Travel Plan
2024 - 2030

University of Hertfordshire UH

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Executive Summary

The University of Hertfordshire is committed to improving transport options for its staff, students and visitors, while promoting more sustainable modes of travel. This Travel Plan is a long-term management strategy which seeks to monitor and recommend measures to reduce the negative impacts of travel associated with the university's operations and activities.

In early 2024, the University of Hertfordshire invited its staff and students to take part in a Travel Survey to help inform the Travel Plan. The results revealed that:

- 76% of employees are driving alone to work
- 30% of staff are commuting in 3 days a week
- The average commute distance amongst the workforce is 15.5 miles (one-way)
- While 30% of staff live within a reasonable distance for an active commute, only 7% of employees travel in this manner
- The total emissions for staff commuting are estimated at 1,344.7 tonnes of CO^2e
- Main barriers to using other modes of transport are finance- and time-related.

As the response rate for students was not sufficient for the quantitative data to be statistically representative, this plan considers primarily staff commuting, however all relevant qualitative data was considered.

The main objective of this travel plan is to reduce the environmental, social and business impacts associated with transport use by implementing effective measures structured around the sustainable travel principles. To support these objectives, the plan sets out the following targets:

1. To reduce **emissions** from staff commuting by 20% by 2027, and 40% by 2030
2. To improve the **staff modal split** between single occupancy and sustainable travel modes from 76% / 24% respectively to 65% / 35% by 2027, and 60% / 40% by 2030
3. To reduce single occupancy vehicle **return trips per week** from 2.4 to 2.15 by 2027, and 2 by 2030
4. To increase the **low- carbon modes of travel** as a percentage of single occupancy trips from 13% to 16% by 2027 and 19% by 2030.
5. To maintain the **student** commuting **modal split** between single car occupancy and sustainable travel at 20% and 80% respectively.

Targets have been set against a new 2024 baseline that takes into account post-Covid hybrid working models.

The Travel Plan recommends a number of actions to help meet our targets and objectives, primarily by implementing measures to promote, encourage, and facilitate active travel, travel by public transport, and alternatives to single occupancy car commuting. These will be considered and managed by the Travel and Transport Working Group, and progress will be reported in the Environment and Sustainability Annual Performance Report, the Net Zero Progress Report, and futures iterations of the travel plan.

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Version Control

Version	Date	Details	Approved by
1	12/08/2024	New document	TTWG

1. Introduction

This Travel Plan has been prepared by EAS on behalf of the University of Hertfordshire (UH), Hatfield, Hertfordshire.

A Travel Plan is a long-term management strategy which seeks to monitor and, through the implementation of Travel Plan measures, reduce the negative impacts of travel associated with the university's operations and activities.

UH first prepared a Travel Plan in 2002 and this current document represents the fifth iteration of the typical 5-year Travel Plan cycle, to cover the period 2024 to 2030.

This updated Travel Plan has been prepared as part of UH's ongoing commitment to the assessment and mitigation of the environmental impacts of the university, as set out in the Net Zero Action Plan (2023), Environmental and Sustainability Framework (2023), which are structured within UH's ongoing ISO14001 and EcoCampus Platinum accredited Environmental Management System. The Environmental Management System is overseen by the Environment and Sustainability team.

This updated Travel Plan has also been prepared to support discussions with the local planning authority (Welwyn Hatfield District Council) and/or local highway authority (Hertfordshire County Council) regarding future development projects and the university's role in the general management of the safe and efficient functioning of the local highway network.

The Travel Plan is under the remit of the Estates Department and is managed by the Travel and Transport Working Group as detailed in Chapter 3.

The Travel Plan covers all UH campuses and facilities.

1.1. Report Structure

This Travel Plan has been produced with reference to the Department for Communities and Local Government Guidance on Travel Plans, Transport Assessment and Statement in Decision Taking (2014), and TfL Travel Plan Guidance (2013).

The contents of this Travel Plan are as follows:

Chapter 2 – Site Context;

Chapter 3 – Travel Plan Management, Roles and Responsibilities;

Chapter 4 – Travel Patterns and Surveys;

Chapter 5 – Objectives and Targets;

Chapter 6 – Measures, Initiatives and Action Plan;

Chapter 7 – Monitoring, Review and Reporting

2. Site Context

UH has two main campuses, known as ‘College Lane’ and ‘De Havilland’, located in the south-west and south-east of Hatfield respectively, as well as smaller facilities at Meridian House in the centre of Hatfield, and at the Bayfordbury Field Station in Bayfordbury.

As of 2022-23, UH had circa 27,188 students (FTE), comprising 13,834 undergraduates and 13,354 postgraduates, and circa 2,772 staff.

2.1. College Lane Campus

College Lane includes academic, administrative, leisure and residential facilities, plus large open areas for recreation and a small woodland area named Hazel Grove which locally is of high conservation value. College Lane serves approximately 14,000 students and some 1,800 staff. The campus includes 1,400 car parking spaces for students and staff, 330 spaces at the College Lane accommodation for residents only, and an additional 786 located at the Park and Ride.

Access to College Lane is taken from:

- Roehyde Way, onto College Lane;
- Along College Lane at the northern end of the campus; and
- From Bishops Rise onto the access road to the Halls of Residence.

There are two access points for cars onto the Hatfield campus, via the A1001 Roehyde Way - one into the Forum complex and the other at the junction with College Lane. There is a bus barrier at the northern end of College Lane acting as a bus lane, thus restricting entrance by private car to the campus. However, the turning point adjacent to the bus barrier is used as an informal drop off and pick up point for car passengers. This entrance also provides important access for pedestrians and cyclists.

The Bishops Rise entrance comprises a gate house primarily used by pedestrians and cyclists as well as being used for emergency access.

The primary highway network around Hatfield Campus is subject to peak period congestion with significant back-up of traffic at the major junctions on the A1 (M), the Roehyde Junction (Junction 3) adjacent to the campus and the Jack Oldings Junction (Junction 4) to the north of Hatfield.

The Roehyde Junction and Comet Way are significantly congested during peak periods resulting is substantial queuing from the A1 (M) and also along the A414 Comet Way junction to Roehyde roundabout. This traffic congestion results in a significant impact to traffic movements entering and leaving the site.

2.2. De Havilland Campus

De Havilland (DH) includes academic, administrative, leisure and residential facilities, serving around 6,000 students and 400 staff. There are 824 parking spaces available for staff, students with extenuating circumstances, and users of the sports and leisure facilities at DH main, Law Court, and MacLaurin car parks, but there is no on-site car parking for the student accommodation on the campus. The sports facilities are available to the general public and external organisations and well as students and staff.

Access to De Havilland is taken from:

- The Bishops Square Roundabout;
- St Albans Road West via the Ellenbrook roundabout
- Via the new roundabout opposite the new residential area.

2.3. Meridian House

Meridian House provides facilities for the Faculty of Health and Human Sciences and has a central location in Hatfield town centre. There are over 30 part- and full-time staff based at Meridian House. Student numbers vary depending on teaching and arrangements.

There is limited parking supplemented by informal parking in town centre car parks next to the site. The area is well severed by the local bus network and bus stops are within a short walking distance of the facility. Bus routes provided also connect to the Hatfield Railway Station which is a short distance away.

2.4. Bayfordbury Field Station

The Bayfordbury fieldwork station is primarily used by the School of Medical Sciences (LMS) and School of Physics, Engineering, and Computer Science (SPECS). There are three permanent staff and between ten and twelve research students based at the field station although numbers are increased when events and practical work take place. A visit to Bayfordbury is included for prospective Natural Sciences students on University and Faculty Open Days and a bus is provided for these visits.

Facilities include laboratories and an observatory with plenty of provision for car parking. The area is served by public transport although due to the field station’s remote location, this is infrequent.

Car sharing is encouraged where possible and, to reduce student car movements, a bus is provided from Hatfield campus when practical work is timetabled.

2.5. Existing Transport Infrastructure and Accessibility

UH has circa 3,700 parking spaces across the various campuses, including 800 spaces at a Park & Ride facility located off South Way, south-west of Hatfield, adjacent to the A1(M) junction 2. A plan illustrating parking provision across the College Lane and De Havilland campuses is included in **Appendix A**.

