5-10km from campus. Overall a quarter of students live within 5km and nearly half of students live within 10km of campuses. This makes public transport and active travel modes highly viable for a significant proportion of students.

However, approximately half of students live over 10km from campuses, for which walking and cycling are unsuitable. Therefore, efficient public transport links are vital for those coming longer distances as an alternative to single-occupancy car use.

It should be noted here that a number of students study on a part-time basis, and therefore may only need to travel to university occasionally.

## 4.2 Staff

Table 4.3 and Table 4.4 present the travel distances and times from staff home postcodes to campuses.

Table 4.3: Distances from Staff Home Addresses to Campuses

Campus		<2km	2-5km	5-10km	10-20km	20-50km	50km+
Hope Park	Number of Staff	126	229	114	87	72	40
	% of Staff	19%	34%	17%	13%	11%	6%
Aigburth Park	Number of Staff	57	191	220	79	75	46
	% of Staff	9%	29%	33%	12%	11%	7%
Creative Campus	Number of Staff	33	181	253	81	74	46
	% of Staff	5%	27%	38%	12%	11%	7%

Table 4.4: Distribution of Staff Travel Times from Home to Campuses

Campus		<10 mins	10-20 mins	20-30 mins	30-40 mins	40-50 mins	50-60 mins	60-70 mins	70-80 mins	80-90 mins	90 mins +
Hope Park	Number of Staff	66	164	122	67	35	24	40	32	20	98
	% of Staff	10%	25%	18%	10%	5%	4%	6%	5%	3%	15%
Aigburth Park	Number of Staff	26	81	168	108	84	49	43	18	18	73
	% of Staff	4%	12%	25%	16%	13%	7%	6%	3%	3%	11%
Creative Campus	Number of Staff	11	48	155	173	98	41	29	15	12	86
	% of Staff	2%	7%	23%	26%	15%	6%	4%	2%	2%	13%

As can be seen from the tables above, a fifth of staff live within 2km of Hope Park and 53% live within 5km. Travel distances and times to Aigburth Park and Creative Campus are generally a little higher than Hope Park. A third of staff live 5-10km from Aigburth Park, and nearly 40% live 5-10km from Creative Campus.

For Aigburth Park, a quarter of staff travel 20-30 minutes and over half travel 10-40 minutes. For Creative Campus, a quarter of staff travel 30-40 minutes and half travel 20-40 minutes. By contrast, 35% of staff live within 20 minutes of Hope Park.

Figure 4.1 and Figure 4.2 show the locations of student and staff postcodes. It is clear to see that the spread of students' addresses is far broader than staff. Most staff live in a concentrated area in Liverpool, particularly South Liverpool, whereas students travel from as far as Blackburn, Stoke-on-Trent and Wrexham.

Figure 4.1: Locations of Student Postcodes

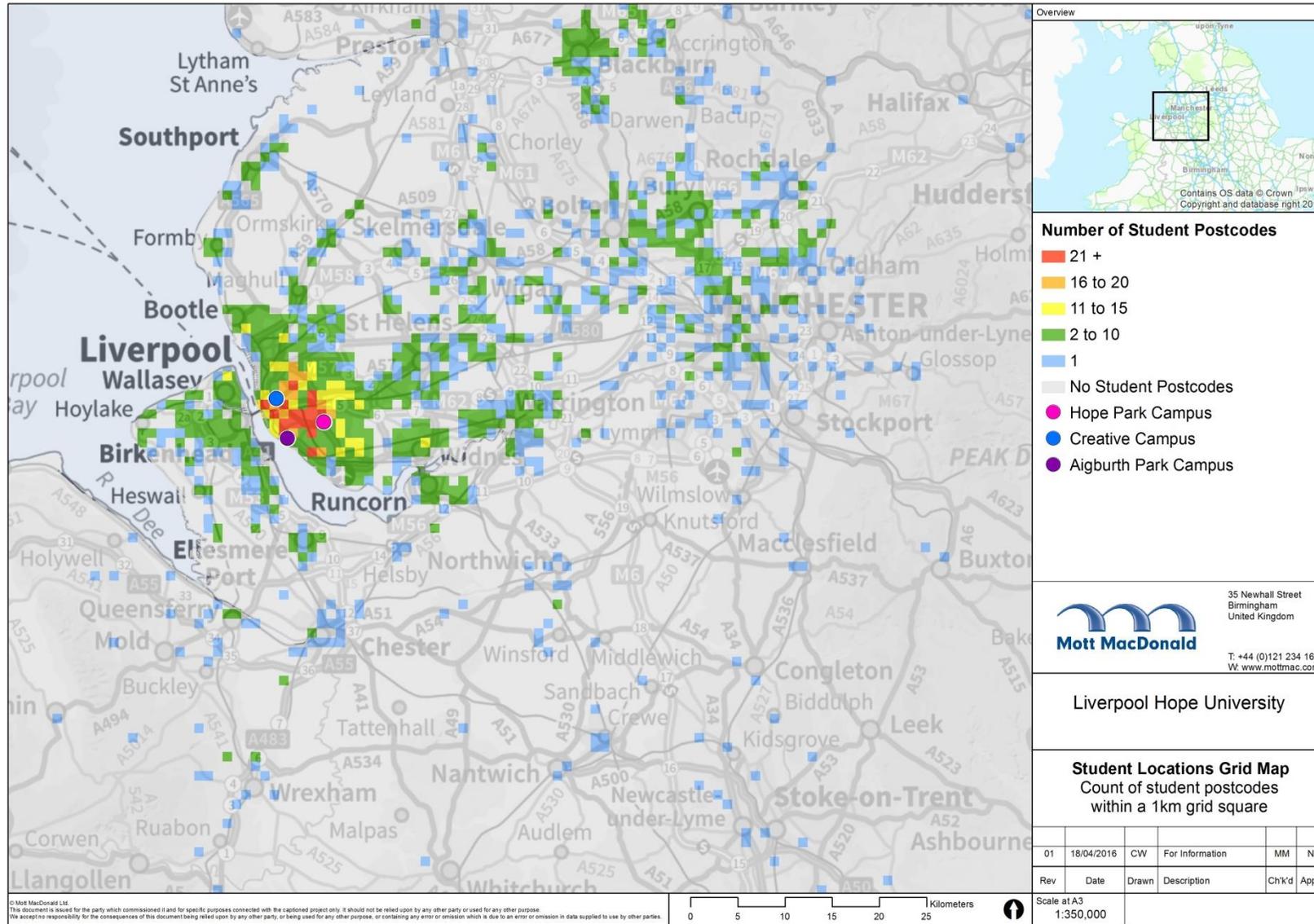
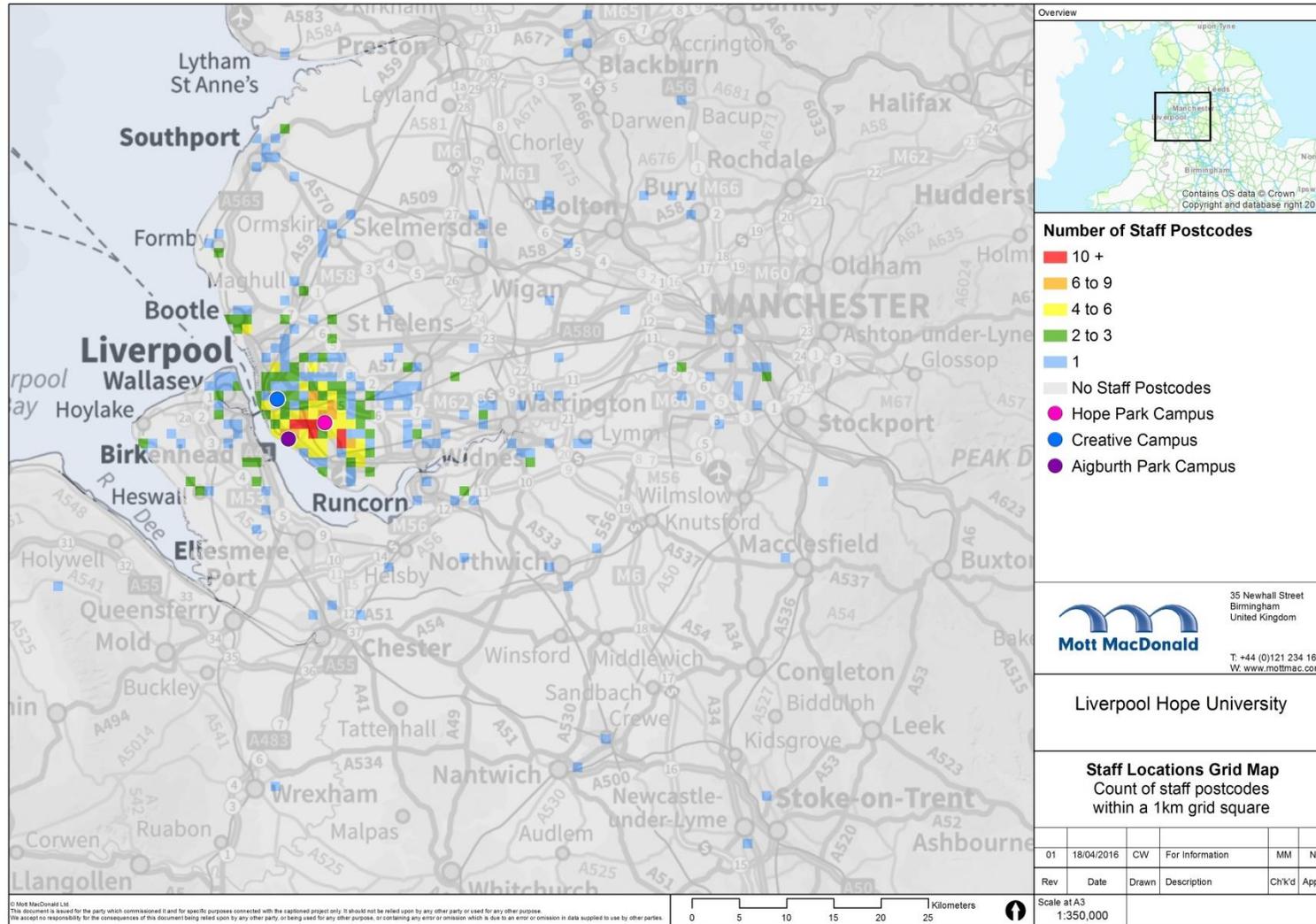


Figure 4.2: Location of Staff Postcodes



### 4.3 TRACC Accessibility Plots

Public transport accessibility analysis was conducted using TRACC to provide information on journey times from key locations around Liverpool. TRACC takes into account the bus and train routes in the local area and calculates travel time by combining journey time on public transport while accounting for factors such as interchange between platforms or bus stops. This provides a visual representation of location which are accessible within 90 minutes in isochrones format. This can then provide an estimate of how long it would take staff and students to travel to the three campuses from key locations in the area.

Figure 4.3 to Figure 4.5 on the following pages show the plots for each of the three campuses during the morning peak (07:00–10:00).

As can be seen, Aigburth Park has the widest reach of public transport accessibility within 90 minutes, and Hope Park has the smallest. Aigburth Park and Creative Campus' better accessibility is likely due to their proximity to frequent rail services. Given that Aigburth Park is only a residential site, whereas Hope Park is the main teaching campus, the poorer public transport accessibility to Hope Park is something which may need to be addressed.

All three campuses can be reached via public transport within 30 minutes from most of Liverpool.

