

Napier University

Sighthill Campus

Travel Plan

March 2008

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1 INTRODUCTION

1.1.1 This travel plan report has been prepared in support of the planning application for the redevelopment of Napier University's Sighthill campus. The planning application for the development was lodged on 18th February 2008 and is also supported by a comprehensive transport assessment, several elements of which have been used in preparing this report.

Context

1.1.2 This report sets out specific proposals for implementation and monitoring that will be taken forward in conjunction with the redevelopment of the campus at Sighthill. The proposals sit within the context of current travel planning initiatives developed for staff and students using Napier University facilities.

1.1.3 In particular Napier University's Strategic Transport Policy (See Appendix A) states: "The purpose of this Strategic Transport Policy is to clearly define the methodology, principles, commitment and basic measures that will be applied by Napier University when developing individual travel plans for any of its sites. Establishing and applying the framework will ensure the appropriate levels of consistency and provide an 'umbrella' under which each of the travel plans can be developed and implemented".

1.1.4 The Policy contains a number of guiding principles:

- To promote an environmentally responsible attitude and approach to transport issues;
- To address the needs of all user groups and to be sensitive to the local neighbourhoods;
- To encourage and promote alternatives to one-person, one-car commuter travel by;
 - Improvements to access and facilities to encourage those accessing Napier University services and facilities do so on foot, bicycle and public transport;
 - Implementation of an effective and efficient car park management scheme;
 - Encouragement of more sustainable car use through the development and extensive promotion of a car sharing scheme;
- Ensuring business travel policies reflect changes in transport and health policies by reducing the number of business journeys undertaken and where travel is required that it is undertaken as sustainably as possible;
- To promote efficient management and use of the University's own transport fleet;
- To be consistent with the University's Estate Strategy.

- In partnership with the City of Edinburgh Council, local public transport operators and others as appropriate, investigate opportunities to advance the Strategic Transport Policy measures;
- The promotion of the Strategic Transport Policy and the Travel Planning concept to the whole of the Napier University community (staff, students and visitors), highlighting the need to reduce single car occupancy travel as well as promoting the alternative modes available and the benefits of these to the individual and the local community; and
- To undertake to monitor the effect of the Strategic Transport Policy and in terms of achieving the set targets on a biennial basis thus informing their development and implementation at all levels.”

1.1.5 These principles have been taken into account in assembling this report for the Sighthill campus. This report has been circulated and reviewed by Napier University as part of its development, as set out in the Strategic Transport Policy which states:

“Throughout the development period of each of the site-specific travel plans, the management team and senior staff will be engaged in the development process and encouraged to share ownership of the aims, objectives and proposed actions”.

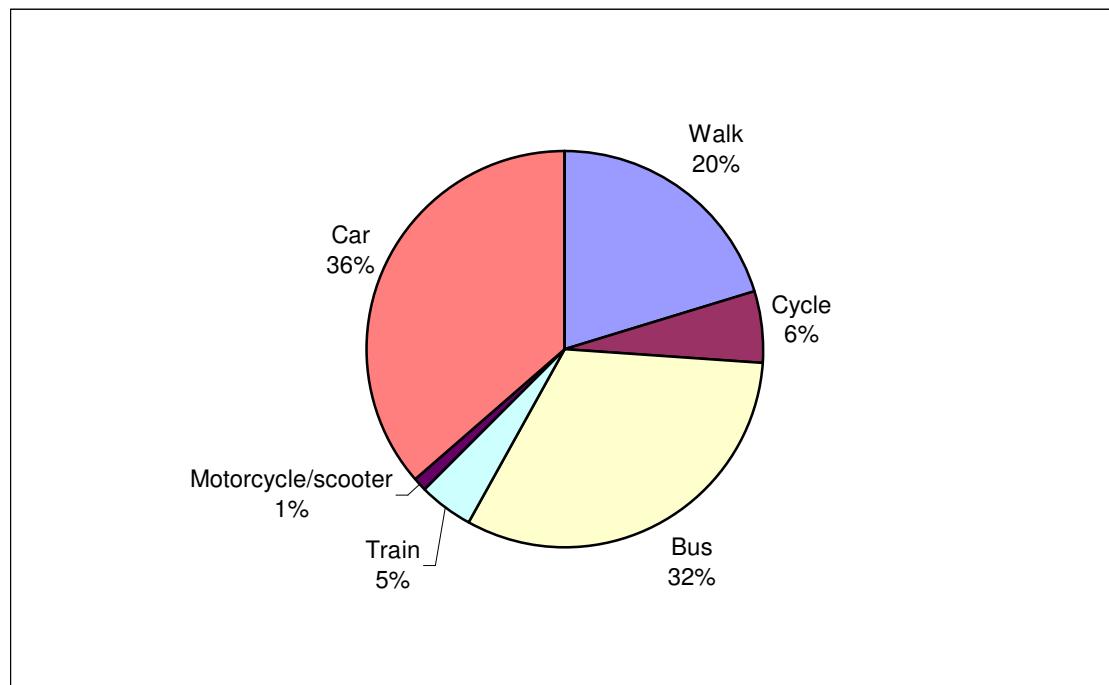
1.1.6 The report provides background information on travel patterns existing and proposed in sections 2 and 3. In section 4 the specific proposals are identified with section 5 setting out a strategy for implementation.