The Park & Ride facility is primarily aimed at students, with a shuttle bus service running during term time every circa 5- to 7-minutes between the Park & Ride and main campuses.

There are 8 charge points across the university car parks.

The Uno bus company was created by UH, currently operating as a subsidiary company to UH, providing services geared towards students and staff, with subsidised tickets, though is also usable by the general public.

There are currently 24 routes from the university to destinations across Hertfordshire, Bedfordshire and Greater London. A plan showing the current Uno bus routes is included at **Appendix B**.

There is sheltered cycle parking across the College Lane and De Havilland campuses, 24-hour free tread-bike hire via Active Ride, and showers and lockers available for staff.

A shuttle bus links the two main College Lane and De Havilland campuses with frequent services of every 7.5-minutes between 07:00-18:00 and every 15-minutes 18:00-23:00.

These campuses are also connected for pedestrians and cyclists by shared footway-cycleways along B6426 Cavendish Way/A1057 St Albans Road West, with signalised crossings over the connecting junctions.

The Alban Way traffic-free cycle route, a former railway line, crosses below Cavendish Way between the College Lane and De Havilland campuses, providing access west to/from St Albans and east through Hatfield.

Hatfield railway station is located in the east of Hatfield. On foot the journey from the station is circa 2.2km/29-minutes to College Lane and circa 2.7km/37-minutes to De Havilland. By cycle the journey from the station is circa 2.8km/9-minutes to College Lane and circa 3.4km/13-minutes to De Havilland.

The journey between the railway station and main campuses is circa 10- to 20-minutes via a number of buses including the 301, 302, 341, 602 and 653 bus routes, which together provide several services per hour.

Meridian House can be accessed in a circa 1.5km/20-minute walk from both College Lane and De Havilland. Multiple bus routes included the 301, 302, 341, 602, 610 and 653 provide access between College Lane/De Havilland and Meridian House in a circa 5- to 15-minute journey.

The Bayfordbury Field Station, being in a relatively remote, rural location, as is required for the nature of activities undertaken there, has relatively limited public transport access; the 341 Uno bus provides circa 1 service every 2 hours from Hatfield, Hertford, Ware, Hoddesdon and Broxbourne.

3. Roles and Responsibilities

3.1. Senior Management Commitment

Senior Management Commitment for the university's Travel Plan is provided through the structures put in place for the University's Environmental Management System (EMS), which is governed as per below:

- The Environment and Sustainability Steering group (ESSG) oversees the EMS and maintains strategic oversight of the Environment and Sustainability agenda. The ESSG meets twice a year and comprises the Director of Finance (chair), the Director of Estates, the Senior Environment and Sustainability Advisor, Dean of the School of Life and Medical Sciences, and the Head of Corporate Services/Deputy Secretary and Registrar. The Environment and Sustainability Sub-Committee reports into the ESG.

- The Environment and Sustainability Sub-Committee brings together representatives from all relevant stakeholder groups with an interest or own objectives in our Environmental Sustainability Strategy. This group is made up of Director of Estates (chair), Assistant Director – Capital Projects, Assistant Director – Campus Services, Head of Campus Services, Head of Capital Projects, Energy Manager, Head of Procurement, Senior Environment and Sustainability Adviser, Director of Learning and Teaching, and the Director of Research and Enterprise Services. This group meets every 2 months to manage the sustainability agenda and review progress against aims, targets and objectives set out in the Environment and Sustainability Framework. Acrea specific operational working groups manage individual plans that report into this sub-committee group.

- Travel & Transport Working Group (TTWG) is responsible for the development, implementation and review of the University's Travel and Transport Strategy. The group reports into the Environment and Sustainability Sub-Committee and includes membership from:

    - Assistant Director Campus Services (Chair)
    - Parking Manager
    - Senior Environmental and Sustainability Advisor
    - UNO Bus representative
    - Trade Union representative x 2 (Professional and Academic)
    - Student Union
    - Estates Business Support
    - Representative from Active Travel group
    - Other stakeholders may be invited as appropriate

The group meets 4 times a year.

3.2. Key Stakeholders

Aside from internal departments within the TTWG, Sub-Committee and Steering Group, key stakeholders for the Travel Plan would include:

- Students;
- Staff;
- Local community;
- Local businesses;
- Other public transport operators (e.g. TfL, National Rail, local external bus companies);
- Hertfordshire County Council (HCC) (local highway authority);
- Welwyn Hatfield District Council (WHDC) (local planning authority).

Relevant contacts would ensure that information on developments with the university Travel Plan are made available to key stakeholders and that any feedback received is brought for discussion with the TTWG Team/Steering Group as necessary.

3.3. Staff and Student Consultation

Consultation with staff and students on a regular basis is essential to help to raise awareness of transport issues as well as overcoming resistance to change. A variety of campaigns, surveys and press releases regarding sustainability and environmental considerations take place which promote awareness and consultation of staff and students as to their views and travel habits. In order to keep staff and students interested, this must be maintained to help sustain enthusiasm and momentum.

In order to contend with sensitive issues such as restrictions on car parking spaces, the University will ensure that incentives and alternatives are in place to help reduce car use. Opportunities to promote the alternatives will be taken so that staff and students are aware of their realistic and affordable travel choices.

3.4. Working with Partners

The University recognises the significant contribution it can make to reduce the transport impact in its area and working with its partners will seek joint solutions and opportunities to help alleviate transport issues. For example, the University is commencing regular meetings with WHDC and HCC regarding such matters and will continue to be active in appropriate local forums and associations which are concerned with managing the impacts of transport and the environment.

4. Travel Patterns and Surveys

4.1. Previous Travel Patterns

Figure 4.1, taken from the previous 2018 Travel Plan report, illustrates the modal share of staff commuting from the 2018 survey.

Figure 4.1 – 2018 Staff Primary Mode of Transport (from 2018 UH Travel Plan)

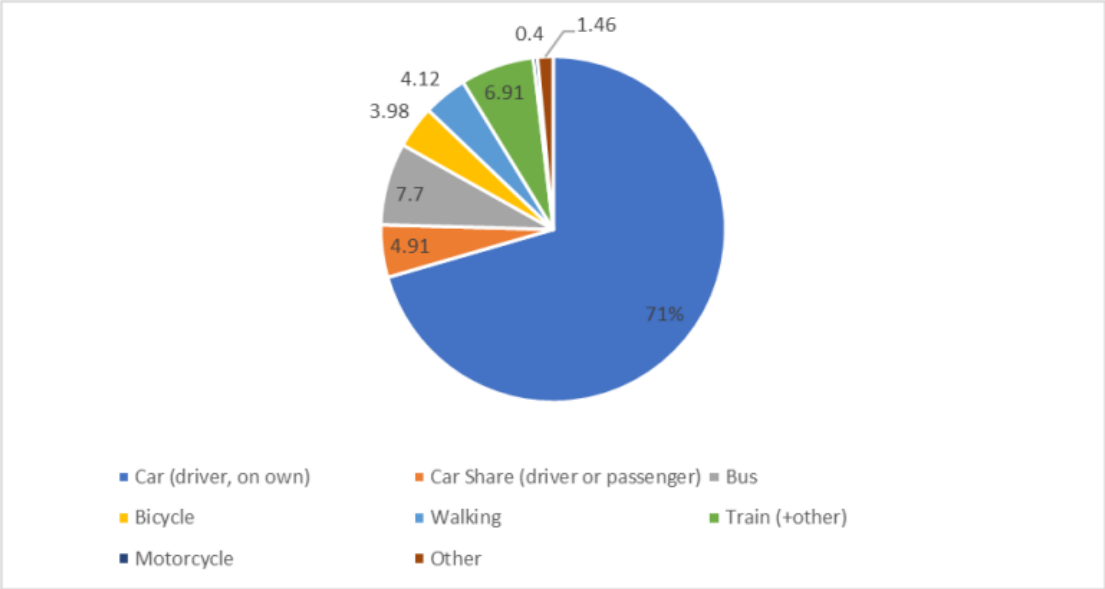


Figure 4.2, taken from the previous 2018 Travel Plan report, illustrates the modal share of staff commuting from previous travel surveys between 2002 and 2018.