Figure 4.3: Public Transport Accessibility to Hope Park

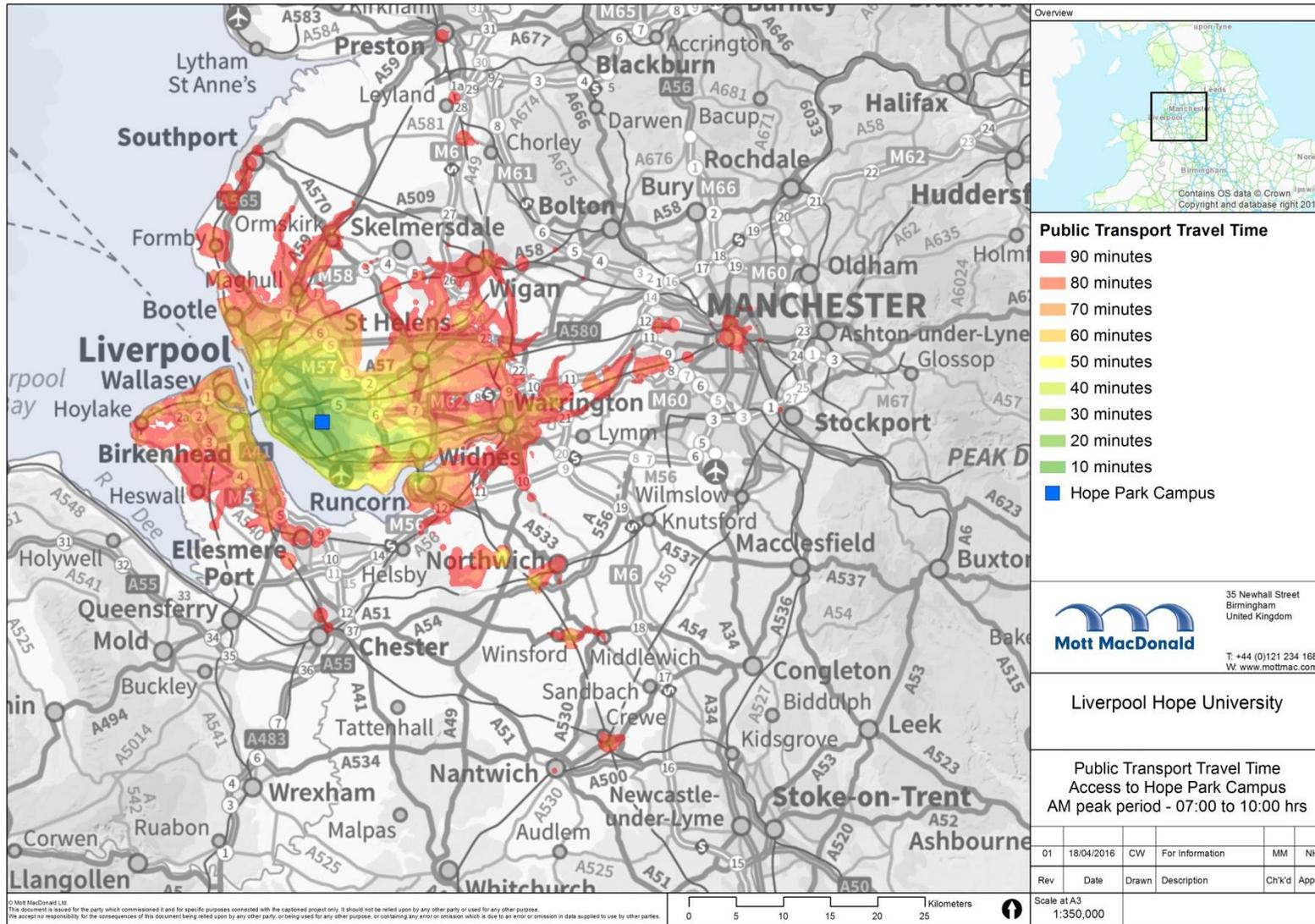


Figure 4.4: Public Transport Accessibility to Creative Campus

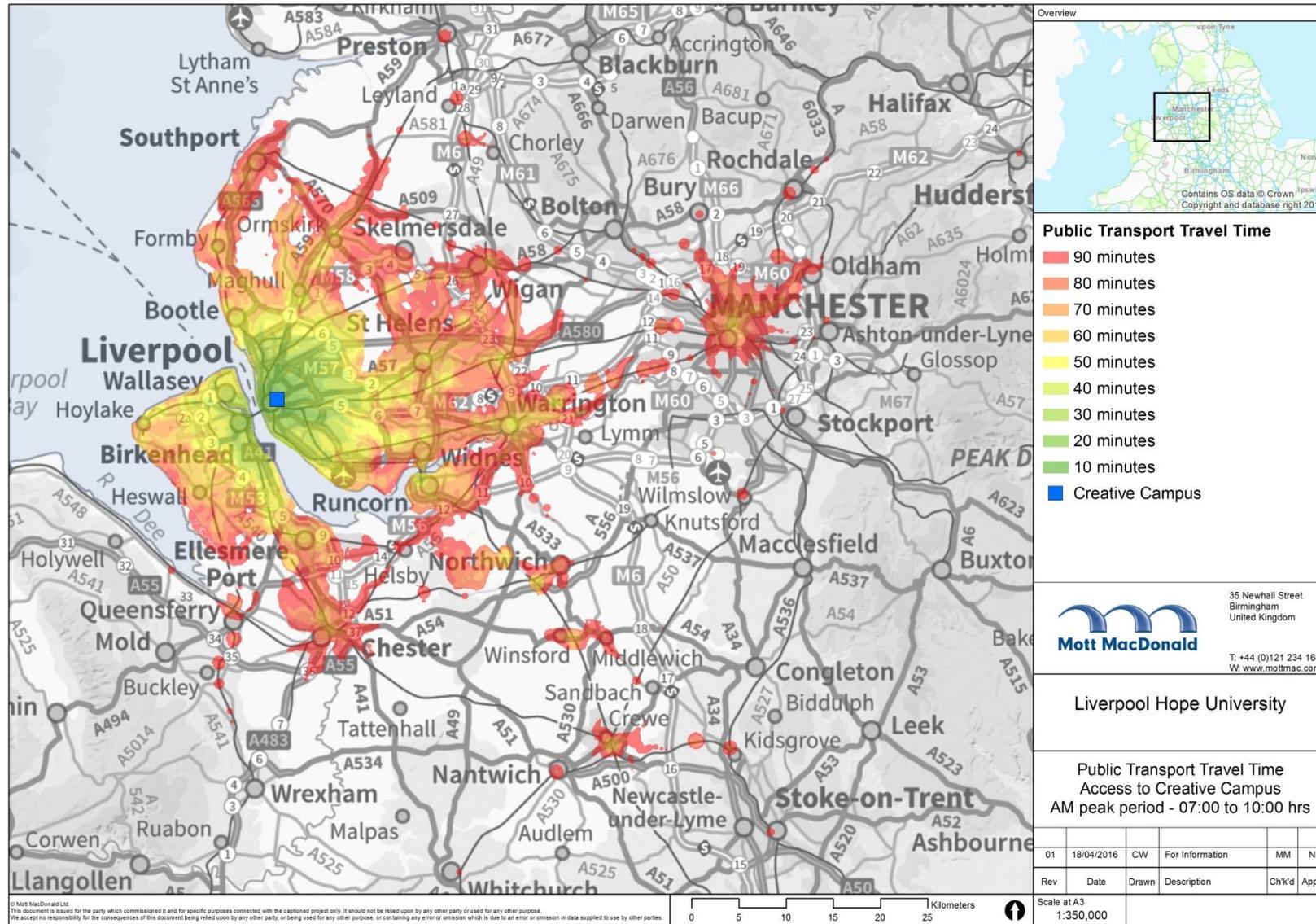
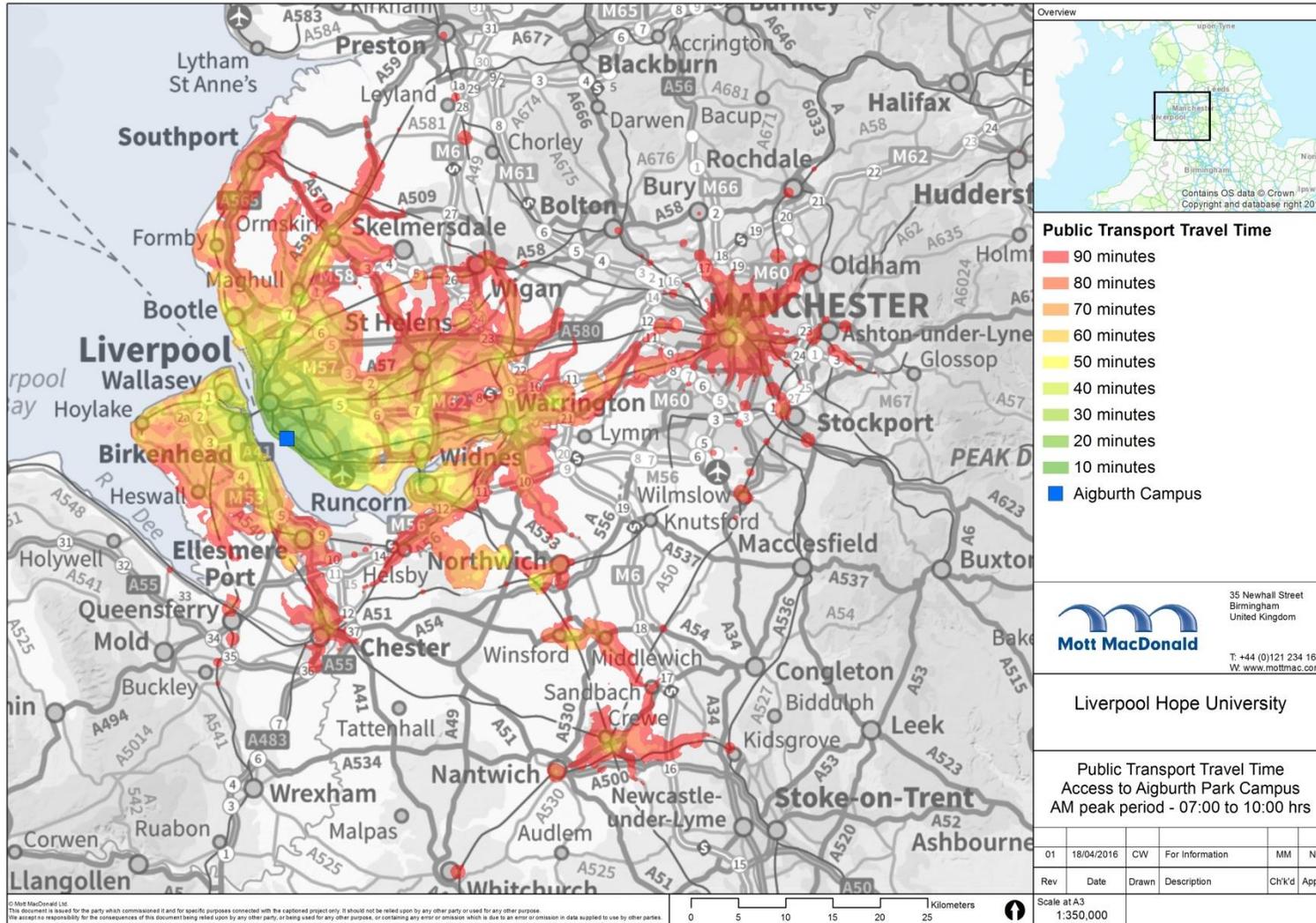


Figure 4.5: Public Transport Accessibility to Aigburth Park



#### 4.4 Key Findings

- Over half of staff live within 5km of Hope Park
- A quarter of students live within 5km of Hope Park
- A substantial proportion of students (over a third) live more than 20km from campuses

## 5 Consultation

A travel survey to understand staff and students’ travel habits was developed and distributed via email and in paper versions. The survey was broadly similar to surveys used in 2013 and 2014 to provide a method for assessing patterns over the time. There are currently 4292 students and 674 staff at the university, the majority of which are based at Hope Park.

A total of 417 surveys were completed, of which 202 were staff and 215 were students. This represents a response rate of 5% of staff and 32% of students which is higher than that achieved in 2014.

Results from the staff and student travel surveys are outlined below. In tables and charts shown in this report, percentages may total more than 100%; this is either due to rounding or because respondents were able to give more than one answer to the question.

### 5.1 Staff

The majority of respondents (96.5%) are primarily based at Hope Park and 70% of staff reported that they work full time.

#### 5.1.1 Time and Distance

Figure 5.1 and Figure 5.2 below show distances and travel times of staff journeys from their home addresses to the campus where they usually work. Figure 5.3 shows the days which staff usually work.

Figure 5.1: Staff Travel Distance

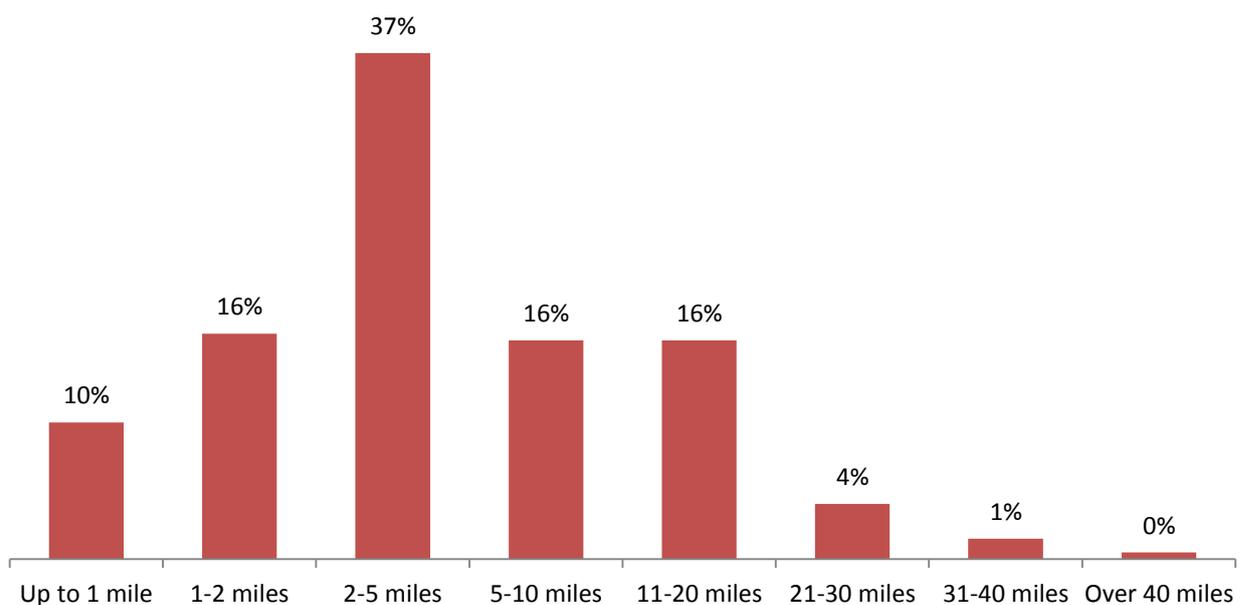


Figure 5.2: Staff Travel Time

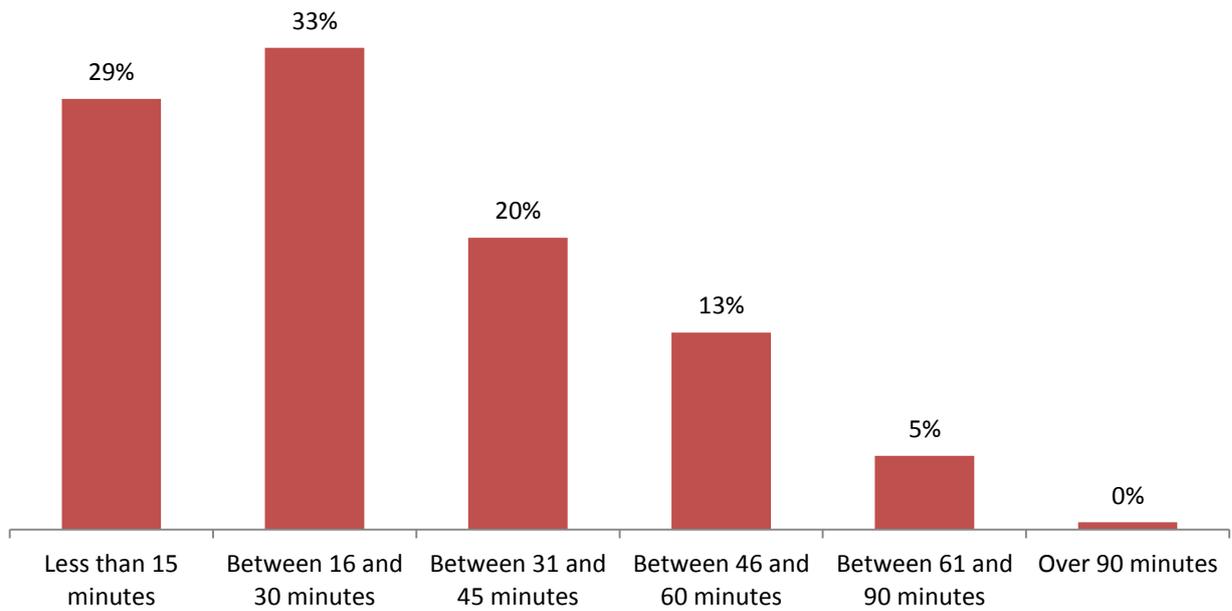
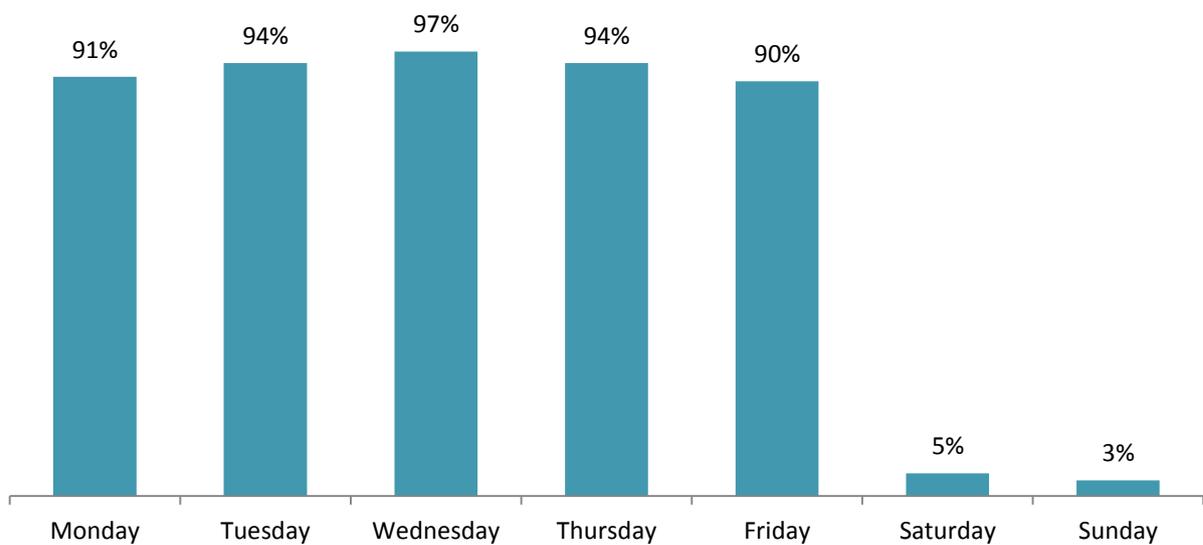


Figure 5.3: Days which Staff usually Work



### 5.1.2 Mode

Figure 5.4 gives a breakdown of staff main modes of travel in 2016, while Table 5.1 shows this data from 2012 to 2016.