2 SUMMARY OF STAFF / STUDENT QUESTIONNAIRE

2.1 Introduction

- 2.1.1 Napier University undertook two online surveys during May 2007 and November 2007 targeting the staff and student population. The survey resulted in 258 respondents for the May survey and 343 for the November survey. The key findings, which relate to travel to all of the campuses, are summarised below.
- 2.1.2 The main location of respondents is spread between Napier's three main campuses, Craighouse, Craiglockhart and Merchiston.
- 2.1.3 The surveys found that the mode of transport was generally similar for all campuses as shown in Figure 2.1. Public transport accounts for 37 % of journeys with 36% by car.

Figure 2.1 – How do you normally travel to/from Napier University?



- 2.1.4 Approximately half of Napier University's staff and students live within a five mile radius of Napier University's campuses. It was also found that the majority of respondents travel to and from Napier University in the commuter peak periods.
- 2.1.5 The respondents were also asked to state what measures would encourage them to change their travel to more sustainable modes. With respect to walking and cycling the more favoured responses were:
- Improved cycle parking;

- Improved cycle route maps / information; and
 - Discount / loan for cycle purchases.
- 2.1.6 The most favoured responses that would encourage access by public transport were:
- Loans to buy season tickets;
 - Improved bus shelters; and
 - Simpler payment methods.
- 2.1.7 Respondents who drive to Napier University stated their main reasons for choosing to travel by car are:
- Convenience / Flexibility;
 - Lack of suitable alternatives; and
 - Time savings.
- 2.1.8 A significant element (59%) of respondents also recognised that if access to car parking was restricted then this would encourage more access by public transport.
- 2.1.9 The split of respondents to the survey who either work or study at Napier University is a fairly even split with marginally more staff completing the survey.

3 SUMMARY OF TRIP GENERATION / MODAL SPLIT

3.1.1 The Transport Assessment contains predictions of travel patterns to and from the redeveloped campus. They have been derived using TRICS database information on typical college facilities as well as the results from the Napier travel surveys. The overall predicted trip generation at peak periods is shown in Table 3.1.

Table 3.1 – Peak Hour Trip Generation

Overall Mode Share	AM Peak (08:00-09:00)		PM (17:00-18:00)	
	Arrivals	Departures	Arrivals	Departures
By car	25%	309	19	59
As a car passenger	8%	99	6	19
By public transport	44%	544	34	103
By cycle/motorcycle	7%	87	5	16
By foot	16%	198	12	38
Total	100%	1237	76	235
				390

3.1.2 These are the estimates that have been used in the Transport Assessment as a robust assessment of the effects of the re-development on the road and public transport networks. This travel plan report sets out measures that aim to decrease the element of car-borne journeys, as discussed in the following chapters.

4 SPECIFIC PROPOSALS AT SIGHTHILL CAMPUS

4.1 Introduction

4.1.1 This chapter sets out specific proposals to be introduced at the redeveloped Sighthill campus. They are numbered and presented in boxes for ease of reference. Other general Napier initiatives are also summarised where relevant.

4.2 Walking and Cycling

4.2.1 The external layout of the new facility will be laid out in a pedestrian \ cycle friendly manner and offer high quality pavement surfaces along pedestrian routes & links to bus stops and cycling routes (see Appendix B). The extension of Sighthill Court will be set out as a shared surface, with the existing section of Sighthill Court planned with traffic calming features so that a 20mph speed limit can be applied (speed limit on campus is 10mph). Specific proposals are shown below.

WC1

Ensure links to the external layout accommodates pedestrians and cyclists in a way that encourages personal security and road safety.

WC2

Provide 150 cycle parking spaces and 10 motorcycle/scooters bays that are secure and well lit.

WC3

Provide storage lockers and showering facilities at the sports centre.

WC4

The Green Travel notice board in the foyer will contain a detailed map of the local cycle links to the Sighthill campus and details of local cycling organisations such as SPOKES etc.

4.2.2 Other general initiatives that Napier University are promoting are summarised below:

- Napier are looking to re-start their bicycle user group due to its decline over the past few years, the group started with numbers of around 40-60 cyclists. A bicycle user group ("BUG") can be extremely useful in helping to provide a means of generating and sustaining interest in commuter cycling as well as allaying the fears of potential cycle commuters. It may also provide the basis for a 'Bike Buddy' scheme where a new rider is accompanied on the journey to work by a more experienced cyclist until sufficiently confident about travelling alone.
- Interest free cycle loans for bike purchases. Napier University have launched phase 1 of this scheme with 50 members of staff taking part. Another phase is set to be launched in 2008;

4.3 Encourage use of Public Transport

- 4.3.1 The A71 (Calder Road) has a large number of bus services that pass by the Sighthill campus site. There are approximately 40 buses per hour in each direction during peak commuter periods. The A71 route into/out of Edinburgh city centre operates as a bus greenway meaning buses have dedicated lanes during 7:30 AM and 6:30 PM Monday to Friday and from 8:30 AM to 6:30 PM on Saturday. The existing services have sufficient spare capacity to accommodate the additional trips generated by the re-developed campus. The existing bus services are shown in Appendix B.
- 4.3.2 By the time of opening of the new facility the Edinburgh Tram project will be implemented providing further opportunities for student and staff to access the city centre and north Edinburgh, as well as west to Ingliston Park and Ride. Napier University are contributing to the Tram project as part of this planning application. The proposed measures to encourage use of public transport services are:

PT1

'Real Time' bus tracker information is currently available at the bus stops in both directions on Calder Road. It is proposed that the campus foyer will also feature bus tracker information to aid staff and students with journeys from the campus .This has been discussed with the City of Edinburgh Council. See www.mybustracker.co.uk .