Figure 4.2 – 2002-2018 Staff Primary Mode of Transport (from 2018 UH Travel Plan)

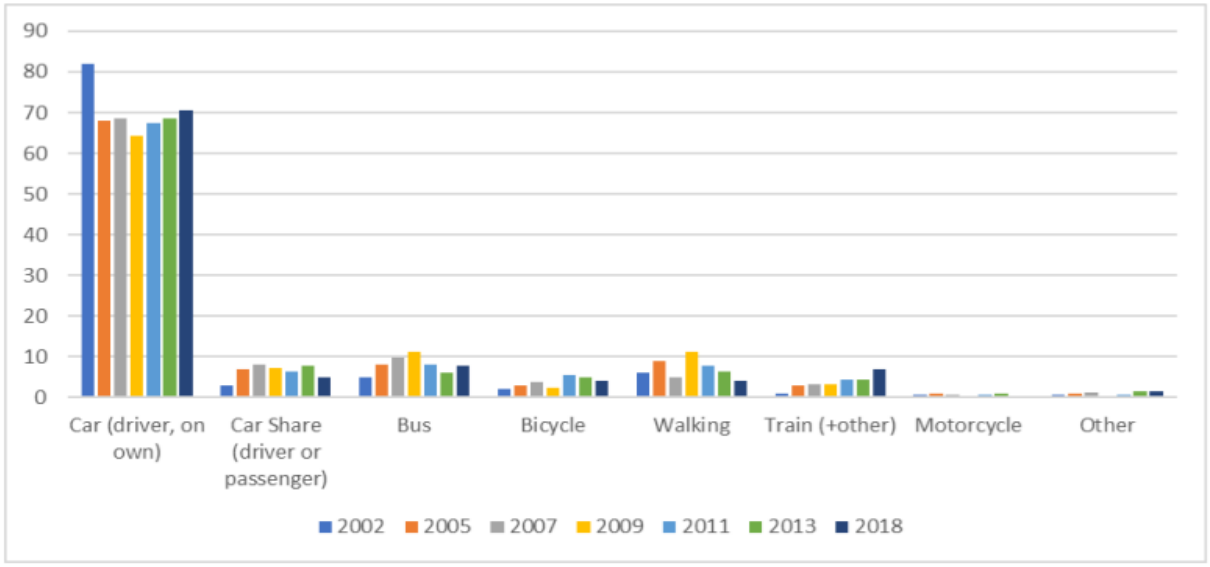


Figure 4.3, taken from the previous 2018 Travel Plan report, illustrates the modal share of student commuting from the 2018 survey.

Figure 4.3 – 2018 Student Primary Mode of Transport, excluding residences (from 2018 UH Travel Plan)

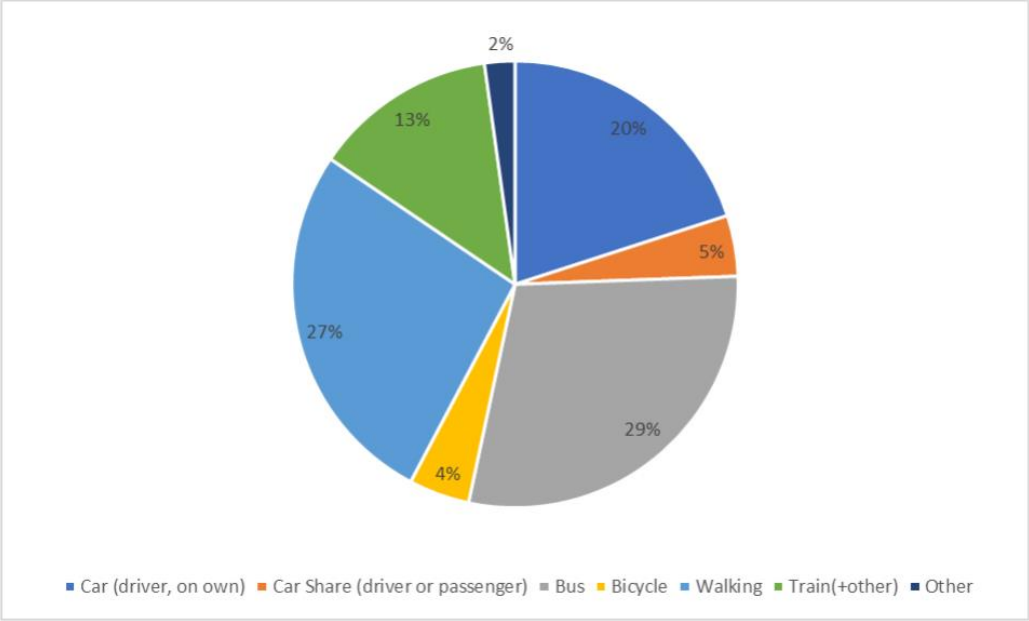
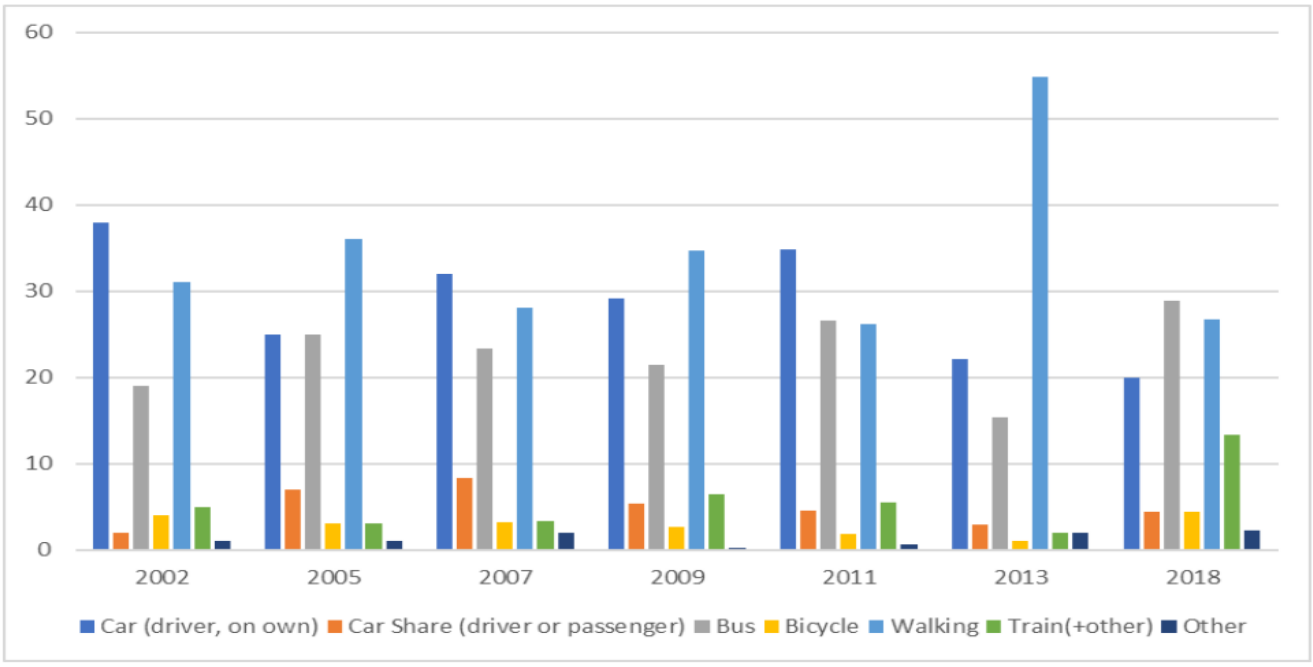


Figure 4.4, taken from the previous 2018 Travel Plan report, illustrates the modal share of staff commuting from previous travel surveys between 2002 and 2018.

