University of Bath Travel Plan 2025-2030

Contents

Glossary

Term	Definition
Active Travel	Means of transportation that involve physical activity, such as walking, cycling, wheeling.
ATC (Automatic Traffic Count)	A method of automatically counting the number of vehicles passing a certain point.
B&NES	Bath and North East Somerset Council.
CAF (Climate Action Framework)	The Climate Action Framework has 11 principles which set out the University's commitment to responding to climate change.
CO_2 equivalent (CO_2e)	A measurement used to indicate the total global warming effect of all greenhouse gases emitted by converting amounts of other gases to the equivalent amount of carbon dioxide.
MaaS (Mobility as a Service)	A system that integrates various modes of transport, such as public transport, cycling, and carpooling, into a single app.
MCC (Manual Classified Count)	A method of manually counting and classifying traffic (pedestrians, cyclists, vehicles) at specific locations.
Modal Share	The proportion of trips taken by different modes of transportation, such as car, bus, walking, or cycling.
Modal Shift	When someone changes their mode of travel, for example, from driving to walking, therefore 'shifting' to another mode.

Net Zero	The total greenhouse gas emissions that an organisation produces is equal to the emissions removed from the environment. This can be achieved by a combination of reducing emissions and removing emissions via natural processes like planting trees and restoring peatland or technology such as carbon capture and storage.
NPPF (National Planning Policy Framework)	A framework that defines a Travel Plan as 'a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed'.
Sustainable Travel	Modes of travel that reduce environmental impacts and improve socio-economic outcomes (i.e. provide health benefits, reduce congestion, provide more equitable transport for marginalised or deprived groups). This includes public transport and active travel.
PTP (Personalised Travel Planning)	A service that provides tailored travel information and support to individuals.
RAG (Red, Amber, Green)	A scoring system used to assess the status of data or projects.
Scope 1, 2, and 3 Emissions	Categories of greenhouse gas emissions. Scope 1 and 2 emissions refer to direct and indirect emissions, respectively, from sources owned or controlled by an organisation. Scope 3 emissions refer to all other indirect emissions in an organisation's value chain.
T-CAT (Transport Carbon Analysis Tool)	A tool developed by Arup to estimate CO_2e emissions from transport and to test the impact of different interventions.
TIP (Travel Information Pack)	A pack containing travel information, possibly including free bus tickets or cycle vouchers, for new staff and students.
Travel Plan	A long-term strategy for an organisation or site to deliver sustainable transport objectives.
TPC (Travel Plan Coordinator)	A person employed to deliver the travel plan.
Zero Tailgate Emissions	No greenhouse gas emissions are produced directly from this vehicle during its operation e.g. an electric car.

1. Introduction

Enabling effective travel to and from the University is an important part of delivering our core goals. Travel arrangements support our students to get to their classes; our staff to their jobs; our visitors to enjoy the campus and participate in the many services and functions which the University offers; and our suppliers to deliver their products. Travel can impact on the recruitment and retention of top talent, it can affect the quality of the staff and student experience, the reputation of the Institution and the successful achievement of our core ambitions.

The University faces several challenges in implementing a Travel Plan. The main campus is located nearly two kilometres from the city centre and is constrained by the transport infrastructure – the width of the roads; the gradient of the hill; frequency and capacity of the buses; safe cycling routes; as well as the increasing costs of different travel modes. The University's low-cost parking charges and relatively open pay & display durations do not deter car use or encourage people to choose more sustainable travel options. As a result of this, for many people the most convenient mode of travel is private vehicle.

However, with increased pressure on space, plans to accommodate new buildings and the potential introduction of a workplace parking levy, the University can no longer afford to support the high number of parking spaces. Indeed, the University has set out ambitious goals on climate change and health and wellbeing which compel us to rethink how we enable travel to and from the campus. A significant challenge will be enabling people to shift from single-occupancy car use to more sustainable travel modes.

These sustainable alternatives are not easily deliverable. Public transport is challenged by issues such as peaks in demand, capacity, and frequency. Additionally, many staff members live in areas that are not well-served by current public transport routes. The University's location, at the top of a long, steep hill poses a substantial barrier to active travel, and the absence of dedicated cycle lanes and other infrastructure to make active travel safer, further deters travellers. In addition, there is no longer a cycle-loan scheme available for students and the current cycle to work scheme, available for staff, is not inclusive for disabled people due to issues obtaining accessible bikes through the scheme.