Figure 5.4: Staff Main Travel Mode

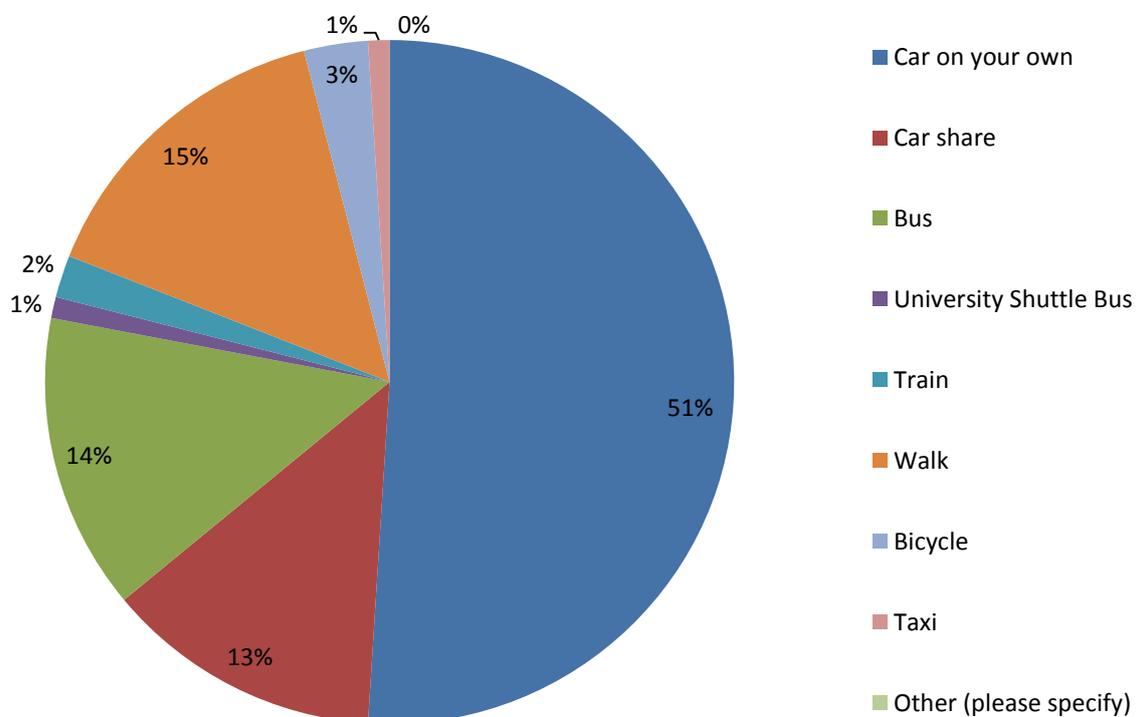
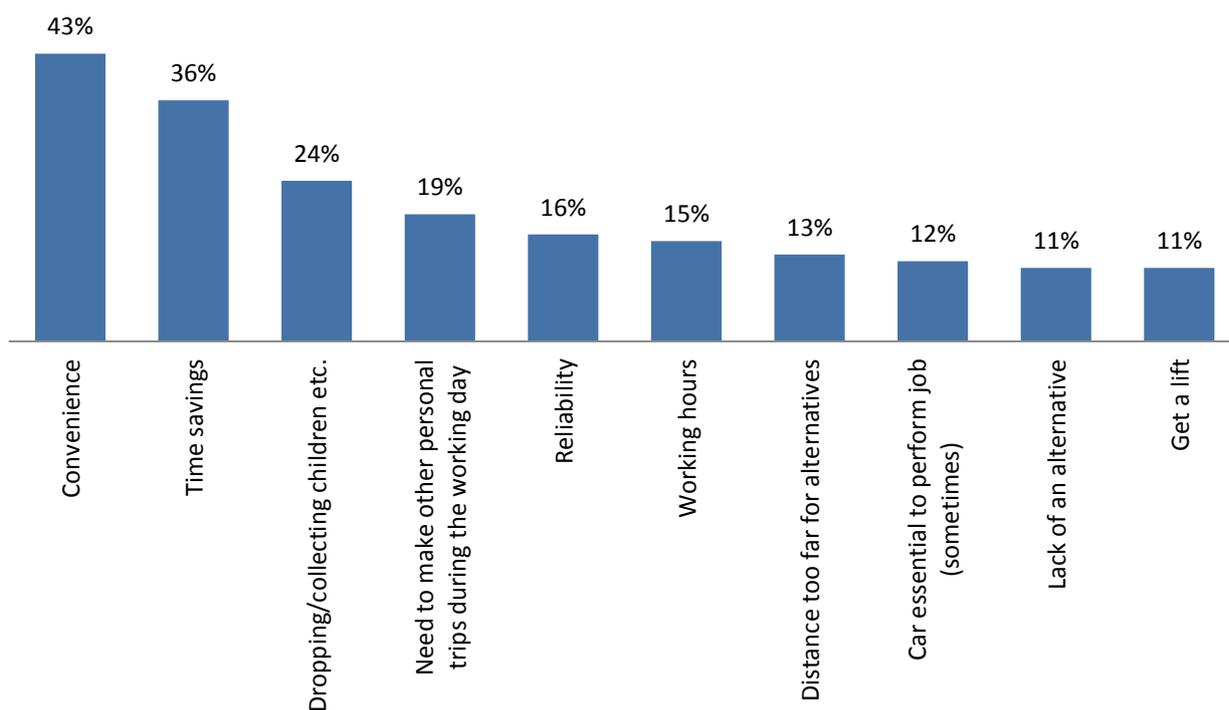


Table 5.1: Staff Main Mode of Travel 2012-2016

Mode	2012	2013	2014	2016	Change 2014-2016
Car on own	48%	54%	40%	51%	+11
Car share	10%	6%	6%	13%	+7
Bus	14%	18%	25%	14%	-9
Shuttle Bus	1%	2%	1%	1%	0
Train	4%	2%	2%	2%	0
Walk	16%	12%	20%	15%	-5
Bicycle	6%	6%	4%	3%	-1
Taxi	0%	0%	2%	1%	-1
Other	0%	0%	0%	0%	0

Looking at the trend of results from 2012 to 2016, it appears that 2014 was somewhat of an anomalous year, with figures for car on own being notably lower than other years, while bus usage and walking were significantly higher. As can be seen in this table, in 2016 just over half of staff drive on their own, a further 13% car share. 14% travel by bus but only 2% by rail. 15% of staff walk and 3% cycle to work. The plotting of staff postcodes in Figure 4.2 shows that a substantial proportion of staff live within close proximity to each other. This, combined with the fact that most staff stated they work full time Monday-Friday, makes car sharing among staff feasible and therefore could be promoted as they are likely to be travelling to/from similar locations at similar times. Figure 5.5 shows the most common reasons given for using car to get to work, with convenience and time savings coming out highest.

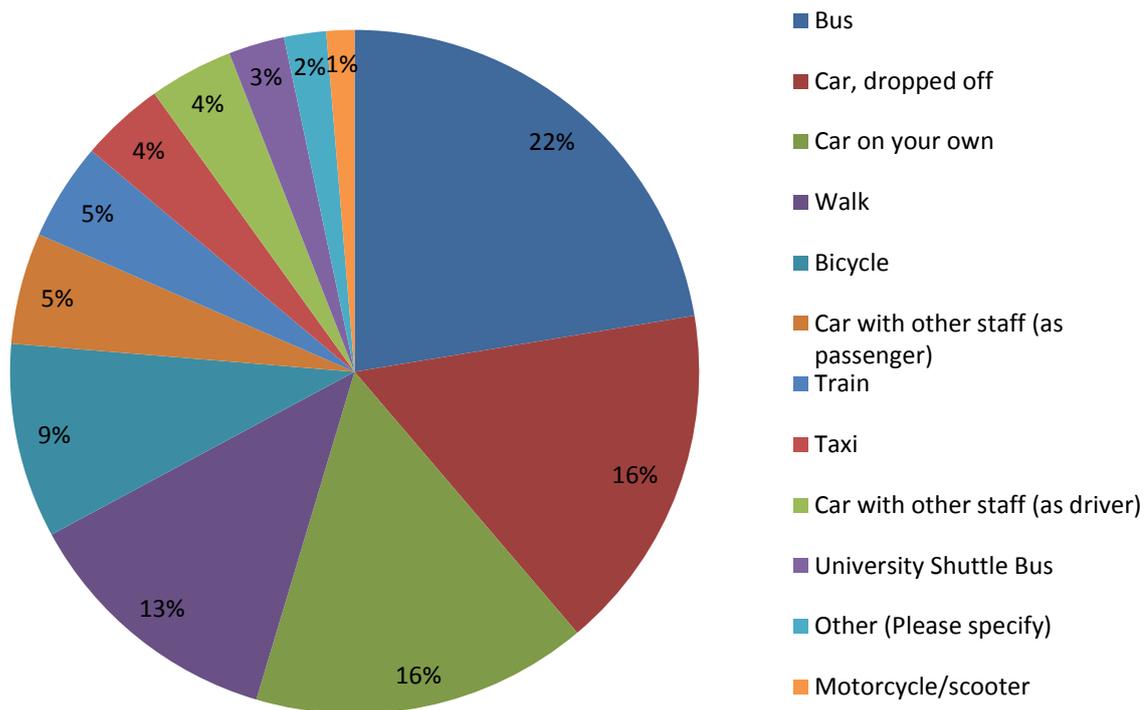
Figure 5.5: Top 10 reasons for using car



The three most common reasons are the same in 2016 as they were in 2014.

As with previous years' surveys, the 2016 survey asked staff about their occasional mode of travel. Responses to this are shown in Figure 5.6. Just under three-quarters of respondents (149 people) responded to this question.

Figure 5.6: Occasional travel mode



Cross tabulation between main mode and occasional mode shows that of the 73 staff who usually travel by car on their own, 22 sometimes car share (30%), 16 sometimes use bus (22%), 9 cycle (12%) and 5 walk (7%). As these are modes of transport that staff are already somewhat familiar with using, it offers great potential to encourage staff to use these more sustainable modes as their main mode of transport.

Further analysis of results shows that:

- 101 staff drive on their own, of these
  - 54 travel less than 5 miles (53%)
  - 17 travel 5-10 miles (17%)
  - 28 travel more than 10 miles (27%)
- 53 staff travel less than 2 miles to work, of these:
  - 27 walk (51%)
  - 12 drive on their own (23%)
  - 6 car share (11%)
  - 2 cycle (4%)
- 127 travel less than 5 miles to work, of these:
  - 56 drive on their own (44%)
  - 18 travel by bus (14%)
  - 15 car share (12%)

- 0 use train (0%)

This shows there is quite a high proportion of staff that drive short distances on their own. This group of staff can be particularly encouraged to use more sustainable modes of transport such as car share, bus, walking and cycling. Given that most staff work five days a week, as shown in Figure 5.3, it offers potential for car sharing among staff.