Figure 4.4 – 2002-2018 Student Primary Mode of Transport (from 2018 UH Travel Plan)



It can be seen above that initial gains were made in reducing car use among staff, but these have levelled off. Train use has increased throughout previous iterations of the university's travel plan, although use of other modes has been inconsistent.

Ultimately, single occupancy car trips were still the dominant travel mode at the time of the 2018 survey.

In terms of commuting by students, it can also be seen that changes in travel modes have been inconsistent overall, yet there has been a reduction in single occupancy car trips across the previous iterations of the Travel Plan, along with increases in train use in particular, though for other modes the trends are less clear.

However, the 2018 survey did show that bus and walking were more popular modes than single occupancy car use, with just 29% of students that commuted into the university reporting single occupancy car travel as their primary mode.

4.2. Previous Travel Plan Targets

Tables 4.1, 4.2 and 4.3 below summarises the modal share targets set out in the 2018 Travel Plan for staff commuting, for student commuting, and for College Lane residents bringing cars to the campus.

Table 4.1 – Staff commuting modal share targets from 2018 Travel Plan

Mode	Target Modal Split (%)	Period	Modal Split (2018)
Car (Single Occupancy)	60	2018 – 2023	70
Other modes (incl. car passengers, pedestrians, cycles, public transport	40	2018 – 2023	30

Table 4.2 – Student commuting modal share targets from 2018 Travel Plan

Mode	Target Modal Split (%)	Period	Modal Split (2018)
Car (Single Occupancy)	20	2018 – 2023	20
Other modes (incl. car passengers, pedestrians, cycles, public transport	80	2018 – 2023	80

Table 4.3 – College Lane student residence targets from 2018 Travel Plan

Mode	Target Modal Split (%)	Period	Modal Split (2018)
Car (Single Occupancy)	7	2018 – 2023	7
Other modes (incl. car passengers, pedestrians, cycles, public transport	93	2018 – 2023	93

4.3. 2024 Travel Survey – Travel Mode Data

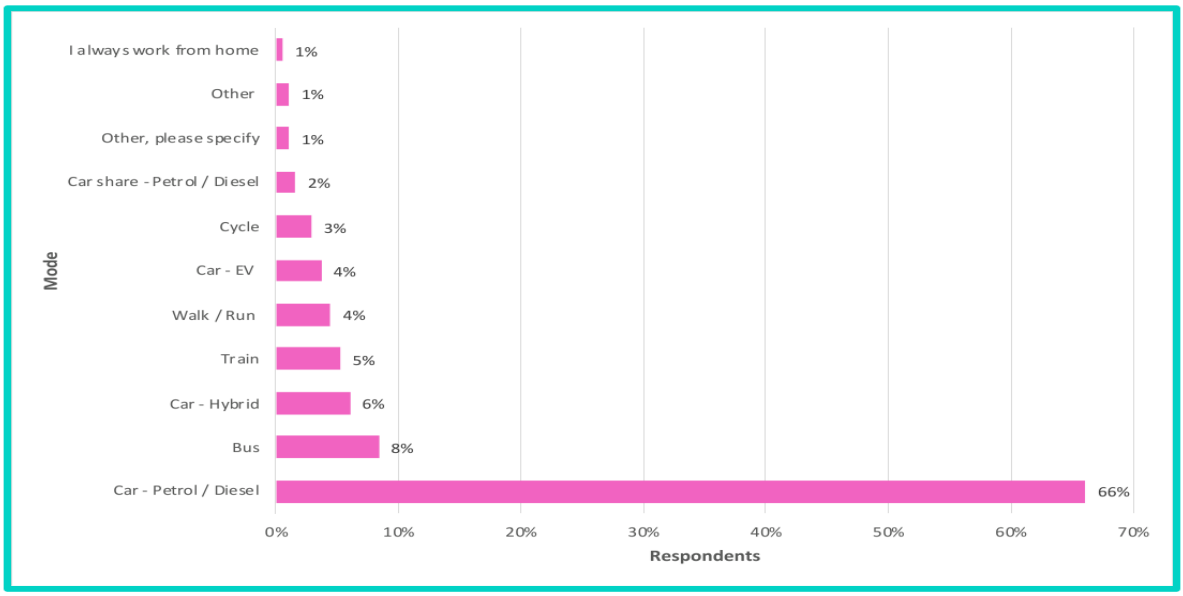
Prior to appointing EAS to prepare this updated Travel Plan report, UH commissioned an in-depth survey of staff and student travel habits. This was undertaken in March and April 2024 by Mobilityways who specialise in assessing the negative impacts of commuting for businesses and organisations.

The staff travel survey report notes that travel survey responses were received from 14% of staff (383 out of 2,772), representing a margin of error of 5%, and the data was thus considered to be statistically representative for all UH staff. The full Mobilityways report can be requested by emailing travel@herts.ac.uk.

However, the student travel survey received too low a response rate to be considered sufficiently representative and hence the data has not been included within this Travel Plan report. It can be seen above that the 2018 student travel survey found low levels of single occupancy car use such that the previous Travel Plan did not propose targets to achieve lower levels. On this basis repeating the student survey at this stage is not considered necessary, and UH can build on lessons learned in order to maximise student response for subsequent surveys in due course, as set out further in Section 7.

Figure 4.5, taken from the 2024 Mobilityways staff travel survey report, illustrates modal shares of staff commuting to UH.

Figure 4.5 – 2024 Staff Primary Travel Mode of Transport (from Mobilityways report)



When combining the single occupancy car figures for different types of car (i.e. petrol/diesel, EV, hybrid), it can be seen that the overall modal share for single occupancy car trips is 76%. This has therefore increased by 5 percentage points since the 2018 survey, and the target from the previous Travel Plan has not been achieved.

However, it is recognised that Covid-19 has significantly changed working patterns such that there is a limited suitability of direct comparison between pre- and post-pandemic travel survey data.

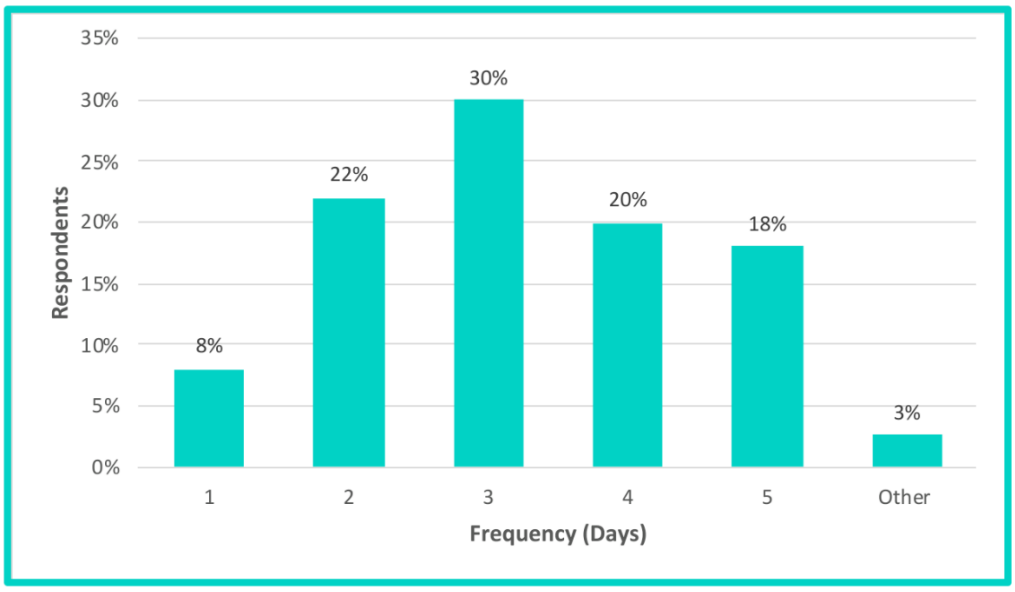
‘Working from home’ is now a common occurrence, with less frequent commuting, which may vary from week to week, which may reduce the suitability and attractiveness of public transport. Furthermore, following a decrease during the pandemic, nationally, public transport usage nationally does not appear to have reached pre-pandemic levels, whereas motor vehicle usage nationally has exceeded pre-pandemic levels, as demonstrated by Department for Transport statistics on public transport use (Domestic Transport Usage by Mode, July 2024).