PT2

The Green Travel notice board in the foyer will contain a detailed map of the bus services which serve the site and detailed information on Ridacards and season passes etc.

PT3

A bus service already operates between Melrose and Edinburgh (via Merchiston, terminating at Comely Bank) and is based on demand. It is assumed that this service will continue with rescheduling/adjustment to accommodate Sighthill.

PT4

Napier University are also in partnership with Lothian buses to produce a Napier University Public Transport Guide. A Sighthill specific guide will be created.

PT5

The Hermiston and Ingliston park and ride sites are to be promoted to staff and students through the Green Travel notice board. There are bus services from both park and ride sites that pass the Sighthill campus.

4.3.3 Other general Napier University initiatives are listed below:

- The University have successfully implemented an interest free loan scheme to its staff so that travel cards and season tickets can be purchased. (from Finance Department)
- Staff and students can currently purchase discounted monthly Ridacards and multi ride card travel passes at existing campuses.
- The university is committed to organising and promoting a 'Public Transport Roadshow' held at the university campuses.

4.4 Controlled Car Parking

- 4.4.1 The existing car parking scheme applies to staff and registered disabled students only. Applications for a permit to park on campus are considered on a 1st come first served basis and permits are issued where designated spaces are available. Where no spaces are available on campus a waiting list is created. There are 4 standard bands of charges based on salary ranging from Option 1 at £48 per annum to Option 4 at £180 per annum.
- 4.4.2 Applications from students will only be considered where it can be clearly demonstrated that spaces will not be required for staff or disabled students. When processing a student application additional criteria such as;
- Distance from the campus;
 - Travelling / transport difficulties;
 - Family commitments (carer / single parent etc); and
 - Health / medical reasons (not covered by official blue badge).

Will be taken into account in a student application for a permit. Students who are issued with permits are charged a flat rate of £48 per annum.

CP1

Parking permits for Sighthill campus will be allocated using the existing criteria in line with the other Napier Campuses in Edinburgh

- 4.4.3 Napier University currently operate a car sharing scheme. If two staff members from different households who normally travel by car, travel together in a shared car into the University they pay 50% of the car parking permit charge and if 3 staff members from different households who normally travel by car, travel in together in a shared car they are exempt from paying the car parking permit charge. We would propose that this payment scheme continues.
- 4.4.4 In accordance with City of Edinburgh Council development standards 331 car parking spaces will be provided at the Sighthill campus, this provision includes for 12 disabled blue badge holders spaces.

4.5 Promotion of Car Sharing Scheme

- 4.5.1 As a general initiative Napier University are currently in talks with Liftshare (www.liftshare.org/) about using their services. ‘Liftshare’ is a dedicated database that could be used to operate a dedicated car share database that would operate on an

internet basis. This would provide a professional service to Napier users and give feedback to the University on how exactly the scheme is operating.

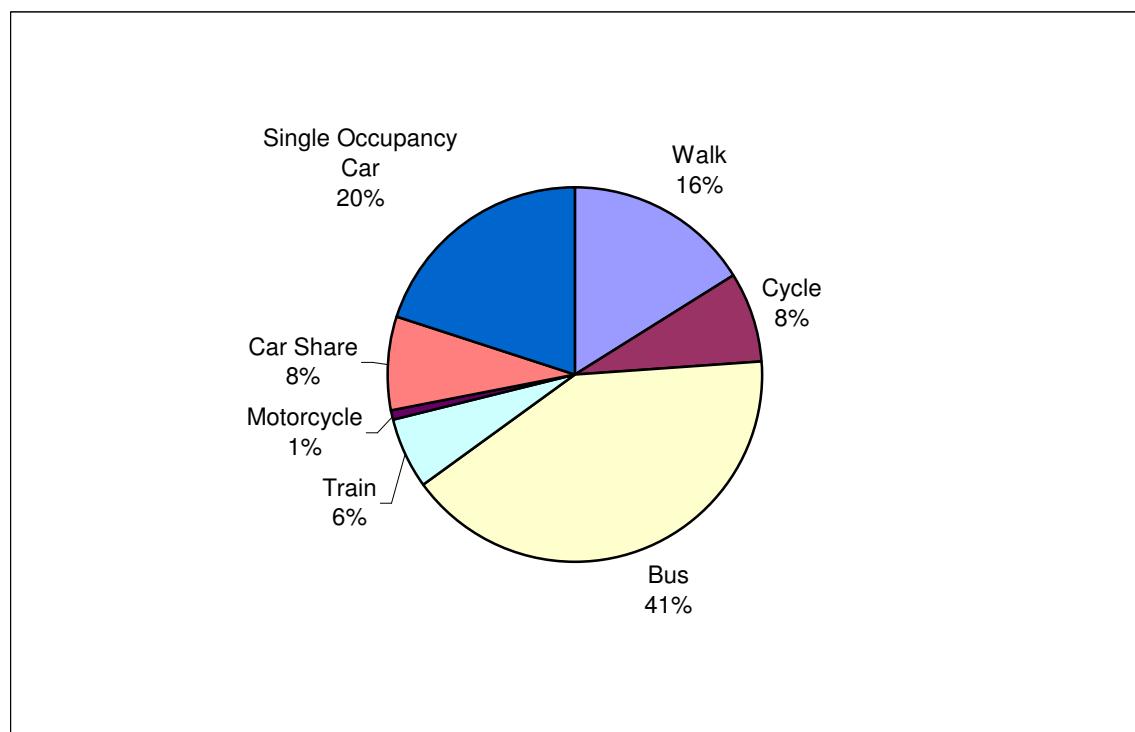
- 4.5.2 In order to further promote car sharing as an option, Napier provide parking spaces on site specifically for those participating in the scheme, guaranteeing them a parking space. These spaces would be allocated close to the main entrance of the building, making them even more desirable.
- 4.5.3 One of the barriers to users agreeing to car share is the fear of being left stranded if their lift falls through e.g. if their lift giver is unexpectedly required to work late or if a child falls ill. It has been shown that the offer of a guaranteed ride home, in which the organisation agrees to meet the cost of any taxi fare, can do much to alleviate these fears. Although this may sound potentially expensive for Napier, in reality it is hardly ever used.