Figure 5.7: Factors which would encourage staff to walk

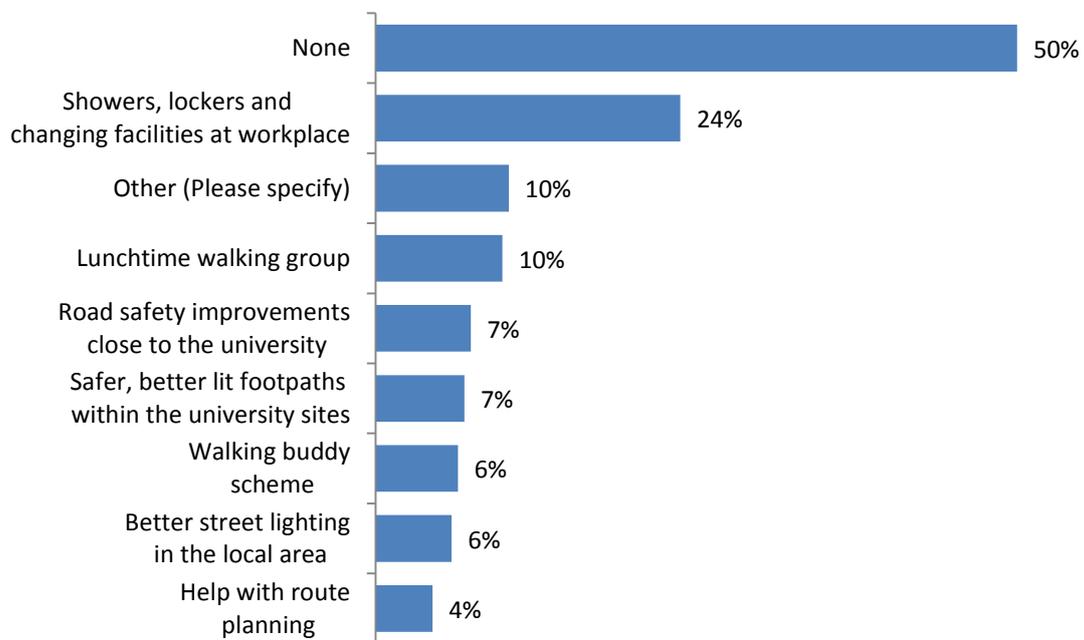


Figure 5.8: Measures which would encourage staff to cycle

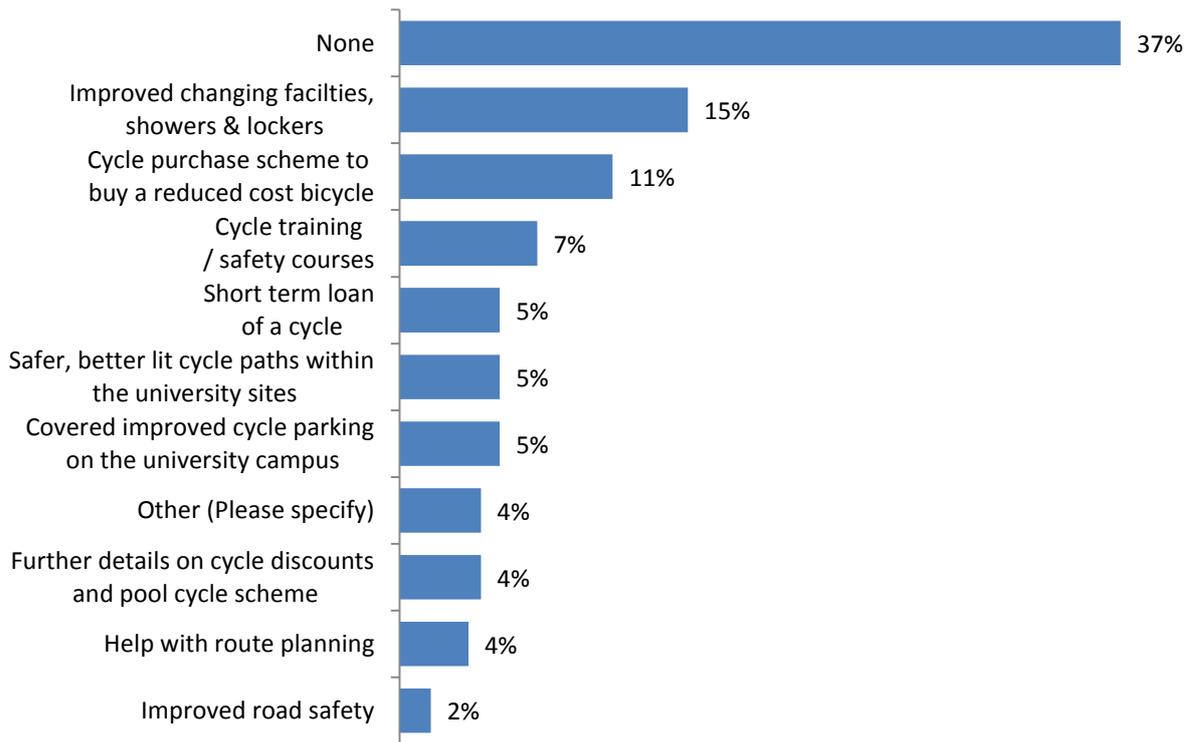
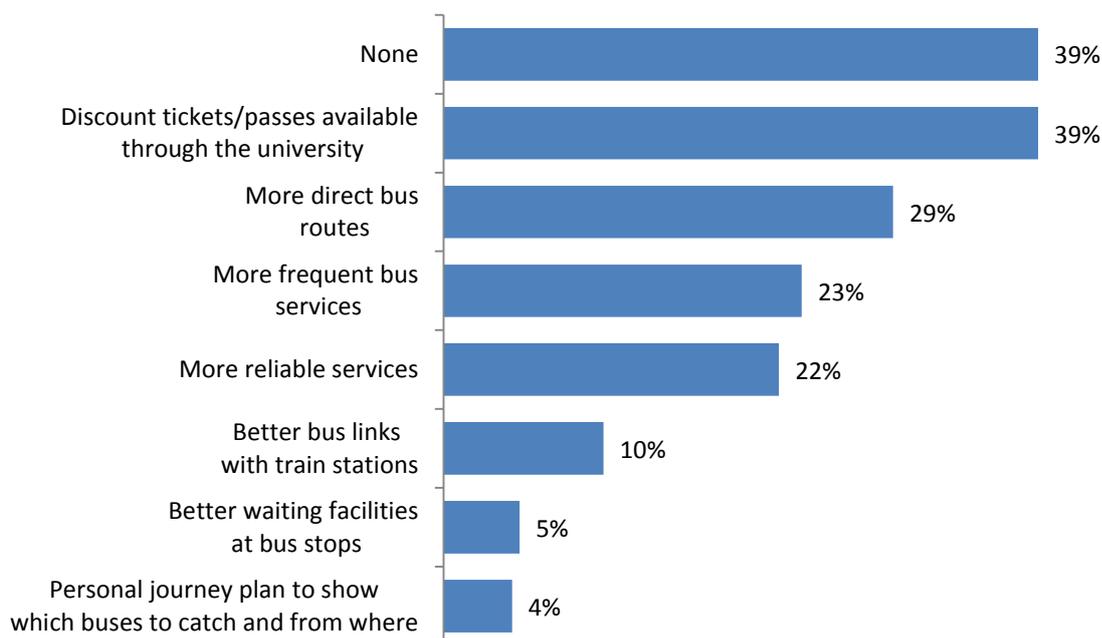


Figure 5.9: Factors which would encourage staff to use public transport



The figures above show responses to questions about the measures which would most encourage them to use walking, cycling and public transport for their journey to work. For all three modes the most common responses were ‘None’ indicating that staff are reluctant to change their travel habits to more sustainable methods. However, as many staff said discounted tickets or passes would encourage them to use public transport as said none. This suggests cost is a key deterrent in public transport use. Staff are more willing to consider using public transport than walking and cycling.

Provision of showers, lockers and changing facilities has been the measure which would most encourage walking and cycling since 2013. Support of this answer is higher in 2016 than in previous years, suggesting that this is a measure which could be effective in encouraging staff to use active travel modes.

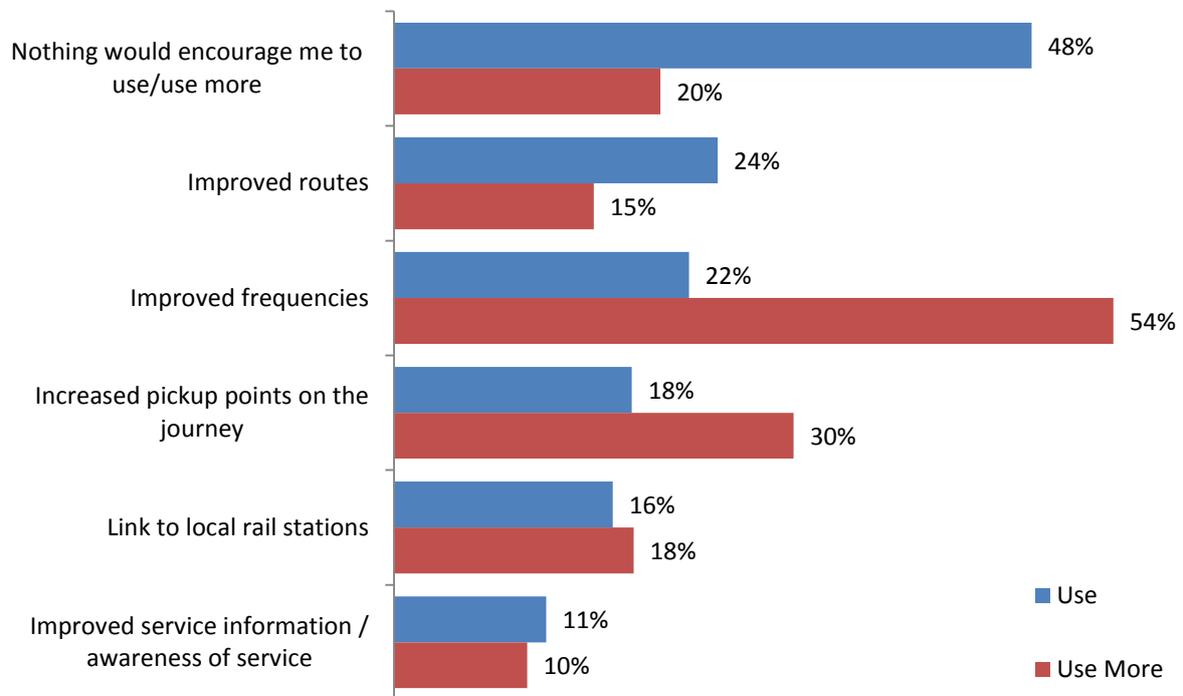
Likewise, the most common measures which would encourage public transport use – discounted tickets and more direct bus routes – are the same as in previous years.

Liverpool Hope University participates in Cyclescheme, a national scheme where staff can borrow a bike and pay through salary sacrifice. Uptake of this has been very low, with between 6 and 13 new registrations each year since August 2012. The scheme is not advertised but information is available online and distributed via word of mouth.

### 5.1.3 Shuttle Bus

Over a quarter of staff use the shuttle bus for travel between sites, but only 5% use the shuttle bus for commuting. This represents a small degree of growth on previous years, but rates of shuttle bus usage overall remain low. The low rate of shuttle bus usage for commuting is perhaps not surprising given that the bus only stops at the campuses and not in other residential areas where staff are likely to live.

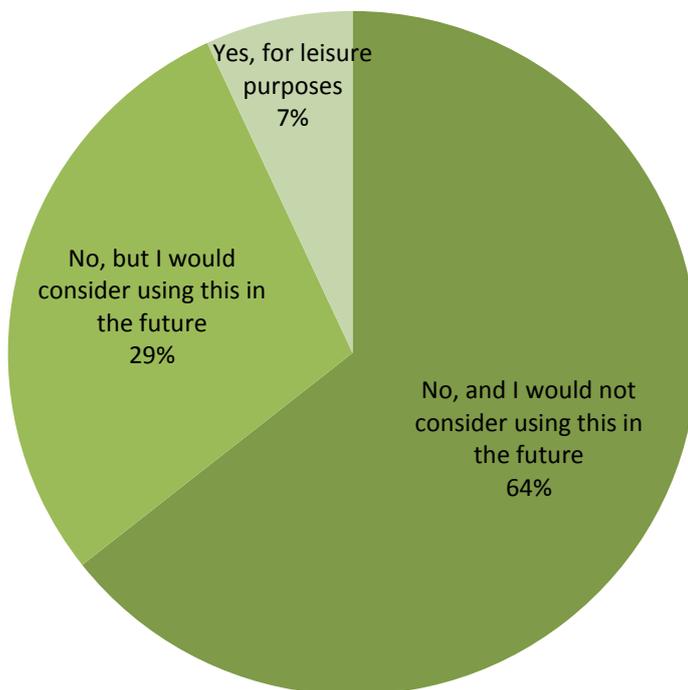
Figure 5.10: Measurers that would encourage staff to use shuttle bus or use more



There is a clear trend that staff would be more likely to use the shuttle bus or use it more if it provided better connections between places through improved routes and frequencies.

### 5.1.4 Citybikes

Figure 5.11: Usage of Citybikes

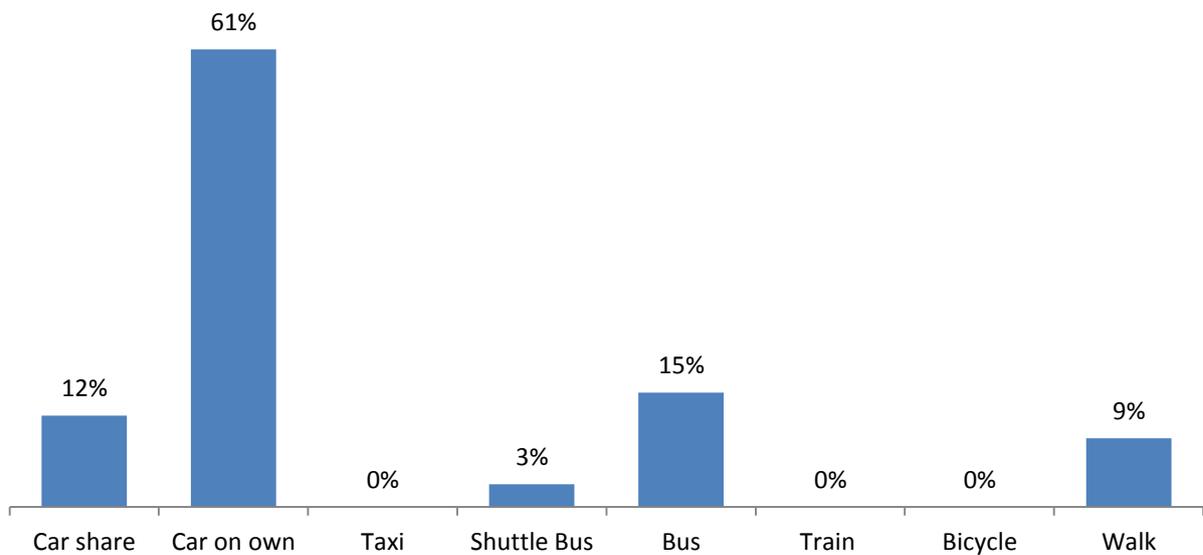


As can be seen in Figure 5.11, only 7% of staff use Citybikes at present, although no staff reported using Citybikes for commuting. This is very low usage. Common reasons given by staff for not using Citybikes include preference to use own bike, too far to cycle from home to work and lack of changing/shower facilities at work.

### 5.1.5 Business Travel

Staff were asked how often they travel for business. Only staff who responded at least once or twice per week are included in findings here. 33 people stated they travel for business on a regular basis.