On this basis, it is considered that the 2024 survey should be considered a new baseline.

While the modal share of trips has increased from 2018 to 2024, seemingly for the reasons outlined above, given the increases in working from home and associated reduction in commuting trips overall, the total impact upon the local highway network and the environment would appear to be less in 2024 compared to 2018.

Table 4.2 below, taken from the Mobilityways report, illustrates the frequency of staff commuting into UH.

Table 4.2 – 2024 Frequency of staff commuting to UH (from Mobilityways report)



All response of ‘other’ comprised less than 1 day per week, yet for robustness, taking these 3% of staff to represent staff commuting 1 day per week, the mean commuting frequency from the 2024 staff survey is 3.15 days per staff member per week, or 6.3 commuting trips per staff member per week.

Assuming similar levels of commuting frequency across different modes (though please note that the Mobilityways report does not distinguish this), an overall single occupancy car travel modal share of 76%, for an average of 6.3 commuting trips per staff member per week, equates to 4.8 single occupancy car commuting trips per staff member per week.

Compared a previous assumed overall level of 5 commuting days, or 10 commuting trips, per week, with an overall single occupancy car travel modal share of 71%, equates to 7.1

single occupancy car commuting trips per staff member per week – representing 2.3 fewer single occupancy car commuting trips per staff member per week.

Noting there would likely have been some occurrence of working from home pre-pandemic, assuming an average commuting frequency of even 4 days, or 8 commuting trips, per week – which is considered a very robust assumption – with a single occupancy car travel modal share of 71%, this would equate to 5.7 car commuting trips per staff member per week – representing 0.9 fewer single occupancy car commuting trips per staff member per week.

On this basis it is considered that the overall impact of UH on the local highway network and the environment, in terms of staff commuting, is lower in 2024 compared to 2018.

4.4. Commuting Emissions

Given the survey results, and using the new EACU Commuting Carbon Footprint calculator, emissions associated with staff commuting have been estimated at **1,344.7 tonnes of CO^2e**[1]. This figure has been derived using the data from the 2024 travel survey, and considers working patters, number of trips travelled to campus, distance travelled, and mode of transport used. The calculator uses the department for Energy Security and Net Zero 2024 conversion factors. We have used a weighted average conversion factor for car journeys based on the UK share (25% diesel and 75% petrol). This equates to **485 kg CO^2e** per FTE member of staff.

Going forward we will aim to collect more granular data on fuel type and engine size to obtain a more accurate emissions figure. At 14% response rate, the sample has reached statistical significance and the conclusions drawn are considered statistically representative of all staff at the UoH.

4.5. 2024 Travel Survey – Other Data

Aside from modal share data, the baseline staff travel survey also included other questions which provide insights into the suitability of different potential Travel Plan measures.

Rather than replicating the various graphs from the Mobilityways report within this Travel Plan, the key findings in terms of which measures would appear to have relatively high potential benefit have been summarised below:

Potential Demand

- 30% of staff live within a distance that can be reasonably walked or cycled (up to 6 miles), although 57% of all staff said nothing would encourage their use of active travel, but there could well be very little overlap between these two groups.

- Only 18% of staff travel to UH 5 days per week, with an average of 3.15 commuting days per week – this could suggest that longer-term (weekly, monthly) parking permits could

[1] CO^2e: Carbon dioxide equivalent or CO^2e means the number of metric tons of CO2 emissions with the same global warming potential as one metric ton of another greenhouse gas

result in ‘sunk costs’ that unnecessarily encourage car use; such references were raised elsewhere.

- 7% of staff ‘regularly’ use an alternate mode, 14% ‘sometimes’ do so, and 23% ‘rarely’ do, while 56% ‘never’ use an alternative mode.
- Bus use in particular comprises a notable current alternate travel mode, with 19% of staff choosing to use this as an alternative mode; 7% sometimes walk/run, 7% sometimes cycle (with both walking/running and cycling presumably during periods of nice weather), 7% sometimes travel by train; and 7% sometimes car share.
- 70% of staff would like to use an alternative mode – 28% would like to use the bus, 18% train, 18% cycle, and 28% car share.
- 27% would like to use an EV/hybrid car driver, though the proportions of these that would comprise current drivers upgrading from a petrol/diesel car, or switching from an alternate mode altogether, is unclear.

Clearly there is an appetite among staff for use of more sustainable travel.

Barriers to Use of Sustainable Transport

- Financial cost (47%), duration (45%) and reliability (40%) were the key cited barriers to use of alternative modes of transport. Safety was a notable reason (13%).
- 20% cited family/caring commitments and 5% cited mobility/access reasons as barriers against use of alternatives, presumably necessitating car use.
- 22% cited ‘other’ reasons as barriers to use of sustainable transport, which included reference to lack of direct/realistic public transport alternatives, lack of EV chargers, and lack of secure bike storage and availability of safe cycle routes.
- Further comments referenced the inflexibility of car park charges and difficulty finding car share partners.
- Issues relating to bus services were the most frequently cited in the qualitative feedback (unreliable bus/P&R services, 27%; lack of frequent/direct bus routes, 17%; cost of public transport/P&R, 13%; crowded buses, 9%; poor/lack of real-time information, 9%; inconvenient bus schedule, 9%).
    - Complaints about the unreliability of Uno, and specifically the P&R services, were referenced, along with and poor/inaccurate real-time information. It is understood that Real Time Information boards at bus stops is managed by HCC, while Real Time Information within the Uno app, which is managed by Uno, is more accurate/reliable.
    - Interservice/interline ticketing was referenced; as was increased cost of P&R vs on-campus parking if travelling every day – however, it is understood that this has been taken out of the context of subsidisation of tickets for low-income staff, and that the P&R is aimed at students in any event.

- Issues relating to active travel were raised (need to improve ‘cycling facilities’, 5%; limitations of Cycle to Work scheme, 4%; undesirable walking/cycling routes, 4%; need for better lighting on campus 1%; reference to safety concerns, 5%, could also relate to active travel).

- A desire for car sharing was referenced (3%) as was a salary sacrifice scheme for EVs (3%).

Factors to Consider in Encouraging Use of Sustainable Transport

- From the ‘reasons why staff commute in the way they do’, it is noted that health and environmental concerns, were identified by relatively few people. Although, these points were presumably raised by those using active travel in particular, as well as public transport or car sharing, which comprise a relatively small number of staff, hence the relatively low selection of these reasons. Obtaining further data on such attitudes among those who drive to work would be of benefit to determine the extent to which such marketing can be of benefit.

- In any event, it is considered that more practical considerations such as journey time, reliability and cost are likely to be of greater consideration to the majority of staff in terms of their choice of travel mode.

- Increasing bus use – of those who don’t currently travel by bus, 55% identified factors that would encourage them to travel by bus.

    - More reliable services (41%) and more direct services (39%) were the most cited factors, following by discounted fares (22%). Improved waiting facilities (9%), tailored travel information (8%), and information about bus services (6%) were also cited.

- Increasing active travel – of those who don’t currently use active travel, 34% identified factors that would encourage active travel.

    1. Improved walking/cycling routes (cited by 16%), improved secure bike storage (10%) and improved shower and changing facilities (10%). These were the main factors.

    2. 12% cited ‘other’ which referenced lack of cycle parking/showers/changing facilities at Bayfordbury campus, lack of signage to a ‘mostly complete off-road route’ to the campus (the location/direction of this route is unclear); lack of car park permit flexibility; and lack of financial support for obtaining bikes.

    3. 72% of staff are aware of the university’s Halfords Cycle to Work scheme, however, a theme of the general comments of the survey was of the ‘limitations of the cycle to work scheme’, with the report further identifying that the scheme does not necessarily cover the cost of an e-bike, which may otherwise greatly increase the propensity of staff to cycle to work. It is also understood that not all cycle shops/retailers accept the Halfords Cycle to Work scheme due to increased costs on part of the shop/retailer, who hence prefer and accept other similar schemes.