5 IMPLEMENTATION

5.1 Modal Split Targets

- 5.1.1 Given that the proposed measures described in previous sections are in excess of those available at existing facilities it is appropriate to set a target modal split for use in monitoring the success of the Sighthill travel plan. These are shown in Figure 5.1.

Figure 5.1 – GTP Target Modal Split



5.2 Travel Plan Co-ordinator

- 5.2.1 Currently the implementation of the University's Strategic Transport Policy is being taken forward by a Facilities Services Advisor, who is based at the Sighthill campus. A number of meetings have been held during the preparation of this report. The role of travel co-ordination is part of their responsibilities and they will oversee the green travel plan measures at the new Sighthill campus.
- 5.2.2 Operational management of the Universities transport, bicycle/ motor bikes and car parking policies fall within the control of the Universities Facilities Services Manager. The FSM is responsible for coordinating the University's policies and the actual implementation of same.

APPENDIX A – STRATEGIC TRANSPORT POLICY



Napier University

Strategic Transport Policy

February 2007



Jess Bailey
Transport Planning Consultancy

Napier University Strategic Transport Policy

February 2007

Issued: Jess Bailey

Approved by: Jess Bailey

Date: 10th February 2007

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1 Introduction

1.1 Introduction

This document sets out a strategic transport policy for Napier University over the next 10 years. The purpose of the strategic transport policy is to clearly define the methodology, principles, commitment and basic measures that will be applied by the University when developing site specific travel plans for any of its sites. Establishing and applying this framework will ensure the appropriate levels of consistency and provide an 'umbrella' under which each of the site specific travel plans can be developed and implemented

Napier University has a number of teaching sites the majority of which are located in and around the City of Edinburgh with additional sites in Livingston (West Lothian) and Melrose (Scottish Borders). The University employs over 1,800 members of staff and has over 13,500 students in attendance throughout the year.

1.2 Sustainable Development

Sustainable development is an ongoing dynamic process which enables all people to realise their potential and to improve their quality of life in ways which simultaneously protect and enhance the Earth's life support systems.¹

The Higher Education sector is well placed to make a significant contribution to sustainable development, particularly in enabling people to realise their potential through its provision of access to learning, and research. The social, environmental and economic implications of providing this access² to learning and research needs to be considered if this is to continue into the future. For example, if achieving widening participation targets form part of an institution's vision, giving those extra students access to learning, requires a forward thinking holistic approach.

A plan of how access to learning will be achieved into the future is a key survival strategy for any institution in the increasingly competitive global market. Travel Plans are useful tools to achieving this.

Travel Plans represent a proven effective process for managing the travel needs of an organisation and consists of a package of measures, which are tailored to the needs of

¹ Forum for the Future's definition of sustainable development

² To gain access to in any sense (Chambers Dictionary 1994)



individual sites. In addition to continuing to provide access to education for the ever increasing student population other benefits of a travel plan might include effective supply chain management, travel choice and safety for staff, students and visitors to the site, reduced local congestion, improved community relations or to secure planning permission.

1.3 Why Travel Plans are ‘different’ for Universities

The travel needs for higher Education institutes is a different challenge to businesses, hospitals or schools due to three distinct functions of a University as;

- ▲ Places of learning; forming & informing the leaders and decision makers of the future
- ▲ Major businesses; where prudent resources use not only saves money but safeguards reputations
- ▲ Key community players; as in employers, purchaser and amenity provider with a major impact on the wider world of influential ideas and technological development.

As places of learning and research -A University’s purpose is to educate for the future. Sustainable development ensures that there will be a viable future to participate in. In the University, in all teaching and research, sustainability should be a given not an add-on where the values and current best practise of sustainable development are integrated into all systems, policies and practises.

As a business – Operationally, Universities are unique in their provision of access to services not only around the clock, but also around the globe. This has travel implications on campus for late night student safety as well as the movements generated by complex timetabling. The variety of campus locations and structures is also important and as with any travel plan the need for it to be site specific and tailored to the individual circumstances of the institution is crucial. The issues of overcrowded car parks and acute congestion on campus are not unique to Universities however the increasing pressure to expand and widen participation means that these issues will not go away – they could get worse if sustainable systems are not in place.

As community players - Internal debates over parking charges, community tensions caused by parking overspill, increased pressures on the regional road arteries and an increase in air travel as catchment areas expand are just some of the impact on the local, regional and international communities which Universities support.

The Key to changing travel patterns is to truly understand why people travel the way they do. People do not make decisions in isolation of their external environment and others within it, therefore solutions need to be developed with the external context in mind.



The three core functions of a University need to be considered to enable an Institute to provide access to education in a sustainable way and a travel plan is a tool to facilitate this. Figure 1.1 indicates that there is not single solution to the challenges presented however opportunities and identifying mechanisms to forge useful links between them and the scope for solutions is enhanced.