As an anchor institution, the University needs to act as a leader and take action to limit its impact in an increasingly challenging local environment.

This Travel Plan sets out an ambitious approach to addressing our immediate transport challenges. It has been developed over the past year, drawing on data and insight primarily from the 2023/24 transport surveys. It lays the foundations for us to go further in the future – by seeking to deliver transport options which are effective, fair, healthy and sustainable.

2. Vision and objectives

The University of Bath is committed to a vision where everyone has access to efficient, convenient, affordable and sustainable modes of transport to travel to and from its sites.

The objectives for this Travel Plan have been developed based on a review of the University's existing situation, engagement with key stakeholders and a review of other University Travel Plans. The following objectives aim to be holistic, capturing different elements associated with travel:

- to reduce emissions associated with travel to/from University sites.
- to enable effective and efficient movement of people to/from University sites, taking into consideration potential future growth.
- to improve the inclusivity, equitability and positive impact of travel on staff, students and the wider community.
- to maximise health benefits related to travel for staff, students, and the wider community.

3. Geographic scope

Figure 1 below locates University properties across the following sites:

- University of Bath Claverton Down campus (main campus)
- Bristol and Bath Science Park (located near Emersons Green, Bristol)
- Bath city centre sites (including student accommodation)
- The Sulis Club (located one-mile to the south of the Claverton Down campus)

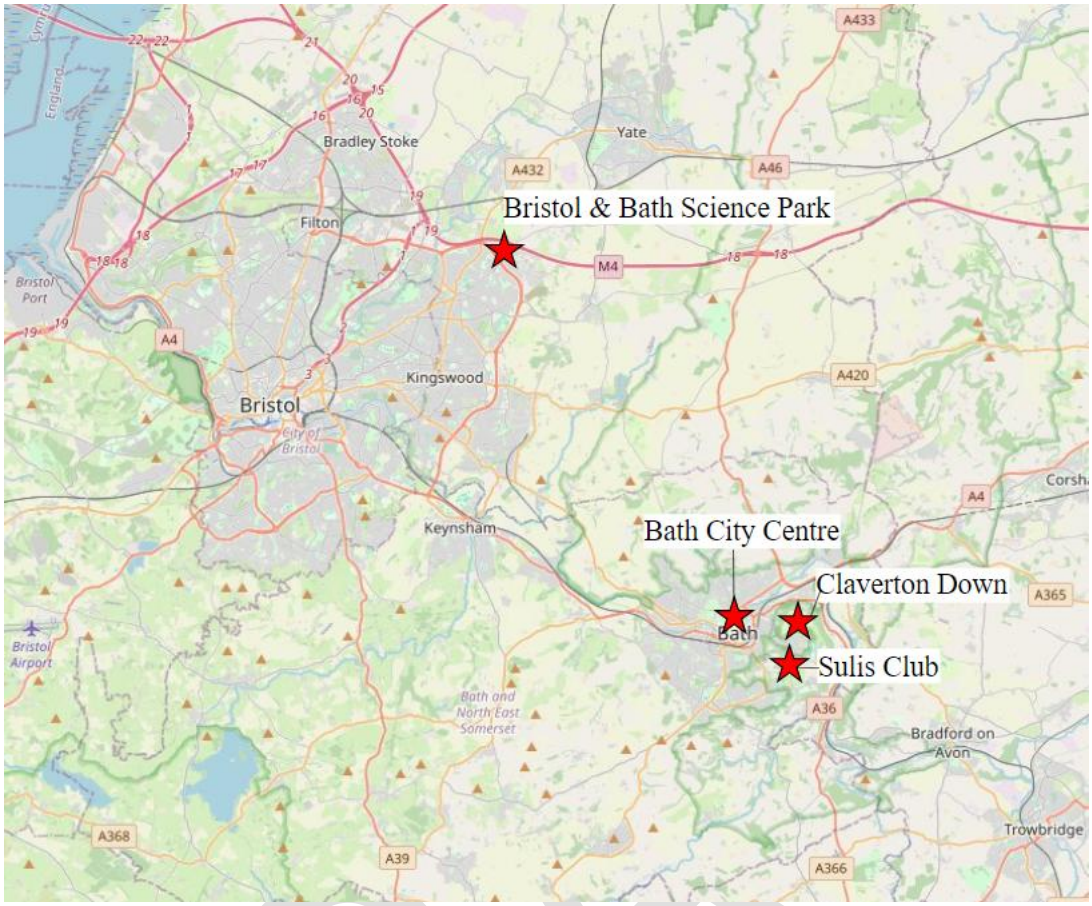

Figure 1: University of Bath Sites

Claverton Down campus

The Claverton Down campus is the main site for the University of Bath, approximately two kilometres east of Bath city centre. This Travel Plan is predominantly focused on travel to and from the Claverton Down campus. The campus provides a mix of academic, residential, office and ancillary space, the latter including restaurants, cafes, bars, retail, leisure and sports facilities at the University's Sports Training Village (STV).