- Increasing EV use – at present 93% of staff do not own an EV (which presumably includes those who do not drive to work at all), and the main barriers to staff obtaining an EV were of affordability (50%) and when charging infrastructure improves (42%).

  - 25% of staff said that additional EV chargers at the university would encourage their purchase of an EV, and a further 29% were ‘not sure’.

- Increasing car sharing – for those who don’t currently car share, 62% suggest they could be encouraged to do so. Help finding a car share partner who lives close and does similar hours was referenced by 41%; a guaranteed emergency lift home policy by 26%; financial incentives by 18%; dedicated car share spaces 12%; and regular prize draws 10%.

- Increasing the attractiveness of the P&R facility through financial measures (cheaper fares) and ensuring reliability of the P&R shuttle could promote use of this facility, however, it is understood that comments relating to the P&R were made by staff, while the P&R facility is principally aimed at students and is managed as such.

- With multiple references throughout the Mobilityways report of the current system of monthly parking permits which can result in ‘sunk costs’ which may unnecessarily encourage car use, an alternate car parking permit/ticket system can avoid such induced demand.

- However, it is recognised that implementation of such measures would in all likelihood engender concerns from staff unions. It is recognised that such policies should be means tested and/or consider staff for whom alternative modes are not feasible options due to other travel characteristics (for instance disability, home location, shift patterns, or the need to transport equipment).

5. Objectives and Targets

5.1. Objectives

This Travel Plan has the following objectives:

- Reduce the environmental, social and business impacts associated with transport use by implementing measures structured around the sustainable travel principles, where alternatives to single occupancy car travel are prioritised in terms of their carbon costs as follows:
  - ❖ Reducing the need to travel (including between campuses)
  - ❖ No carbon modes (walking and cycling);
  - ❖ Low Carbon Modes (public transport, e.g. train and bus);
  - ❖ Car Sharing and Responsible Car Use (including lower emission vehicles); and
  - ❖ Reducing the need to travel at peak times.
- Make the campuses of the University more accessible, both physically and perceptually;
- Seek opportunities to reduce the impact of transport associated with the delivery of goods;
- Promote sustainable integrated transport and raise awareness of travel choices;
- Work with, lobby, and support our partners to seek alternative travel opportunities and solutions;
- Monitor and measure progress towards targets.

5.2. Targets

Targets are the measurable goals by which progress can be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. Targets should meet the 'SMART' criteria – that is, they will be Specific; Measurable; Achievable; Realistic; and Time-bound.

Target 1: Reduce emissions from staff commuting

With Scope 3 commuting emissions being reported for the first time, target 1 will aim to reduce emissions from staff commuting in line with our Net Zero Action Plan. We will aim to reduce emissions by 20% by 2027, and by 40% by 2030.

	2024 Baseline	Interim Year 3 Target (2027)	Year 5 Target (2030)
Emissions (tonnes of CO^2e)	1,344.7	1,075.76	806.82

While the target relates to total staff commuting emissions, this will also be reported per FTE to take account of staff and student number changes.

This will be achieved by implementing measures structured around the sustainable travel principles as detailed in 5.1, principles against which we have set the following targets:

Target 2: Modal share for staff Commuting

Ostensibly, the previous staff modal share targets do not appear to have been achieved, as based on the 2024 staff travel survey data. In terms of the modal share of single occupancy car trips, it is therefore considered that appropriate targets in this updated Travel Plan would be to retain those set out in the previous 2018 Travel Plan as per Table 4.1 above, i.e. to achieve a modal split of single occupancy car use of staff commuting trips 60% in 2030 (i.e. Year 5 of this Travel Plan iteration).

As with the previous targets, there are not specific targets for different types of sustainable travel, with the target for such travel modes representing the remainder of non-single occupancy car journeys.

The proposed modal share targets for staff commuting are included at Table 5.1 below.

Table 5.1 – Proposed staff commuting modal share targets

Mode	2024 Baseline Modal Split (allow for rounding)	Interim Year 3 Target (2027)	Year 5 Target (2030)
Single occupancy car (all types)	76%	65%	60%
Sustainable modes (including walking, cycling, bus, train, car sharing)	25%	35%	40%

Target 3: Single occupancy car commuting trips per staff member per week

Additionally, as explained in Section 4, the overall number of single occupancy car commuting trips by staff has reduced from 2018 to 2024. It therefore seems sensible to include a target of the mean single occupancy car commuting return trips per staff member per week, as reductions in this this would in fact likely represent a reduction in traffic levels, congestion, carbon emissions and air pollution for commuting by UH staff.

Table 5.2 proposes targets for ‘single occupancy car commuting trips’ per staff member per week.

Table 5.2 – Proposed staff single occupancy car commuting trip targets

	2024 Baseline	Interim Year 3 Target (2027)	Year 5 Target (2030)
Single occupancy car commuting trips per staff member per week	2.4	2.15	2

Target 4: Modal share of single occupancy car trips as EV/hybrid/other low carbon-technology

Further, with regard to broader environmental aims of UH, with data on the types of cars used for commuting by car, an additional target on the proportion of single occupancy car commuting made by EV, hybrid of other low-carbon cars is also proposed, as summarised in Table 5.3 below.

It is noted that the 13% of single occupancy car trips as EVs/hybrid cars vehicles exceeds the national rate of 10% as of late 2023 as referenced in a July 2024 House of Commons Research Briefing report (Electric Vehicles and Infrastructure).

Table 5.3 – Proposed staff commuting low-carbon single occupancy car use target

Mode	2024 Baseline	Interim Year 3 Target (2027)	Year 5 Target (2030)
Modal share of single occupancy car trips as EV/hybrid/other low carbon-technology	13%	16%	19%

Target 5: Student commuting modal share

On the assumption that student modal share in 2024 is similarly low as was recorded with the previous 2018 Travel Plan, it is proposed that the same targets would be retained, as per Table 4.2 above, i.e. to maintain a modal split of student commuting trips of 20% in 2030 (i.e. Year 5 of this Travel Plan iteration).

Table 5.4 – Proposed student commuting modal share targets

Mode	2024 Baseline Modal Split (allow for rounding)	Interim Year 3 Target (2027)	Year 5 Target (2030)
Single occupancy car (all types)	20%	20%	20%
Sustainable modes (including walking, cycling, bus, train, car sharing)	80%	80%	80%

Review and assessment of progress towards these targets will occur through action-specific, ad hoc surveys to identify the impact of specific interventions and/or identify if marketing measures or other amendments should be introduced. A formal whole university travel survey will be carried out in year 3 and another at the end of the 5-year period to assess overall progress and whether the proposed targets should be amended.

The procedures for monitoring and review are set out in Section 7.

6. Travel Plan Measures, Initiatives and Marketing

6.1. Active Travel

Active travel (walking, cycling, wheeling) is not polluting, does not contribute to congestion, confers health benefits to the users and encompasses relatively limited expense.

Walking can be a viable form of transport for short journeys, particularly those under 2km in length. Cycling extends the distance that most people can comfortably travel to around 5km, while use of e-bikes can allow travel for further distances by a greater number of people.

The following measures have previously been delivered and/or are currently in place:

- New walking/cycling route between College Lane and Roehyde Way
- Provision of cycle parking, showers and lockers, including secure internal cycle parking;
- Cycle parking, showers and lockers mapped on UH intranet;
- Operation of Halford Cycle to Work scheme;
- Audits/surveys of cycle parking use.

Table 6.1 sets out a number of measures that were referenced in the university's previous iteration of the Travel Plan as well as measures proposed following the university's recent staff travel plan survey.

Each measure has a comment on the feasibility of each measure, as well as indication of the likely benefit, cost, and disruption, as a means of assessing the priority for delivery of potential measures; green highlighted text represents high likely benefit/low cost/low disruption unpopularity; yellow representing moderate benefit/cost/disruption/unpopularity; red representing low benefit/high cost/high disruption/unpopularity.