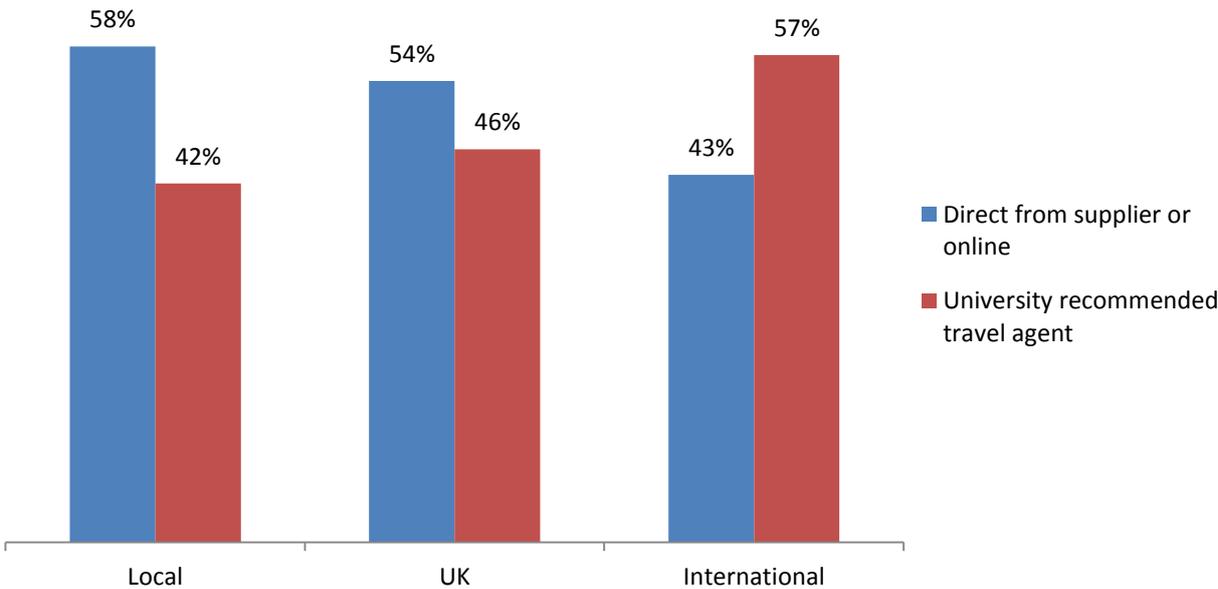
Figure 5.12: Business travel mode



As can be seen, car on own is by far the most popular. There may be opportunities to encourage staff to use more sustainable modes, such as bus or shuttle bus for travel between sites, and train for local/regional travel.

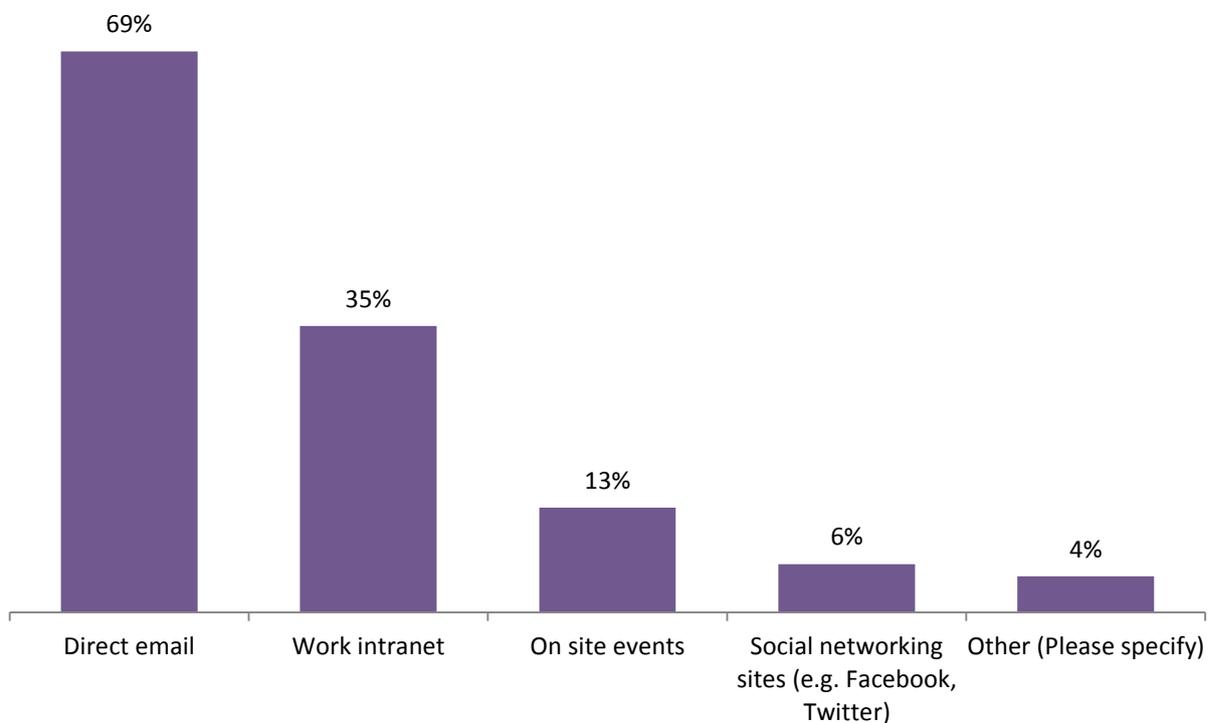
Figure 5.13 shows that use of the university recommended travel agent increases with distance of business travel. There may be opportunities to increase awareness and therefore usage of the recommended travel agent.

Figure 5.13: Methods of procuring business travel



### 5.1.6 Communication

Figure 5.14: Preferred methods of communication



Note: Respondents could select more than one response, hence the sum of numbers exceeds 100%

Online methods of communication are clearly the most popular options among staff.

### 5.1.7 Key Findings

- 51% of staff travel to work by car alone, a further 13% car share. 14% travel by bus but only 2% by rail. 15% of staff walk and 3% cycle to work.
- Car usage among staff in 2016 is similar to 2012 and 2013
- Of the 73 staff who usually drive, 30% sometimes car share, 22% sometimes use bus and 19% sometimes walk or cycle; these are modes of transport that staff are therefore familiar with and offer great potential to encourage them to use these more sustainable modes of transport as their main mode, rather than driving on their own

- Measures which would encourage staff to use cycling, walking and public transport are very similar to previous years, namely the provision of lockers, showers and changing facilities
- Discounted tickets/passes and improved routes/services for bus were the main measures which would encourage staff to use public transport
- Staff are more willing to consider using public transport than walking and cycling
- Shuttle bus usage remains low, but staff say improved frequencies and routes would encourage them to use it

## 5.2 Students

Like with staff, the majority of student respondents (88%) are based at Hope Park, with Creative Campus accounting for a further 8%. 92% of students reported that they are full time, although many students don't attend every day – Thursday is the most common day of students attending at 84%, compared to just 58% on a Wednesday. Almost three quarters of students who completed the survey were female.

Figure 5.15 and Figure show the distance and time of students' journeys from their term time address to university.

Figure 5.15: Distance Travelled by Students to University

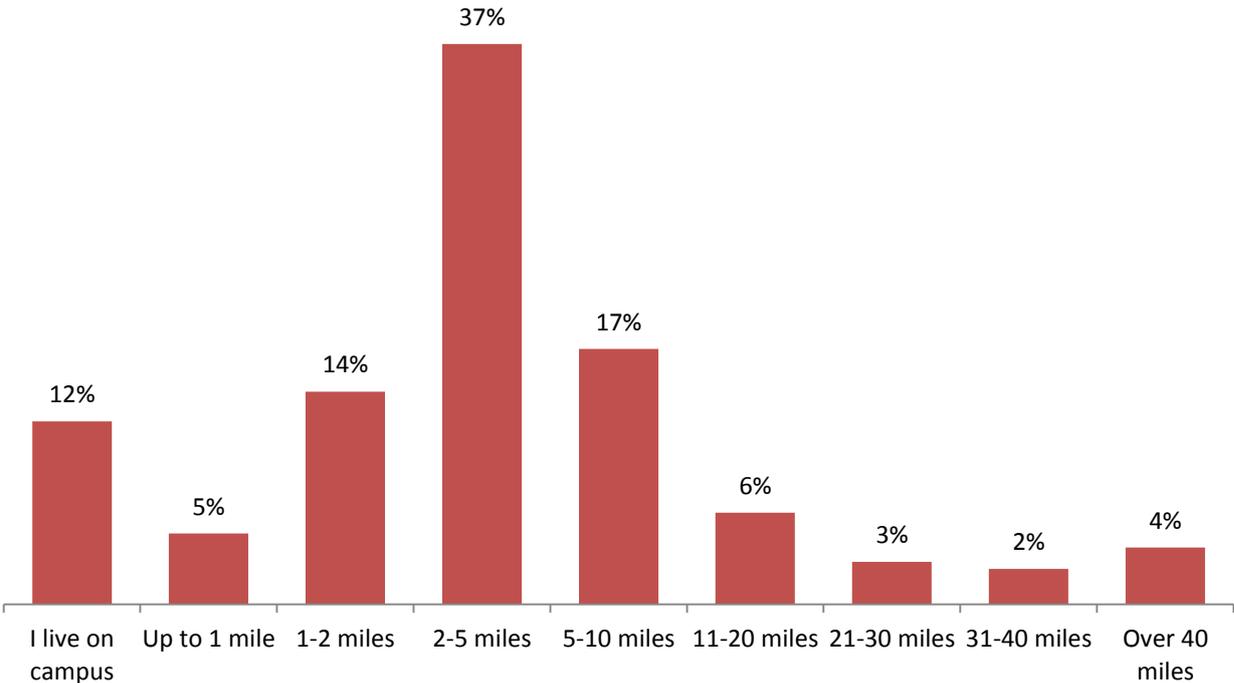
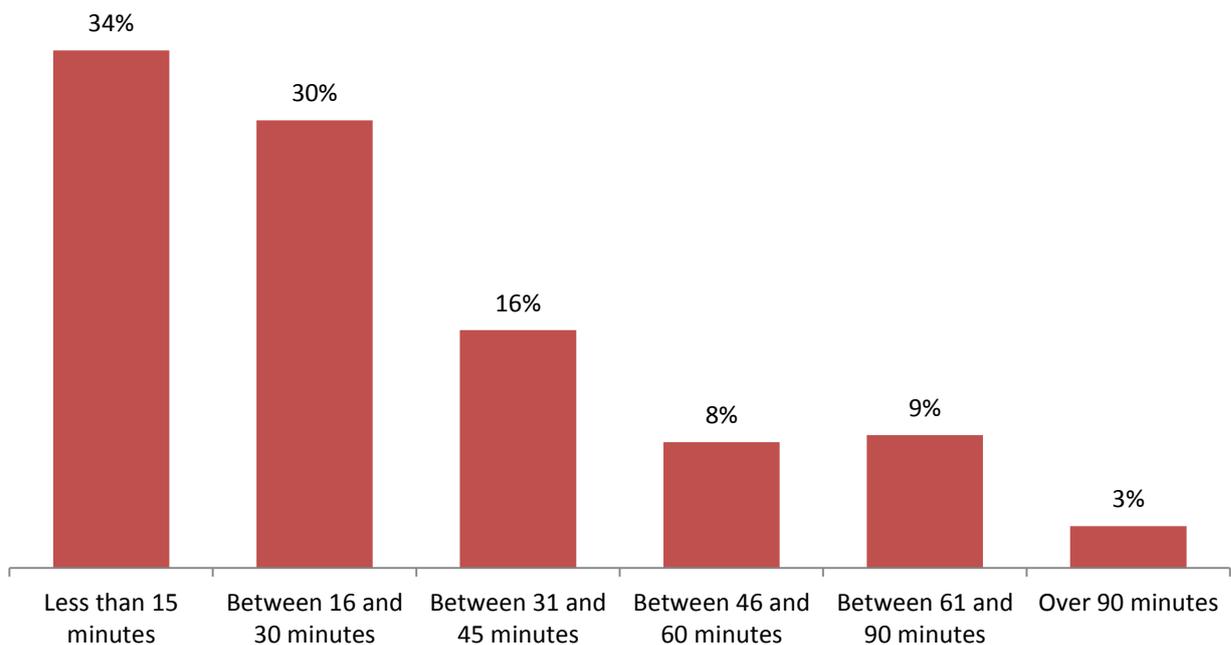
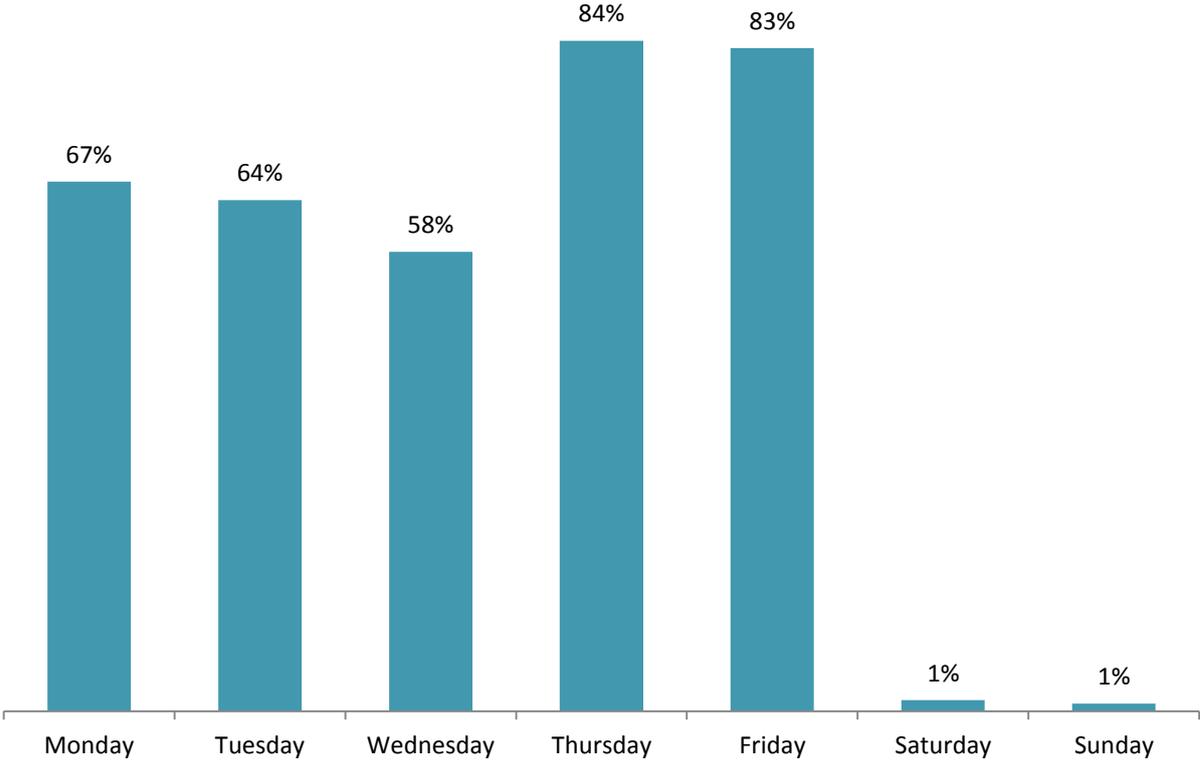


Figure 5.16: Student Travel Time to University



Comparison with the Table 4.1 and Table 4.2 which detail student travel times and distances indicate that the travel survey collected a representative sample of students, as the pattern is broadly similar. 33 students travel more than 11 miles to university; 40% of these (13 students) travel by car on their own, 15% travel by bus (5 students) and (30%) by train (10 students).