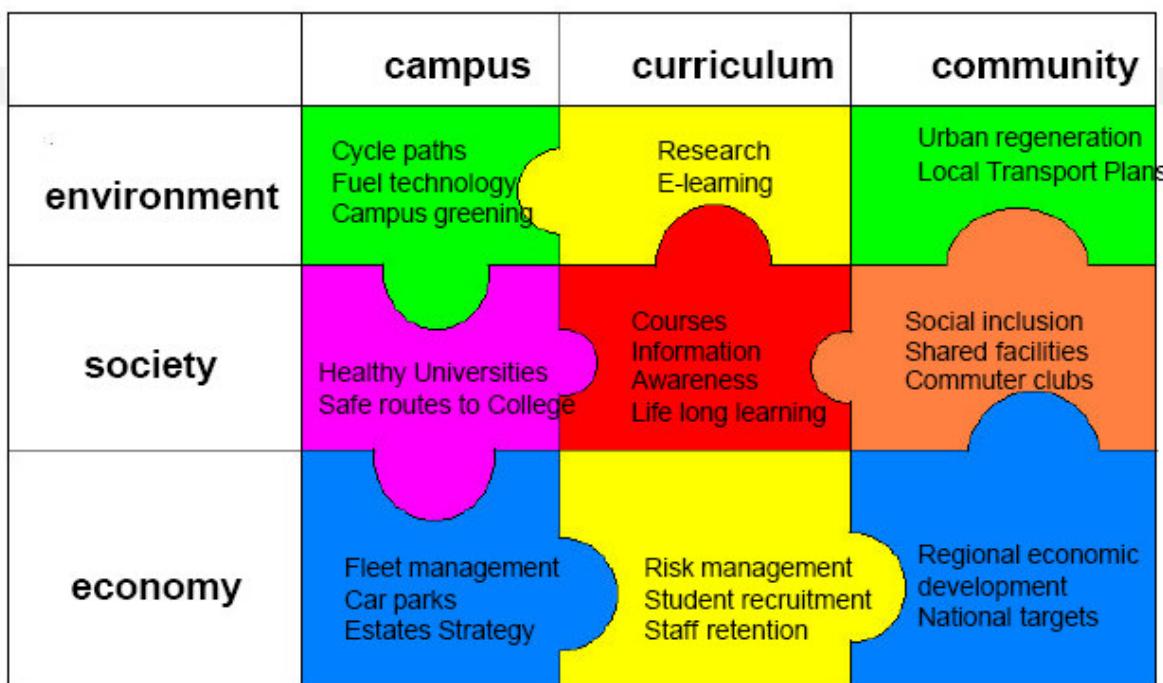


Figure 1.1 Putting the pieces together (Guidance for Higher Education Institutions, Forum for the Future)



2 Policy, Guidance & Partnership

2.1 Introduction

Transport and environmental policy throughout Europe, from an international level down to a local level have been transformed over the last 10 years. It is clear from the transport predicament we see everyday and the changes in these policies that much is being done to tackle the issues surrounding increases in mobility needs, against the impact of the demand that society has placed in the transport network and its resulting effects. Below is an overview of current policy documents relevant to the development of the University's Strategic Transport Policy and subsequent site specific travel plans.

2.2 Policy

The National Transport Strategy³- In December 2006 the Scottish Executive published Scotland's National Transport Strategy (NTS) which sets out, for the first time, a long term vision for transport, together with a series of objectives, priorities and plans. It focuses on three strategic outcomes which will set the context for transport policy making for the next twenty years, these are:

- Improve journey times and connections between our cities and towns and our global markets to tackle congestion and provide access to key markets
- Reduce emissions to tackle climate change
- Improve quality, accessibility and affordability of transport, to give people the choice of public transport and real alternatives to the car.

The NTS clearly states that the Scottish Executive will “*Actively promote SMART measures such as travel plans, and high quality travel information to encourage more sustainable travel.*”

The document goes on to say that: “*SMART measures are about encouraging travellers to use alternative, more sustainable modes of travel, raising awareness about the need to travel and providing alternative solutions to single occupancy car use for journeys. These*

³ The National Transport Strategy – Scottish Executive 2006



measures typically include travel plans, public transport information, travel awareness campaigns, travel to school campaigns, car clubs, car sharing schemes, cycling and walking, car free housing zones and teleworking. These measures are targeted at encouraging people to change their behaviour."

Regional Transport Strategies – In April 2006, 7 new statutory Regional Transport Partnerships (RTP) were established across Scotland, with the initial requirement of submitting their Regional Transport Strategies to Scottish Ministers by 31 March 2007. The City of Edinburgh is a member of the South East of Scotland Transport Partnership (SESTRAN). SESTRAN's draft Regional Transport Strategy (RTS) is currently out for public consultation. The draft document identifies the facilitation of travel plans as a high priority topic due to its potential effectiveness in assisting in achieving a range of the objectives set out within the draft RTS.

City of Edinburgh Council – Local Transport Policy - In line with National Policy, The City of Edinburgh Council is seeking to widen travel choices to give people options other than lone car use. The City of Edinburgh Council is developing its own travel plan and is encouraging other organisations to develop travel plans across the region.

2.3 Guidance

There are a number of publications available that provide guidance and advice for those seeking to develop and implement a Travel Plan. The two most relevant to this document are reviewed below, and this Strategic Transport Policy document follows the principles established in them.

Travel Planning for Sustainability – Guidance for Higher Education Institutions⁴, produced for the Higher Education Partnership for Sustainability and the Forum for the Future, provides guidance, which has been developed specifically to assist Universities, and Colleges to provide access to key services through the development and delivery of a Travel Plan.