Table 6.1 – Walking and cycling travel measures previously delivered/currently in place

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Improve walking/cycling links between College Lane/De Havilland campuses (in association with HCC)	Reasonable existing routes, but potential delivery of improvements			
Dr Bike Events twice per year	Potential to be delivered			
Investigate new more widely accepted Cycle to Work scheme provider with greater potential savings to support e-bike purchase	Potential to be delivered			
10% discount on cycle equipment (Uni-Cycle)	Potential to be delivered			
E-bike charging facilities	Potential to be delivered			
New secure (internal) cycle parking at main campuses	Potential to be delivered			
Improved shower/changing/locker facilities at main campuses	Potential to be delivered			
Cycle parking and shower/changing/locker facilities at Bayfordbury campus	Potential to be delivered			
Off-site walking/cycling improvements, facilitated by engagement with HCC regarding, informed by staff/student home post code mapping	Potential to be delivered			
Campus e-bike hire	Possible future implementation			
Shared cycle hire across UH and Hatfield railway station	Possible future implementation, subject to agreement for third parties			

6.2. Public Transport – Bus

Public transport can provide a sustainable travel mode for those who live further from the site than could reasonably we walked or cycled.

With the operation of Uno-bus whose operation primarily caters to the needs of students, there is considerable scope for travel by bus and for influence of bus operations by the University.

The following measures have previously been delivered and/or are currently in place:

- New Uno bus routes (e.g. X10 from Luton in 2023);
- Shuttle buses between College Lane and De Havilland;
- Late night bus from The Forum during Freshers Week
- E-tickets for Uno buses;
- Monitoring of Uno bus use/route patronage.

Table 6.2 below summarises bus related Travel Plan measures in the same manner as for active travel measures above.

Table 6.2 – Bus travel measures

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Improve accuracy of Real Time Information at bus stops	RTI boards at bus stops are Managed by HCC			
Investigate accuracy of app/live information for Uno buses	Potential to be delivered by Uno			
Review of bus routes relative to home location mapping	Potential to be delivered			
Deliver new bus routes/increase service frequency	Potential to be delivered			
Bus fare/season ticket discounts	Potential to be delivered			
Investigate potential for cross-service ticketing	Potential to be delivered			
Improvement marketing/dissemination of bus info/routing/discounts	Potential to be delivered			
Investigate potential for shuttle bus service between UH and Hatfield railway station	Potential to be delivered subject to consideration of demand			

6.3. Public Transport – Rail

In addition to bus travel, rail can cater to travel needs for those who live further afield. Hatfield railway station is located in the east of Hatfield, and Table 6.3 sets out potential measures that can promoting use of rail travel by staff and students.

Table 6.3 – Rail travel measures

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Photocard discounts agreed with TfL for London-based students	?			
Support for Intalink initiative	?			
Integrated bus and rail tickets (Plus Bus)	?			
Improve walking/cycling routes between UH and Hatfield Station	Possible future implementation			

6.4. Park & Ride

For trips where driving is unavoidable use of the University's Park & Ride facility can confer benefits insofar as reducing air pollution at the main campuses and of managing parking demand at the main campuses.

The university has delivered a Park & Ride facility which includes some EV charging provision and provides regular shuttle services during term time via E-ticketing. However, it is understood that the service is underused.

Table 6.4 summarises measures to promote the Park & Ride facility.

Table 6.4 – Park & Ride travel measures

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Shuttle services every 5- to 7-minutes from P&R to College Lane and De Havilland	In operation during term time only. Service is aimed at and used by students so extension outside of term time is unlikely to be worthwhile			
Reduce/remove charge for P&R use	Service is aimed at students and is already heavily subsidised, further subsidisation is unlikely to be viable			
Additional EV charging at P&R	Some existing EV charging already delivered			

6.5. Car Sharing

Car sharing also confers benefits when driving is a requirement, as this reduces the total number of vehicles required to transport staff and students.

Table 6.5 summaries measures to promote use of car sharing.

Table 6.5 – Car sharing travel measures

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Car sharing database for staff	Potential to be delivered			
Car sharing database for students	Potential to be delivered			
Designated priority parking spaces for car sharers	Potential to be delivered			
Financial incentives for car sharing (e.g. free parking, free coffee). Can be managed via an app	Potential to be delivered			
Guaranteed lift home in event of an emergency	Potential to be delivered			
EV car club vehicles	Possibility of delivery subject to assessment of viability			

6.6. Car Park Management

Car park management can also be a means of limiting the negative impacts of travel associated with the University.

Controlled parking zones on public streets in the vicinity of the main campuses have previously been implemented with financial support from UH.

Table 6.6 summaries measures relating to car park management.

It should be noted that measures to promote EV use by staff may not constitute a 'transport' benefit (i.e. in terms of congestion) but would constitute an environmental benefit.

Table 6.6 – Car park management travel measures

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Establish a self-funding car parking strategy that does not require subsidisation as per current situation	Comprises a broad principle rather than a specific measure, which would be achieved through the below measures			
Ring-fencing of car parking charges for spending on transport initiatives	Comprises a broad principle rather than a specific measure			
New EV parking	Possible delivery subject to demand			

Salary sacrifice scheme for staff EV purchase	Possible delivery subject to demand			
Increase car park charges across the board	Possible delivery subject to strong concerns from unions; potential means testing/ practicality consideration			
Implement variable car park charges (based on e.g. emissions or vehicle weight)	Possible delivery subject to strong concerns from unions; potential means testing/ practicality consideration			
Amend car park ticket/permit system to remove/reduce/amend role of season tickets	Possible delivery subject to strong concerns from unions; potential means testing/ practicality consideration			
Remove transferability of parking permits between campuses	Not necessarily viable due to the nature of hybrid working across campuses			

6.7. Other/Miscellaneous Measures

There are a number of other miscellaneous measures which can positively influence travel behaviour for the University which are summarised in Table 6.7 below.

Table 6.7 – Other/miscellaneous travel measures

Measure	Status / Comments	Likely Transport Benefit	Likely Financial Cost	Likely Disruption/ Unpopularity
Continued promotion of remote working	Subject to university policy and nature of work; currently down to individual departments			
Continued promotion of flexitime working	Subject to university policy and nature of work; currently down to individual departments			
Investigate rationalisation of current deliveries to reduce total delivery trips	Subject to liaison with contractors			
Include consideration of delivery trip reduction/rationalisation for future contract agreement/tendering	Potential future delivery			
Introduce a journey planning tool (personal travel planning)	Potential future delivery			

6.8. Information/Marking Measures

The means by which the mode-specific/travel measures summarised in Tables 6.1 to 6.7 above are conveyed and marketed to stakeholders itself comprises Travel Plan measures.

UH currently publicises travel information for visitors (e.g. for open days), including information of parking restrictions and travel options for users of external events at the university.

The following means of information dissemination/marketing measures, comprising the interface between the TTWG team and the staff and students to whom the travel measures are directed and targeted, are proposed:

- Provide information on parking restrictions and travel options to users of external events at the university
- Travel information email service (**travel@herts.ac.uk**)
- 'Travel to university' information webpage
- Provision of travel information at Student Centre – possible location of access to personal transport planning
- Provision of travel information within induction of new staff
- Monthly stalls held by student eco-reps
- 'Travelling to university' leaflet and digital media
- Transport-related sustainability lectures/seminars etc included within academic courses as appropriate
- UH representation at local forums and associations which are concerned with managing the impacts of transport and the environment.

6.9. Summary

The above Tables detail a range of measures that would support modal shift towards more sustainable modes of travel.

The assessment of the likely transport (modal shift) benefit, likely financial cost, and likely disruption/unpopularity can guide the TTWG towards which measures can likely be actioned rapidly and which measures can be considered and assessed further in terms of financial costs and other impacts relative to likely benefits.

The implementation of measures will also be informed by elements set out in the Monitoring Plan (Table 7.1), such as ascertaining the extent and location of additional secure cycle parking EV parking.

It is noted that additional potential measures may be identified following the undertaking of the updated baseline student travel survey.

Table 6.9 sets out the Action Plan for the key tasks that will be carried out through the operation of the Travel Plan.