Figure 5.17: Days of Week in University



### 5.2.1 Mode

Figure 5.18: Student Main Mode of Travel

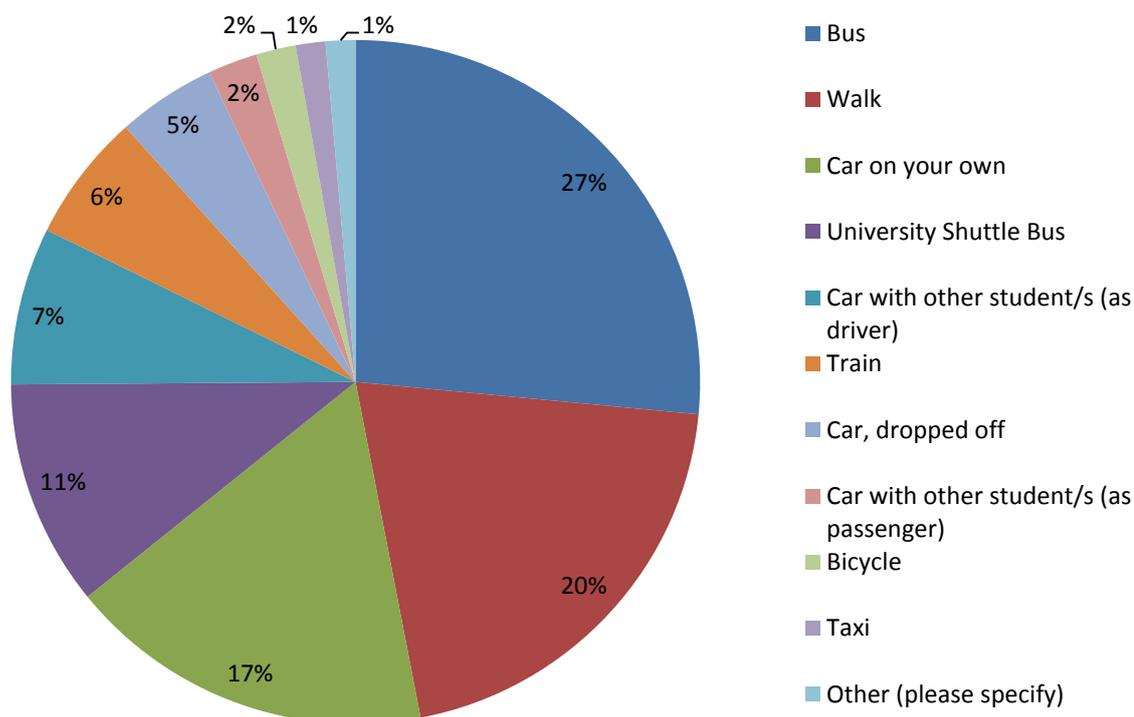


Table 5.2: Main Mode of Travel 2014-2016

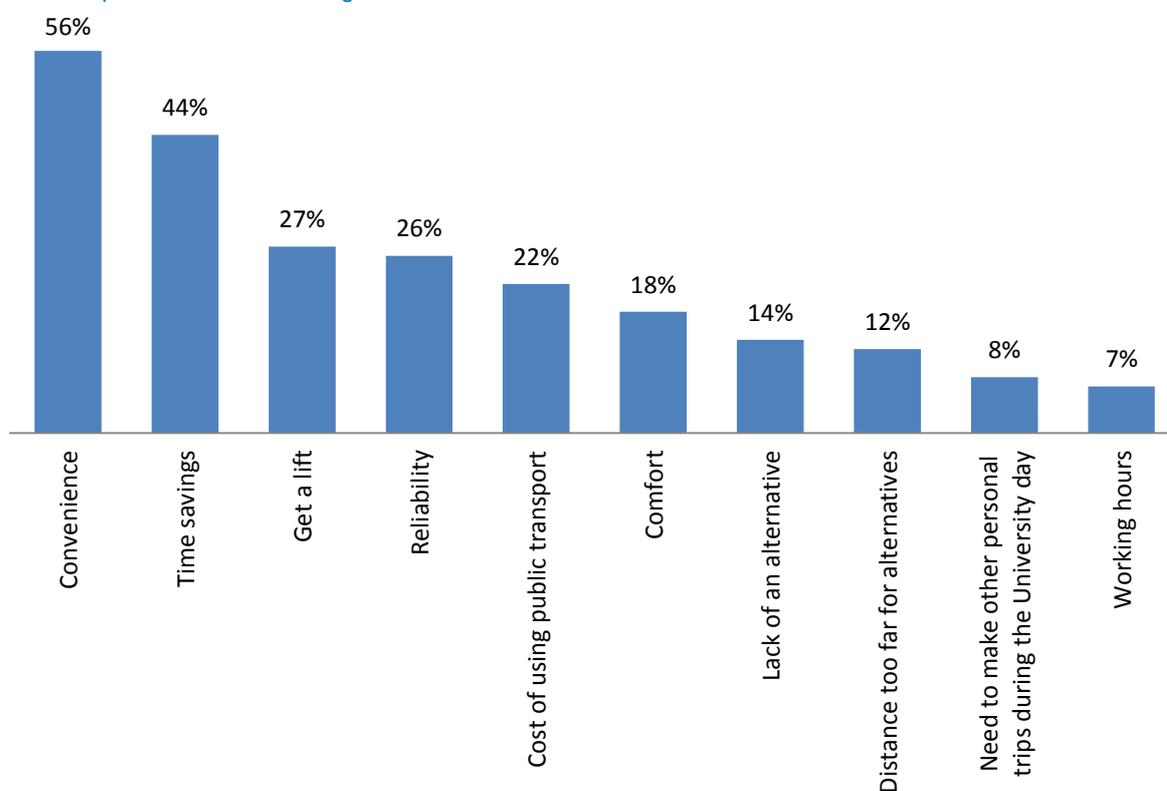
Mode	2014	2016	Change 2014-2016
Car alone	19%	17%	-2
Car share	10%	15%	+4
Bus	25%	27%	+2
Shuttle Bus	14.5%	11%	-3.5
Train	4%	6%	+2
Walk	5.5%	20%	+14.5
Bicycle	1.5%	2%	+0.5
Taxi	0%	1%	+0.5
Other	0.5%	1%	+0.5

17% of students travel to university by car alone, a further 15% car share. 38% travel by bus, 11% of these using the University bus shuttle. 6% travel by rail. 20% of students walk to university and only 2% cycle. It is encouraging to see that almost half of students use walking or bus as their main mode of

transport to university. Figures for both of these are higher than in 2014, particularly walking, which has increased from 5.5% to 20%.

Of the 37 students whose main mode of transport is car on own, 33% travel 2-5 miles to university (11 students) and 27% travel 5-10 miles (10 students). Only 2 students who travel by car on their own drive less than 2 miles.

Figure 5.19: Top 10 Reasons for Using Car



This figure shows the main reasons given by students for choosing to use car as their main mode of transport. The top three reasons for using car as main mode of travel are the same as in 2014 – convenience, time savings and getting a lift.

Students were asked how they occasionally travel to university. The most common response to this was bus, at 29% of respondents, followed by 18% who selected walk. 21 students responded that their usual mode of transport is by car on their own (12.8% of total students). Of these 21 students, 5 responded that they occasionally travel by bus, 4 students occasionally travel by train and 5 students car share. This offers some potential for encouraging those who usually travel by car on their own to use their occasional mode of transport.

Figure 5.20: Occasional mode of transport for students who usually use car on their own



Respondents were asked to select up to three measures which would encourage them to use walk, cycle and use public transport. Responses to these questions are shown in Figure 5.21 to Figure 5.23.

Figure 5.21: Measures which would encourage students to walk

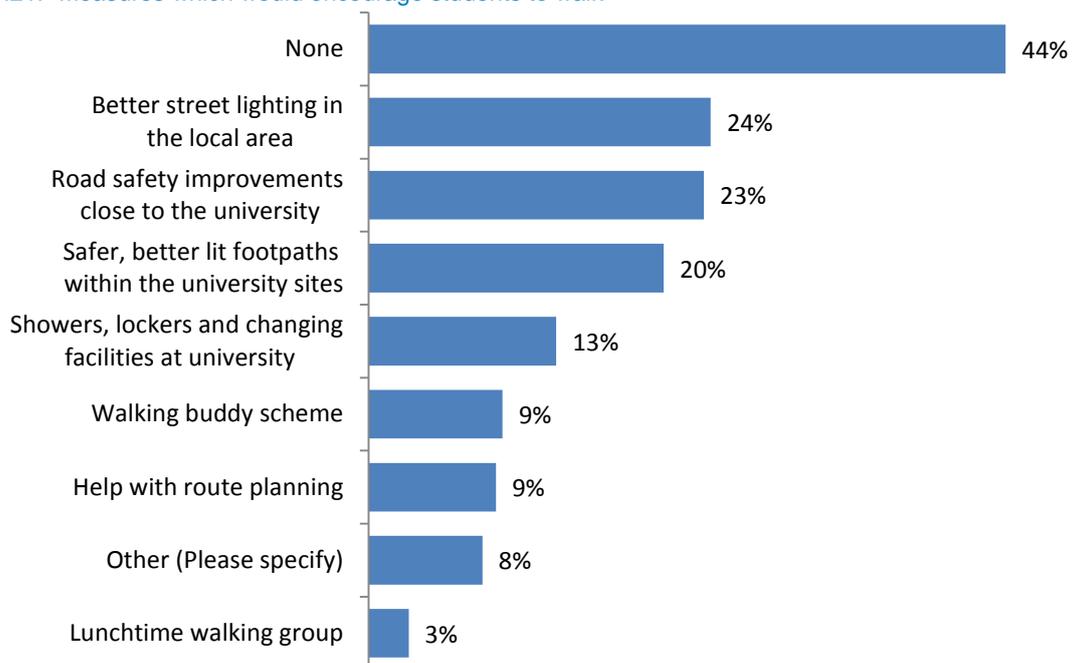


Figure 5.22: Measures which would encourage students to cycle

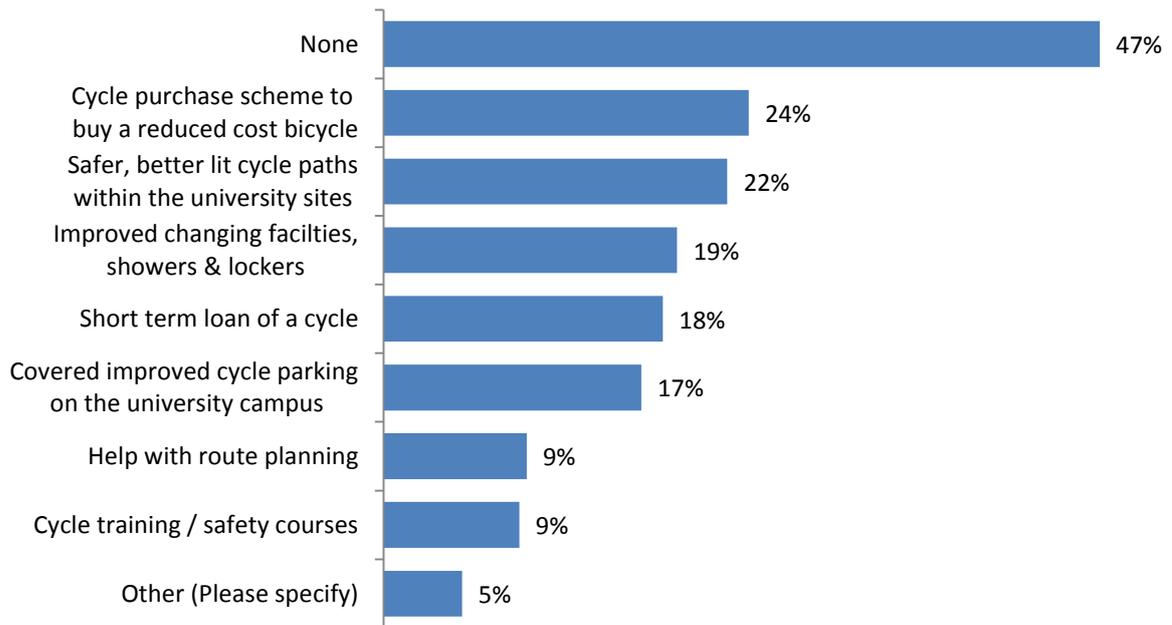
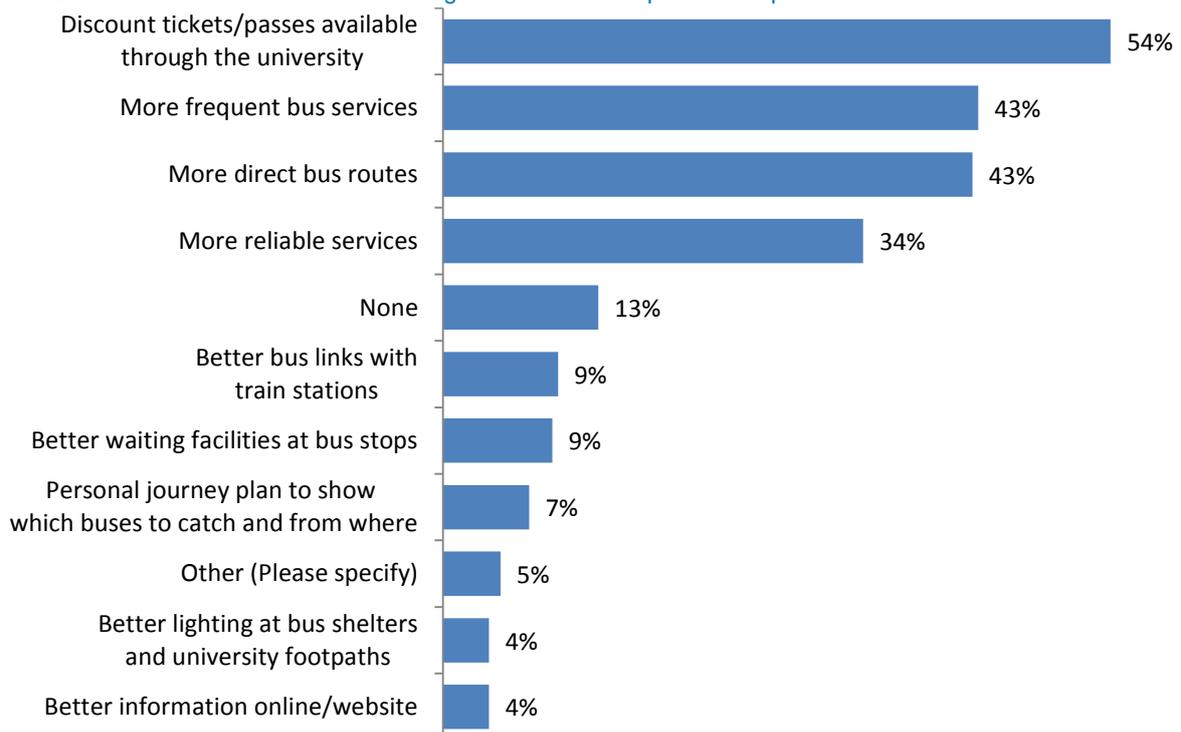


Figure 5.23: Measures which would encourage students to use public transport



While 'None' was the most common response to walking and cycling measures, responses to measures which would encourage use of public transport are clear. Over half of students said they would use public transport more if there were discounted tickets/passes available and over 40% if the provision of services was greater than at present.