It outlines the main steps in developing a travel plan, including practical guidance, and highlights examples of initiatives already introduced at various locations. The document notes that the travel needs of a University or College are different from other employers due to their distinctive characteristics.

⁴ Guidance for Higher Education Partnerships: Forum for the Future



While the document can be used as a stand-alone publication, it makes frequent reference to A Travel Plan Resource Pack for Employers.

'A Travel Plan Resource Pack for Employers'⁵ provides a comprehensive guide to how a Staff or Green Travel Plan should be developed. It follows a similar theme to 'Travel Planning for Sustainability – Guidance for Higher Education Institutions', in that it sets out a series of tasks and actions which are necessary to initiate a Travel Plan, and provides clear advice and practical examples of measures used elsewhere in the development, implementation and monitoring of Travel Plans.

2.4 Partnership

In recent years the University has undertaken a variety of partnership projects with other Universities in Scotland through the Higher Education Partnership for Sustainability (HEPS) and the Scottish University Network for Sustainability (SUNS).

The University is also a member of the Environmental Association of Universities and Colleges (EAUC) which is "*leading the way by integrating sustainability and environmental management into the business management of Universities and Colleges in the UK*".

More recently the EAUC has established, EAUC – Scotland for which the University's Facilities Services Advisor is Chair. The main project being taken forward by EAUC-Scotland is the Campus Sustainability Project (CaSPr) which has been funded with a three year grant from the Scottish Executive's Sustainability Action Fund. CaSPr was established to promote sustainability in Scottish Further and Higher Education. This project is managed by a steering group drawn from the EAUC-Scotland branch committee. The University has signed up to this project and will be represented at a number of workshops and conferences over the three years.

⁵ A Travel Plan Resource Pack for Employers: 2000: Department for Transport



3 METHODOLOGY

3.1 Aims and Objectives

The purpose of this Strategic Transport Policy is to clearly define the methodology, principles, commitment and basic measures that will be applied by Napier University when developing individual travel plans for any of its sites. Establishing and applying this framework will ensure the appropriate levels of consistency and provide an 'umbrella' under which each of the travel plans can be developed and implemented.

In order for any travel plan to succeed it is important to be clear about what the travel plan is trying to achieve by setting clear aims and objectives. In considering the role of the Strategic Transport Policy the overall aims will be to reduce the amount of car based traffic resulting from Napier University operations and the impact that this has on the local communities and in doing so offer the following benefits:

- ▲ Increased access to education services and facilities for all
- ▲ Reduced transport based pollutants entering our local environment
- ▲ Reduced traffic congestion
- ▲ Reduced road traffic accidents
- ▲ Increased opportunities for employment
- ▲ Improved health of employees by encouraging more active travel.

The objectives will be clearly defined within each of the site specific travel plan documents and will be derived from the findings of the staff, student and visitor surveys

3.2 Sharing an Understanding

The University undertake to ensure that from the outset that all members of the management team are fully aware of the commitment that has been given towards the development and continued implementation of travel plans at key University sites.

The Management Team and all senior staff will also be made fully aware of the concept of travel planning and the benefits that it can bring to the organisation.



Throughout the development period of each of the site-specific travel plans, the management team and senior staff will be engaged in the development process and encouraged to share ownership of the aims, objectives and proposed actions.

The University community to include staff, students and visitors will be given an explanation of the travel plan prior to the start of each implementation period and will be offered an opportunity to influence the development of the travel plan in the short, medium and longer term.

The University will promote their commitment to the travel plan concept and to the relevant individual travel plan as part of their recruitment process. All new staff and students joining will be given full information on the travel plan as part of the induction process and will be made very clear of their own role in helping to make the travel plan effective.

3.3 Understanding Current/Established Travel Patterns

The University acknowledges that before the details of each of the travel plans can be developed, a full understanding is needed of the existing transport links and facilities serving its sites and that the level and patterns of travel 'generated' by staff, students and visitors to the site also requires to be established.

In order to achieve this, during the development stages of the travel plan, the University will undertake:

- ▲ a full assessment of the site to identify all existing travel opportunities and also any barriers that prevent/ deter the use of alternative modes
- ▲ a full survey of staff and student travel patterns and attitudes.
- ▲ a full audit of other travel generated by the organisation

3.4 Setting Targets and Indicators

In order to be able to monitor and evaluate how successful the Strategic Transport Policy and subsequent site specific travel plans are in meeting their objectives, a set of targets will be established based on the current travel patterns and facilities.

Targets should be set for the short as well as the medium and longer term (5yrs and 10yrs).

The targets will be a mixture of key actions (with dates) and desired modal shifts (again with timescales). They will be evaluated once the survey findings are available.



When establishing the desired modal shift targets, in addition to using the survey findings, consideration will also be given to targets that The City of Edinburgh Council has set within its own transportation plans and strategies.

3.5 Identifying Measures

Napier University acknowledges that each of the site specific travel plans they produce will be required to contain a package of measures to bring about the desired objectives. These will be listed in an 'Action Plan' and appended to the Strategic Transport policy.

The measures will again be derived from the findings of the staff and student surveys. They will form a comprehensive list of measures.