Table 6.9 – Action Plan

Action	Responsibility	Timescale
Agree Travel Plan with WHDC/HCC	TTWG, WHDC/HCC	As part of discussions of proposed Masterplan
Agree implementation initial Travel Plan measures	TTWG	Within 2 months of Full Travel Plan
Commence detailed assessment of potential longer-term Travel Plan measures	TTWG	Within 3 months of Full Travel Plan
Target of commencement of delivery of long-term Travel Plan measures (e.g. construction of new cycle parking)	TTWG	Within 12-18 months of Full Travel Plan (subject to planning permission requirements)
Annual surveys (formal review surveys at Years 3 & 5)	TTWG	Anniversary of baseline travel surveys
Review Travel Plan targets	TTWG	Within 1 month of receipt of Years 3 & 5 travel survey results

7. Management, Monitoring and Review

7.1. Commuting Survey Monitoring Procedure

The updated baseline staff commuting travel survey has been carried out by Mobilityways in March/April 2024. As well as specifically travel data (i.e. mode, journey distance), this included data on demographics of respondents, reasons for travel choices, and staff attitudes.

Within 3 months of the confirmation of this Travel Plan by the local authority, an updated baseline student commuting travel survey will be undertaken on a similar basis, and the results included within an updated version of this Travel Plan report, including updated targets if appropriate, for resubmission to and confirmation by the local authority.

Following the confirmation of the updated Travel Plan including baseline survey data and corresponding targets for both staff and student commuting, surveys would conducted every 2 years on or as close is reasonably practicable to the anniversary of the baseline surveys.

Within 3 months of each annual survey a concise monitoring report would be prepared, including consideration of whether further Travel Plan measures should be employed or whether the targets may need to be amended.

At Years 3 and 5 the annual survey would comprise the formal monitoring survey used to assess progress towards the agreed targets, and the monitoring report would comprise a formal assessment of whether the targets have been achieved, from which potential additional measures or amended targets can be agreed as necessary.

7.2. Other Monitoring

Aside from the commuting surveys, data shall be collected on other elements such as:

- Car park usage;
- Cycle parking usage;
- Uno-bus patronage;
- Data from car share database (once established);
- Business travel characteristics;
- Uptake of Travel Plan measures.

7.3. Resourcing

The TTWG will carry out the necessary tasks utilising the resources of UH. An initial budget would be allocated for the Travel Plan's implementation, including for publicity materials, with further budget for the implementation of Travel Plan measures to be agreed by TTWG.

This budget will be reviewed on an annual basis by the TTWG to identify whether adjustments are required in order to achieve the targets.

7.4. Monitoring Plan

Table 7.1 summarises the monitoring and review activities which will be undertaken as part of the operation of the Travel Plan over the next 5 years. Further monitoring activities will be added as further Travel Plan measures are adopted, e.g. monitoring of use of car share database/system.

Table 7.1 – Monitoring Plan

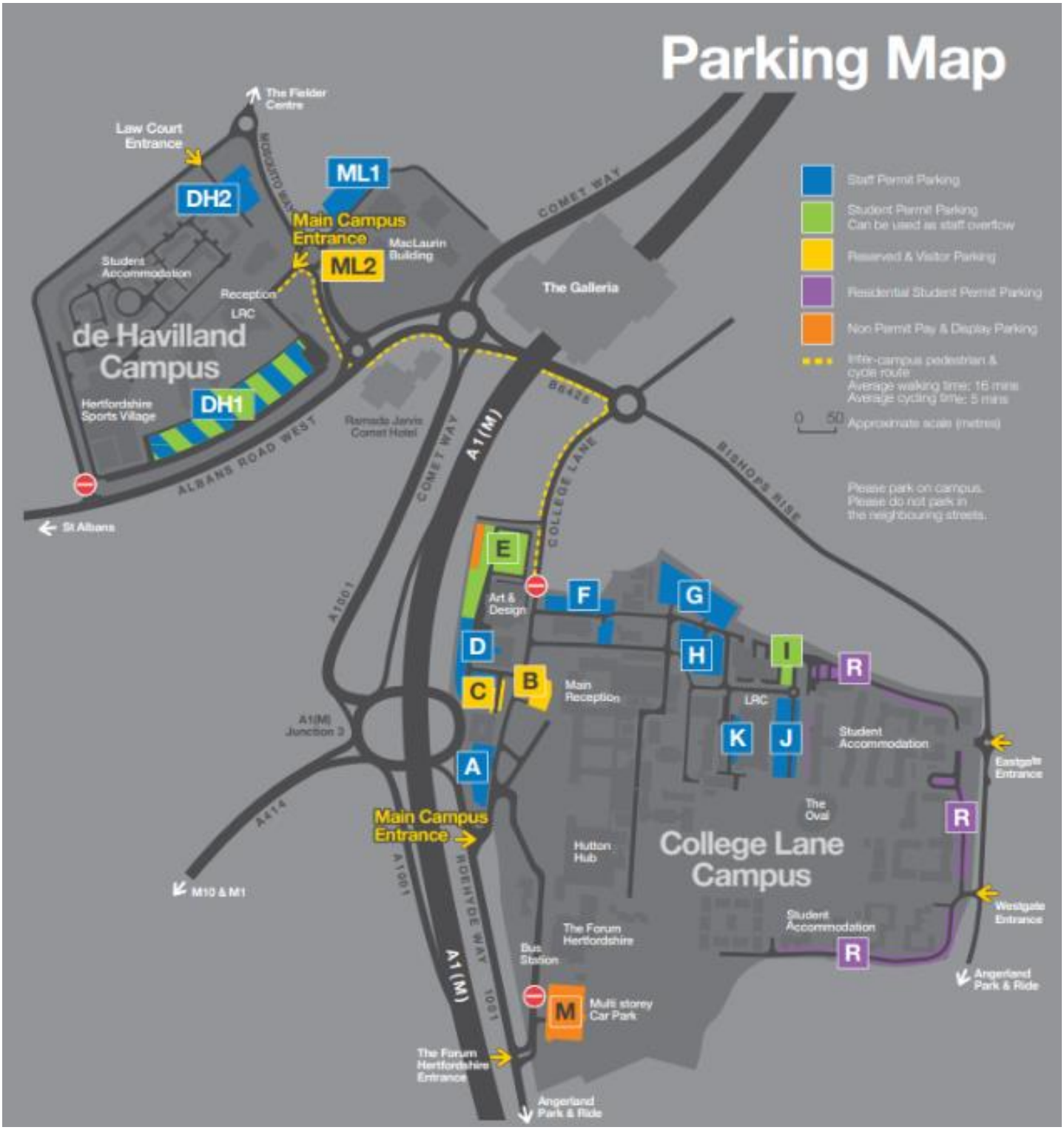
Data Collection/ Reporting Exercise	Key Information	When / Frequency	Responsible Person / Organisation / Department
Staff and Student Monitoring Travel Surveys	Response rate, demographics, travel mode/distance data, attitudes/opinions	Annually (formal surveys at Years 3 & 5)	TTWG
Monitoring Report	Headlines from the Monitoring Surveys	Within 3 months of each survey	TTWG for submission and review by HCC
Business travel surveys	Frequency, purpose, travel mode, distance/mileage, fuel/fare expenditure, other costs (e.g. insurance), departure/arrival time	Annually	TTWG
Car parking audits/surveys	Usage, arrival/departure/dwell times, type of vehicle (e.g. EVs)	Ongoing	TTWG
Cycle parking audits/surveys	Usage in different areas	Ongoing	TTWG
Identification of new Travel Plan Initiatives	Potential new measures for inclusion in Travel Plan	Ongoing	TTWG and Steering Group

7.5. Reporting

Progress against the plan targets and objectives will be managed through the Travel and Transport Working Group and Environment and Sustainability Sub-Committee as appropriate. Progress will be reported annually through the Environment and Sustainability Annual Performance Report and the Net Zero Progress Report, with a full progress report being published in the next Travel Plan 2030 – 2035.

8. Appendix

A. College Lane and De Havilland Parking Map



B. Hertfordshire Network

UH staff and student zone map for discounted tickets

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