For walking, safety on and around campus is a clear concern among students; a number of students also commented that they would cycle more if the surrounding roads were safer and more cycle-friendly.

All of these results are very similar to previous years' surveys, with safety, cost and provision of bus services a persistent theme.

### 5.2.2 Shuttle Bus

Figure 5.24: Usage of Shuttle Bus

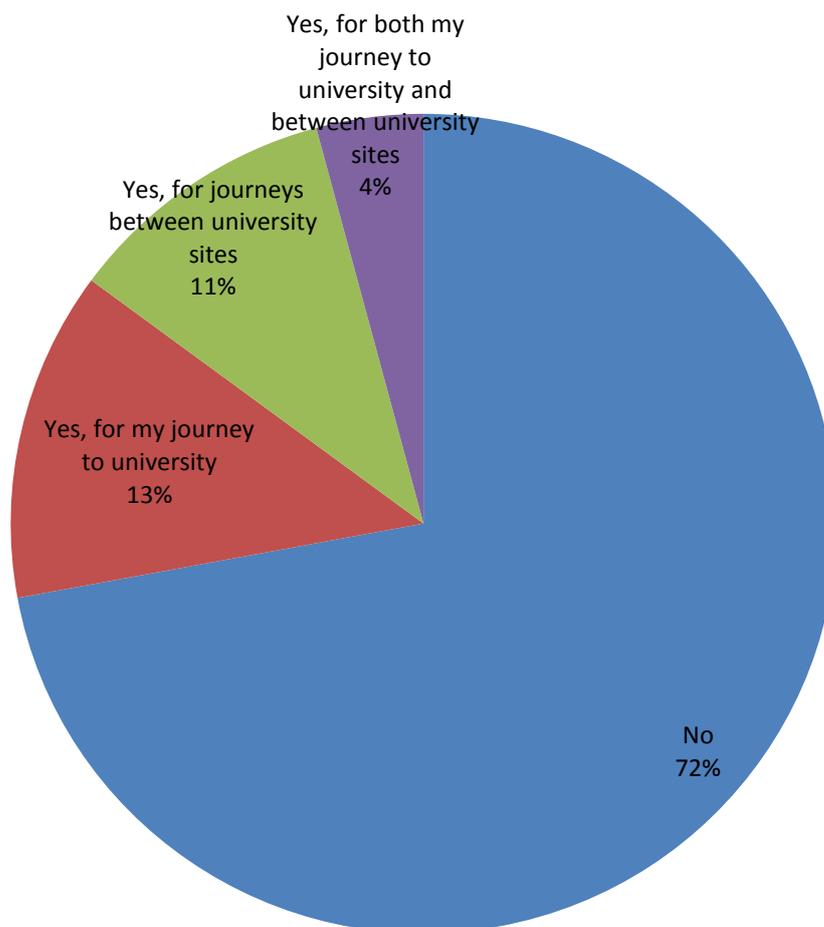
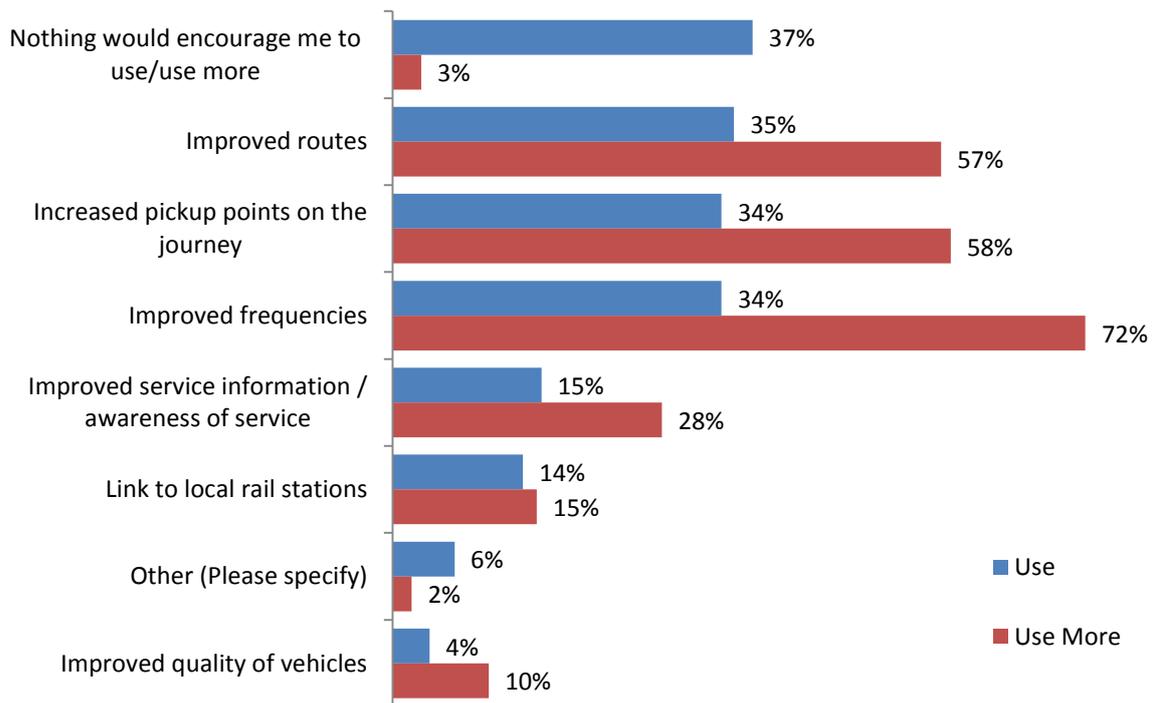


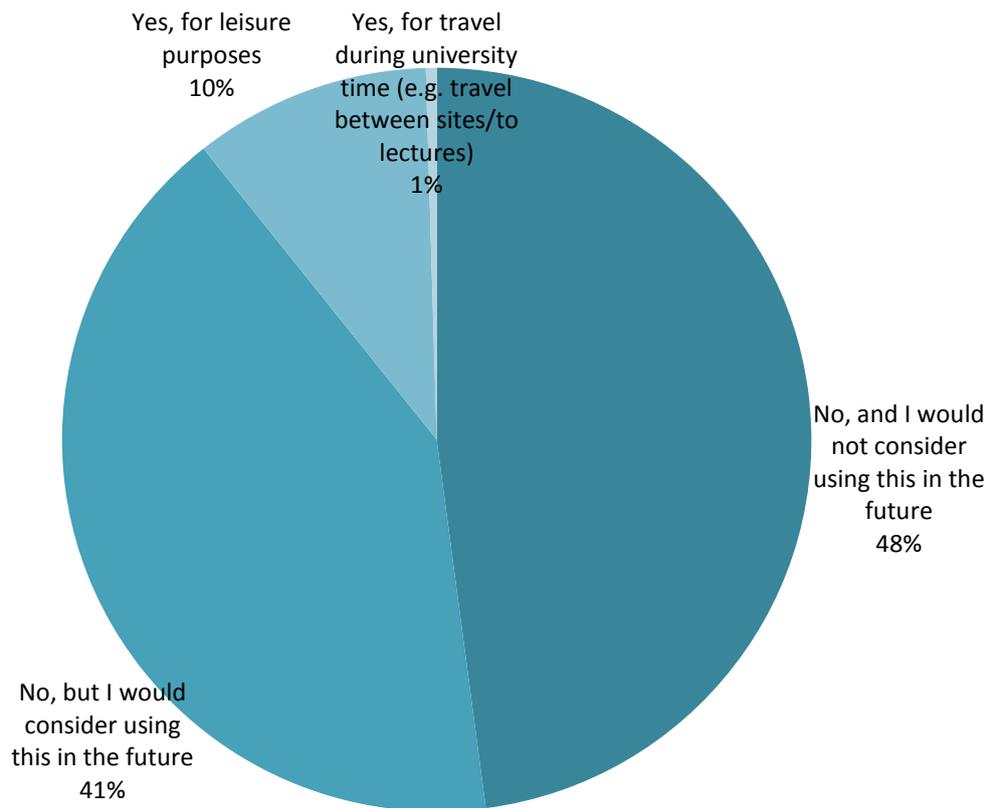
Figure 5.25: Measures which would encourage students to use shuttle bus or use it more



The figure above shows clearly that students would use the shuttle bus or use it more if the level of service offered was greater in terms of routes and frequencies. In particular, improved frequency stands out; in 2014, this was also the factor that would most incentivise students to use the shuttle bus more.

### 5.2.3 Citybikes

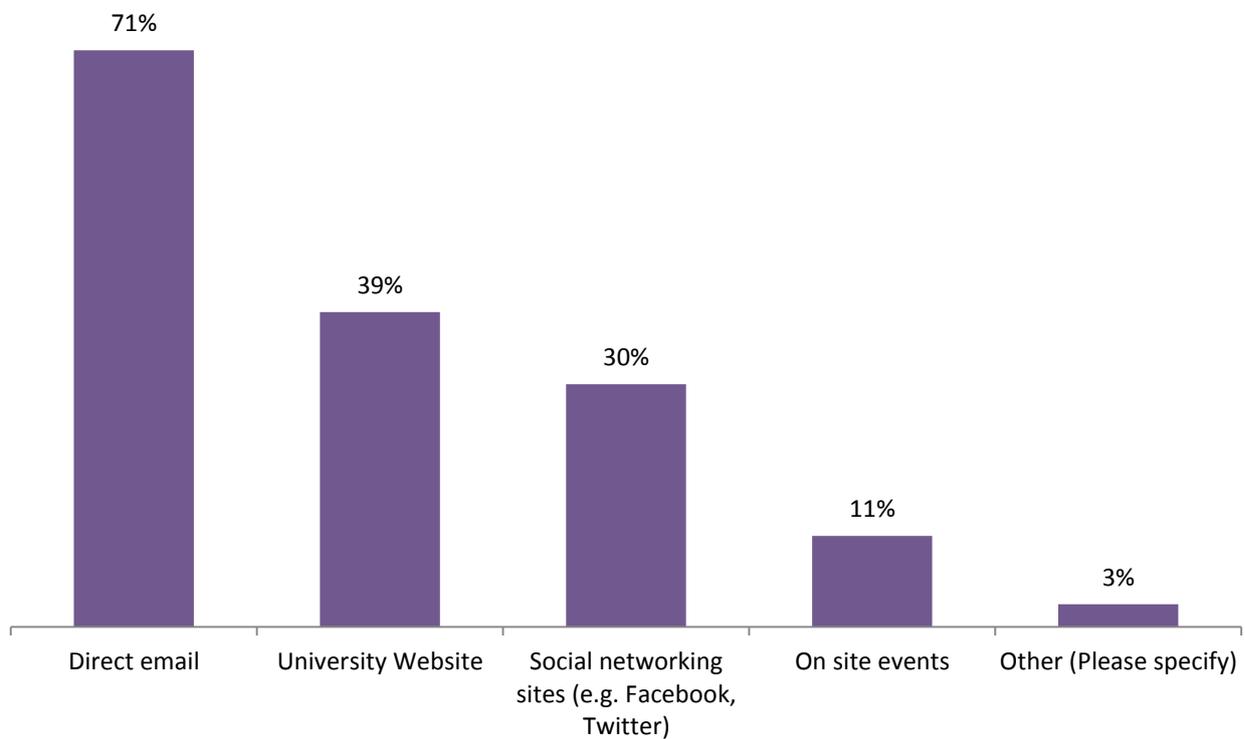
Figure 5.26: Usage of Citybikes



Usage of Citybikes among students is higher than for staff, but rates remain very low. However, students demonstrate a greater interest in considering using the bikes in the future. Frequent reasons given by students for not using Citybikes are cost, lack of stations close to home and preference to use own bicycle.

### 5.2.4 Communication

Figure 5.27: Preferred method of communication



Online communication is most popular among students; there has been a move towards social networking compared to the 2014 Travel Survey, therefore further web and social media content could be an effective way of communicating with students.

### 5.2.5 Key Findings

- A third of students indicated that they live within 2 miles and 70% live within 5 miles, indicating a high propensity for students to use active travel modes and public transport to access university
- 17% of students travel to university by car alone, a further 15% car share. 38% travel by bus, 11% of these using the University bus shuttle. 6% travel by rail. 20% of students walk to university and only 2% cycle.
- Bus and walking are the two most common methods of travel to university, accounting for almost half of students. There has been a large increase in students walking compared to 2014 survey
- Improved safety around campus is reported as a key measure which would encourage students to walk and cycle more

- The most common measures which would encourage bus usage are discounted tickets/passes on public buses and increased level of service of the shuttle bus and public buses
- Subject to the right measures being implemented, students are more willing to walk, cycle and use public transport than staff
- Communication via social media was favourable with just under a third of students and therefore may offer potential for effective engagement with students.

## 6 Travel Plan Objectives

### 6.1 Travel Plan Objectives

The Travel Plan Objectives are based on the findings of the previous sections – site audits, accessibility, postcode analysis and student and staff travel surveys.