Each of the site specific travel plans will contain a number of guiding principles. These are:-

- ▲ To promote an environmentally responsible attitude and approach to transport issues;
- ▲ To address the needs of all user groups and to be sensitive to the local neighbourhoods;
- ▲ To encourage and promote alternatives to one-person, one-car commuter travel by;
 - Improvements to access and facilities to encourage those accessing Napier University services and facilities to do so on foot;
 - Improvements to access and facilities to encourage those accessing Napier University services and facilities to do so by bicycle;
 - Improvements to access and facilities to encourage those accessing Napier University services and facilities to do so by public transport;
 - Implementation of an effective and efficient car park management scheme;
 - Encouragement of more sustainable car use through the development and extensive promotion of a car sharing scheme;
- ▲ Ensuring business travel policies reflect changes in transport and health policies by reducing the number of business journeys undertaken and where travel is required that it is undertaken as sustainably as possible;



- ▲ To promote efficient management and use of the University's own transport fleet;
- ▲ To be consistent with the University's Estate Strategy.
- ▲ In partnership with the City of Edinburgh Council, local public transport operators and others as appropriate, investigate opportunities to advance the Strategic Transport Policy measures;
- ▲ Where Napier University undertake new developments, these will operate under the umbrella of this strategic travel plan and where appropriate a site specific travel plan will be developed;
- ▲ The promotion of the Strategic Transport Policy and the Travel Planning concept to the whole of the Napier University community (staff, students and visitors), highlighting the need to reduce single car occupancy travel as well as promoting the alternative transport modes available and the benefits of these to the individual and the local community; and
- ▲ To undertake to monitor the effect of the Strategic Transport Policy and in terms of achieving the set targets on a biennial basis thus informing their development and implementation at all levels.

If, during the monitoring and evaluation of any of the travel plans, it is apparent that the targets defined by the Strategic Transport Policy are unlikely to be achieved, the Action Plan will be revised and a number of 'Stronger Measures' will be introduced.

3.6 Raising Awareness & Marketing

Napier University recognises the importance of marketing and communicating the travel plan itself and also promoting the measures contained within it. A communication strategy will be developed as part of each site-specific travel plan to support its implementation. A number of 'basic marketing measures' have been identified at this stage to be included within each of the communication strategies. These are:

- ▲ Poster and leaflet campaigns to promote the measures introduced;
- ▲ Workshops and briefing sessions with staff;
- ▲ Events to promote the objectives of the travel plan (including a launch);



- ▲ Display boards and travel plan roadshow; and
- ▲ Press releases and communication with 'neighbours'.

3.7 Monitoring and Evaluation

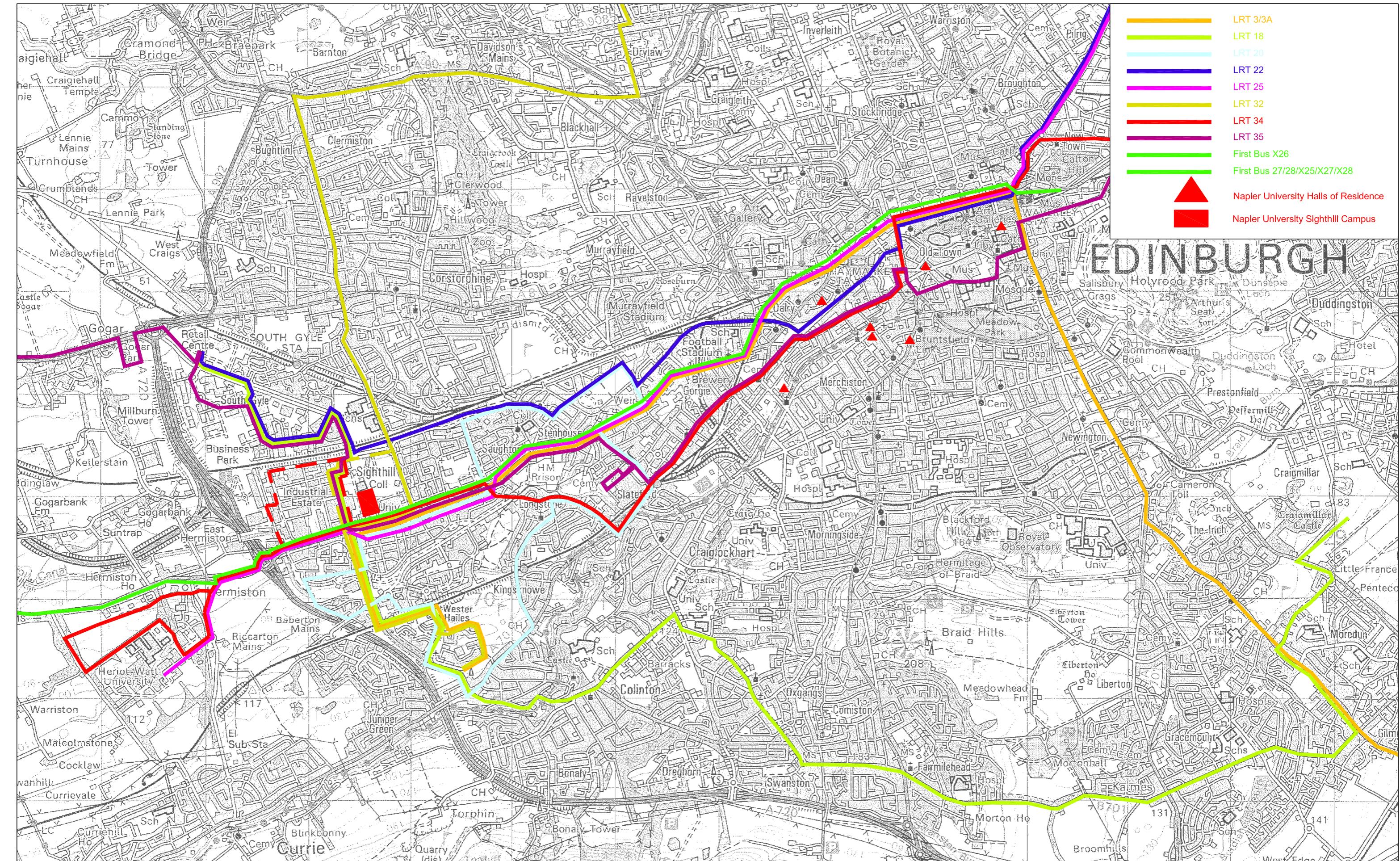
Napier University recognise that it is essential that the Strategic Transport Policy is monitored on a regular basis for the following reasons:

- ▲ To show that the modal share targets are being met (or not met, at which point the measures being used should be reviewed); and
- ▲ To demonstrate that any financial input by the University is being used to good effect;

Monitoring will be done through a repeat of the original staff/student surveys every 5 years, with mode of travel surveys being undertaken every 2 years. The findings each time will be compared to the original findings which will form the 'base data'. The following indicators will be used to evaluate the success or otherwise of the Strategic Transport Policy

- ▲ % of staff and students normally travelling by car on their own;
- ▲ % of staff and students travelling by public transport; and
- ▲ Number of business miles travelled by staff.

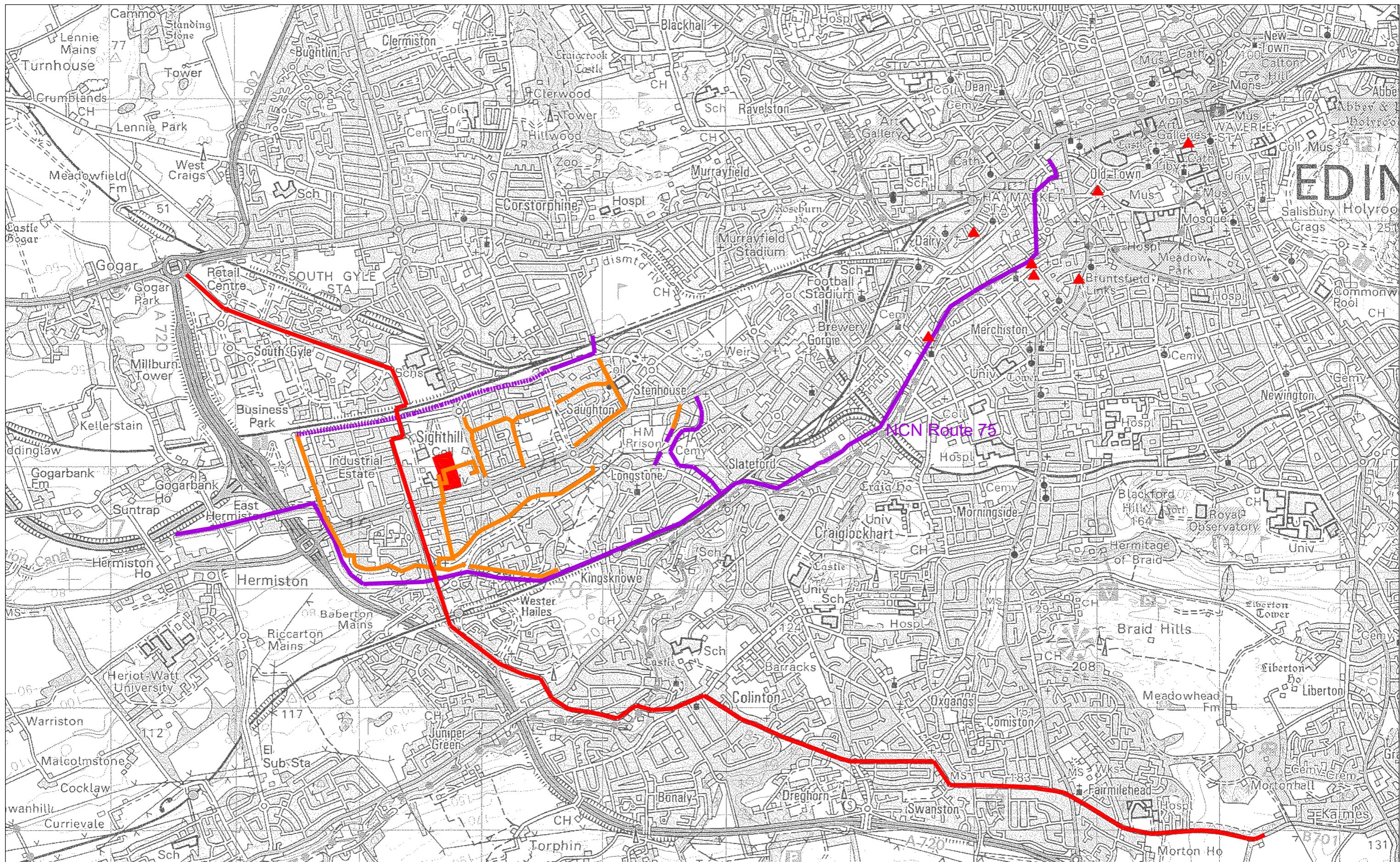
APPENDIX B – BUS AND CYCLE MAPS



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**Napier University
Bus Map**



- KEY
- Off Road
 - NCN Route
 - Quiet Link
 - Ring Route
 - Napier University Sighthill Campus
 - ▲ Napier University Halls of Residence

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**Napier University
Cycle Map**