The Travel Plan must have targets and objectives which are quantifiable and measurable over time, so as to be able to assess whether the methods implemented to influence travel behaviour have been successful. These must be ambitious enough to provide Liverpool Hope University with the incentives to make every effort to achieve significant changes in travel patterns, yet still be realistic and achievable.

The overarching objectives of Liverpool Hope University's Travel Plan are:

- To reduce the traffic generated by staff and students
- To increase the proportion of commuting to campuses and between campuses by walking, cycling and public transport
- To reduce the number of single occupancy vehicle journeys
- To increase modal choice for staff and students
- To reduce the carbon footprint of university travel

### 6.2 Mode Share Targets

With these objectives in mind, this section assesses the progress made on Mode Share targets from the 2014 Travel Plan, and sets targets for the next survey. Staff and students are set separate targets to reflect the differing patterns and needs of the two groups. The targets for 2017/18 are based on previous patterns along with what is believed to be achievable and therefore realistic.

Table 6.1: Travel Plan Targets for Staff

Mode	2014 Survey Result	2015 Target	2016 Survey Result	2017/18 Target
Car alone	39%	38%	51%	38%
Car share	4.5%	5%	13%	12%
Bus	24%	26%	14%	22%
Shuttle Bus	1%	2%	1%	2%
Train	2%	3%	2%	3%
Walk	18.5%	20.5%	15%	18%
Bicycle	3.5%	4%	3%	4%
Taxi	1.5%	1%	1%	1%
Other	0%	0.5%	0%	0%

Comparing 2016 survey results to the targets set in the previous travel plan show that car mode share results are higher than the target set; and the result from 2014. All modes of transport fail to meet targets set, with bus and walk falling particularly short. The data for 2016 is however similar to that from 2012 and 2013 suggesting 2014 could be an anomalous year.

Table 6.2: Travel Plan Targets for Students

Mode	2014 Survey Result	2015 Target	2016 Survey Result	2017/18 Target
Car alone	19%	18%	17%	14%
Car share	10%	10%	14%	14%
Bus	25%	30.5%	27%	29%
Shuttle Bus	14.5%	15%	11%	15%
Train	4%	4%	6%	5%
Walk	20%	20%	20%	20%
Bicycle	1.5%	2%	2%	2%
Taxi	0.5%	0.5%	1%	1%
Other	5.5%	0%	1%	0%

Results for 2016 show a positive picture when compared to the targets set in the previous travel plan, with targets being met or exceeded in five modes. Car alone figures are marginally below target, train exceeds the target, while walking and bicycle meet their targets. While the target for bus has not been met, 2016 figures have moved in the right direction compared to 2014.

# 7 Travel Plan Measures

## 7.1 Introduction

In this section, the main recommendations for Travel Planning measures are made. These measures include actions to be taken forward by a number of different individuals and groups.

## 7.2 Administration

As Sustainability Manager for Liverpool Hope University, Dr Suzanne Moody is the designated contact for staff and students with regard to sustainable transport. Travel Plan progress is regularly reported to the Sustainability Group.

## 7.3 Measures

The measures proposed for implementation during the next two years (the life of this travel plan document) are based upon the findings of the site audit, and the staff travel survey data and accessibility mapping sections of this report. They are grouped into policy changes, infrastructure to be implemented and promotional measures and are shown in the tables below.

Policy Measures				
Type of Transport / Initiative	Measure	Methodology	Issue / Objective Addressed / Reason	Campus
Public Transport	Increase frequency and provision of shuttle bus service	Liaise with operator feasibility of: reversing route direction, increasing frequency, adding calling points such as student residential areas and local train stations and introducing an annual student pass to offset costs of running, as alternative to other commercial services.	Improve accessibility to University	All
	Multi-operator passes	Investigate with bus operators / Merseytravel the option of multiple operator student tickets.	Students said they would use public transport more if it were more affordable	All
	Season ticket loan scheme	Implementation of a season ticket loan scheme for staff.	Staff said high cost of buses is prohibitive to their usage	All
Car	Investigate the introduction of a needs based car parking permit system.	Investigate the options for an application process for permits. Limit the number of permits in relation to number of car parking spaces on campus.	Reduce pressure on car parking Supports car park management plan	Creative Campus and Hope Park
	Consider revision of car park charging policy	Consider the revision charges for permits and pay and display to ensure availability for staff, students and visitors who need to travel by car. Consider reduced price options for part time students and staff.	Opportunity for funding to be ring fenced for car parking and travel plan measures	Hope Park

	Car Sharing Scheme	Create and promote a car sharing database for staff to facilitate communication between staff about the possibility of sharing lifts rather than driving on their own.	Reduce pressure on car parking facilities Improve local relations	Hope Park
	Guaranteed ride home for car sharers	Liaise with HR to introduce a formal guaranteed ride home for staff car sharers to alleviate staff concerns about being stranded at work in the event of unforeseen circumstances.	Encourages car sharing	All
Cycling / Walking	Apply for any Travel Plan grants available	Liaise with Liverpool City Council, Merseytravel Smarter Choices and Chamber of Commerce to apply for money for Access Funding that may be available for capital and revenue schemes.	Financial support for sustainable travel	All
	Student Bike Loans	Implement a scheme where students can hire bikes for a term/year, or can buy second hand bikes.	Support student cycling	All
Staff Business Travel	Business Travel Analysis	Carry out analysis of staff business travel to better understand the modes and destinations of staff travel.	Supports sustainable business travel	All
	Consider introducing a transport hierarchy policy	Develop a more rigid staff travel claim policy that ensures that mileage claims are not progressed if there is a viable sustainable option.	Supports sustainable business travel	All
Overall Sustainability Policy	Carbon emissions monitoring	To achieve the objectives of the Travel Plan and Sustainability Strategy carry out monitoring of carbon emissions generated through business travel and commuting.	Meet carbon emission monitoring requirements	All
	Residents Parking Zones	Liaise with Liverpool City Council to establish why the potential Residents Parking Zone in the vicinity of Hope Park was not implemented.	Improve local relations	Hope Park
	Lecture Scheduling	Consider scheduling lectures in a way that reduces extra student journeys to campuses.	Reduce unnecessary travel	All
	Flexible Working	Investigate possibility of a flexible working policy for staff to encourage home working where possible.	Reduce unnecessary travel	All

Infrastructure Measures				
Type of Transport / Initiative	Measure	Methodology	Issue / Objective Addressed / Reason	Campus
Cycling	Conduct review of cycle parking storage	Consider relocation of current cycle stands to more prominent locations such as in front of buildings, or install new cycle stands in prominent positions.	Supports active travel	Hope Park
	Signage of cycle parking	Improve signage of cycle parking locations.	Supports Active Travel	Hope Park
	Increased provision of showers, lockers and drying facilities	Investigate options to provide showers and drying facilities, and increased number of lockers.	Supports active travel Most common measure which people said would encourage them to walk and cycle	All
	Cycle Spares	Provision of a permanent bike pump and repair stand with cycle repair kits and tools available.	Supports cycling	All
Roads	Resurface of Langsdale Road	Lobby Liverpool City Council to resurface the road to improve cyclists' safety and comfort.	Roads are perceived as unsafe for cyclists	Creative Campus
	Prioritising of cycle lanes around campuses	Lobby Liverpool City Council to upgrade cycle lanes to mandatory and penalise illegal parking, particularly on Woolton Road.	Improve health and wellbeing of staff	Hope Park
	Improve pedestrian facilities on site	Install a footway alongside the entrance/exit to the car park adjacent to EDEN building at Hope Park.	Improve safety of pedestrians	Hope Park

	Improve pedestrian crossing facilities on road junctions near campuses	Lobby Liverpool City Council to install pedestrian controlled signalised crossings at Woolton Road / Taggart Avenue.	Improve safety of pedestrians	Hope Park
	Improved safety and lighting	Lobby Liverpool City Council to improve lighting and safety on roads surrounding campuses.	Improve safety of pedestrians and cyclists	All
	Signage	Work with Liverpool City Council to improve pedestrian and cycle signage between rail stations and campuses.	To increase walk/ cycle and rail journey combinations for staff and students living further afield.	All
Car Parking	Car Park Layout improvements	Redesign layout of car park off Langsdale Street on Creative Campus to increase capacity and prevent spaces being wasted due to risk of being blocked in.	Reduce car parking pressures and improve local relations	Creative Campus
	Car Park Layout	Consider the options to segregate staff and student car parking.	To ensure maximum use of whole campus and benefit to those with greatest need.	Hope Park
	Car Share spaces	Consider the opportunities to introduce car sharing spaces or permits.	Increase the percentage modal split by car share.	Hope Park
	Rented Pool Car Scheme	Investigate the possibility of having a rented low emission or electric car for staff use for journeys. Allocate a specific parking space at campuses.	Supports sustainable business travel	All

Promotion and Marketing Measures				
Type of Transport / Initiative	Measure	Methodology	Issue / Objective Addressed / Reason	Campus
Cycling	Promote cycle parking and lockers to staff and students	Promote existing facilities through direct email, and posters.	Promotes active travel	All
	'Green Impact' initiative	Continue to run a competitions to encourage staff and students to try new methods of transport, including cycling, through publicising travel times to popular destinations using different transport modes. This could be incorporated into the Cycling Challenge.	Supports trialling of new transport methods for staff and students to make a long term change	All
	Bike Doctor	Hold events on campuses at suitable times of the year where students and staff can have their bike serviced and repaired for free.	Support students and staff in using active travel	All
	Cycle training	Investigate opportunities to offer cycle training sessions to staff and students.	Support students and staff in using active travel	All
Staff Travel Awareness	I Heart my Colleagues	Continue to hold events which coincide with national campaigns, such as 'Walk to Work Week' and 'Cycle to Work Week', and internal campaigns such as the Pedometer and Cycling Challenges.	Reduces staff expenditure on travel  Promotes trialling of new transport methods for staff to make a long term	All

			change	
	Regular communication	Include regular messages within email bulletins to all staff advertising initiatives, details about alternative transport, and testimonies from people who have changed transport mode.	Informs staff of latest updates and initiatives	All
	Cyclescheme	Undertake further promotion of Cyclescheme to increase staff uptake.	Promotes Cyclescheme to all members of staff and increase the numbers applying  Reduces staff expenditure on travel	All
Student Travel Awareness	Freshers' Fair	Include 'Travel to Uni' promotion stall at Freshers' Fair to highlight active and sustainable travel modes in addition to information on bus passes already available.	Promotes travel options to new student intake	All
	Social Media	Maximise the use of the University social media accounts to promote sustainable access, measures and events.	Promotes travel options to existing and potential users.	All
Public Transport	Improved awareness of shuttle bus	Promote shuttle bus through signage, information displays at bus stops and posters around campuses, with times and calling points.	Encourage the use of the shuttle bus between campuses	All
General	Merseyside Employers Network	Attendance at Merseyside Employers Network to share best practice with other workplaces implementing travel plans.	Benchmarking and sharing of best practice	All

## 7.4 Priority Actions

Whilst it is advisable for Liverpool Hope University to pursue all of the actions detailed above, a number of the actions have been identified as being a priority, based on either being a 'quick win' or would likely have a particularly significant impact. These have been decided based on consultation with Dr Suzanne Moody (Sustainability Manager), Sue Beecroft (Finance Director) and Michael Hayes (Procurement Manager).

### 7.4.1 Quick Wins

These prioritised actions are relatively quick, easy and low cost to implement, and therefore represent actions that could be taken in the short term.

- Analysis of business travel to understand opportunities for reduced car use.
- Signage of cycle parking
- Promote cycle parking and lockers to staff and students
- Provision of a permanent bike pump and repair stand with cycle repair kits and tools available
- Pool car rent scheme
- Promotion and signage of shuttle bus service
- Production and dissemination of information for new starters on getting to campus by sustainable options.

### 7.4.2 Significant Impact

These prioritised actions are not as quick, and may require collaboration across the university or with outside partners. However, based on the travel survey, site audits and the consultation with staff mentioned above, these have been identified as ones which in the medium to longer term could have significant impact on travel patterns and behaviour at Liverpool Hope University. These are:

- Investigate the introduction of a needs based car parking permit system.
- Increase frequency and provision of shuttle bus service
- Season ticket loan scheme
- Consider introducing a transport hierarchy policy
- Flexible Working
- Investigation into opportunity to schedule lectures in a way that reduces extra student journeys to campuses
- Increased provision of showers, lockers and drying facilities.

## 8 Travel Plan Marketing and Monitoring

### 8.1 Travel Plan Monitoring

This section will describe the monitoring proposals for the implementation of the Travel Plan. This methodology is designed to ensure that the Travel Plan is a dynamic document, continually evolving in line with the latest data on mode share and travel habits.

It is recommended that the predominant method for assessing the benefits of the travel plan is through the achievement of mode share targets. This will allow comparable figures to be monitored every two years to see the overall trend of mode share. Travel Plan progress will be continually monitored through the review of progress against measures identified for implementation. Progress made toward these measures will provide an indication of the speed of movement towards full realisation of the plan and will allow corrective actions to be undertaken should any part of the plan be poorly adhered to or lacking in impact. Progress reports and revised measures can then be produced on a biennial basis.

In addition to travel surveys monitoring will also be undertaken in the form of reviewing usage of car parking, cycling parking and motorcycle parking at 6 monthly intervals, monitoring of business mileage and the take up of policies and promotions e.g. cycle to work scheme.

### 8.2 Marketing Strategy

Travel Plan contacts at each site will be responsible for marketing of the Travel Plan at their specific location. These measures will ensure that information regarding Travel Planning is available to all, regardless of working environment, and will allow advertising and promotion of specific events to be disseminated to all staff and students.

The following actions to inform staff, visitors, and neighbours of the Travel Plan are recommended utilising existing lines of communication:

- Produce a Travel Plan Guide to summarise and explain the findings of the Travel Plan Surveys, and promote existing measures and those proposed. Disseminate to all staff and Management.
- Promote and co-ordinate site specific events such as 'Bike Week' and 'Cycle to Work.'
- Travel Surgeries and Fairs with Personalised Journey Planning Facility including presence at Freshers' week events;
- Advertise Travel Plan activities and events via traditional methods such as direct email and posters on campuses;
- Utilise University social media accounts.
- Utilise on site TV screens;
- Update the Travel Plan intranet page with links to latest Travel Plan information;
- Disseminate information via staff meetings:
- Produce a 'Welcome information' for all new staff and fresher's starters;
- Produce and distribute 'How to Get To' guides throughout the organisation; and
- Production of testimonials to encourage staff to try sustainable transport options.