While a significant level of student accommodation is provided on-site many students live outside of the campus, typically in either purpose-built student accommodation or in houses of multiple occupation within Bath. This, combined with staff travel, means there are significant levels of travel to and from the campus. The campus is around 120m higher than Bath city centre, which to some extent, affects how people travel between the two locations.

The Sulis Club

The Sulis Club is located about a mile to the south of the Claverton Down campus and features grass sports pitches and changing rooms, as well as on-site car parking. A number of sports events take place at the Sulis Club throughout the year.

Bristol and Bath Science Park

The Bristol and Bath Science Park is a hub for innovation and collaboration, located near Bristol city centre, the M5 and M4. The Science Park has an existing overarching Travel Plan, and individual Travel Plans for all developments at the park with over 30 employees. The individual Travel Plans are managed by a site-wide Travel Plan Coordinator. The only University development based at the Science Park is the Institute of Advanced Automotive Propulsion Studies (IAAPS). There are 30-40 members of University staff working at this facility, so an IAAPS Travel Plan has been produced in accordance with the overarching Science Park Travel Plan.

For the IAAPS Travel Plan, the Building Facilities Manager is the appointed employee Workplace Travel Plan Representative, who provides a point of contact between the IAAPS and the site-wide Travel Plan Coordinator. The monitoring, reporting and governance of the IAAPS Travel Plan is in accordance with the overarching Science Park Travel Plan, and therefore no further recommendations for this site are given within this University of Bath Travel Plan.

Bath city centre sites

Within Bath city centre, the University's Virgil Building provides office space for staff and study and leisure space for student use. The building includes one-person rooms, meetings rooms, and provides library services.

The University also manages 11 student accommodation buildings in Bath city centre, one of which, Carpenter House, also houses the University's Innovation Centre.

4. Current situation

A review of current data found the following key points.

Modal split

Data on modal split obtained from the 2023/24 University of Bath Travel Plan Baseline Report shows how travel behaviour has changed since 2007 and helps to identify trends. Data was collected using a one-day traffic survey at the campus, and does not

differentiate between staff and students, so this dataset combines data for both staff and students. The modal split over time at the Claverton Down campus is shown in Table 1. The data shows that travel by bus remains the most used method of travel, followed by sole-drivers (without passengers).

Year	Car			Car Passenger	Bus	Walk	Cycle	Motorcycle	Total daily trips
	Sole Driver	With Passenger	Total						
2007	29.7	7.7	37.4	9.9	45.1	4.9	1.9	0.8	15,111
2009	29.3	7.6	36.4	8.8	43.4	8.3	2.1	1.0	15,666
2010	26.1	6.4	32.6	7.5	47.2	9.6	2.3	0.9	17,872
2011	24.6	5.2	29.8	6.0	52.6	7.9	2.7	1.0	17,633
2012	27.7	4.3	32.0	5.2	52.9	7.0	2.2	0.7	17,966
2013	22.8	5.2	29.1	6.2	52.2	8.9	2.9	0.7	19,044
2014	25.0	4.2	29.2	4.8	55.2	7.4	2.6	0.7	18,684
2015	22.7	4.1	26.8	4.9	58.0	7.0	2.4	0.9	20,118
2018	26.1	3.9	30.0	4.4	55.4	7.0	2.6	0.6	19,485
2019	25.4	4.2	29.5	4.6	55.2	7.1	2.8	0.8	20,760
2021	21.9	3.6	25.5	3.9	58.3	9.2	2.5	0.6	16,743
2023	26.8	2.9	29.7	3.4	57.6	6.6	2.2	0.6	19,002

Table 1: Modal Split (%) for travel at the University over one day (08:00-18:00)

Staff and student travel differences

Data from the 2023 B&NES Travel to Work Survey has been used to visualise the number of trips per week (see Figure 2). The data identifies that staff contribute to the most trips made in the 'car alone' category (single occupancy), and shows that trips being made by bus, and car-pooling are highest among students.

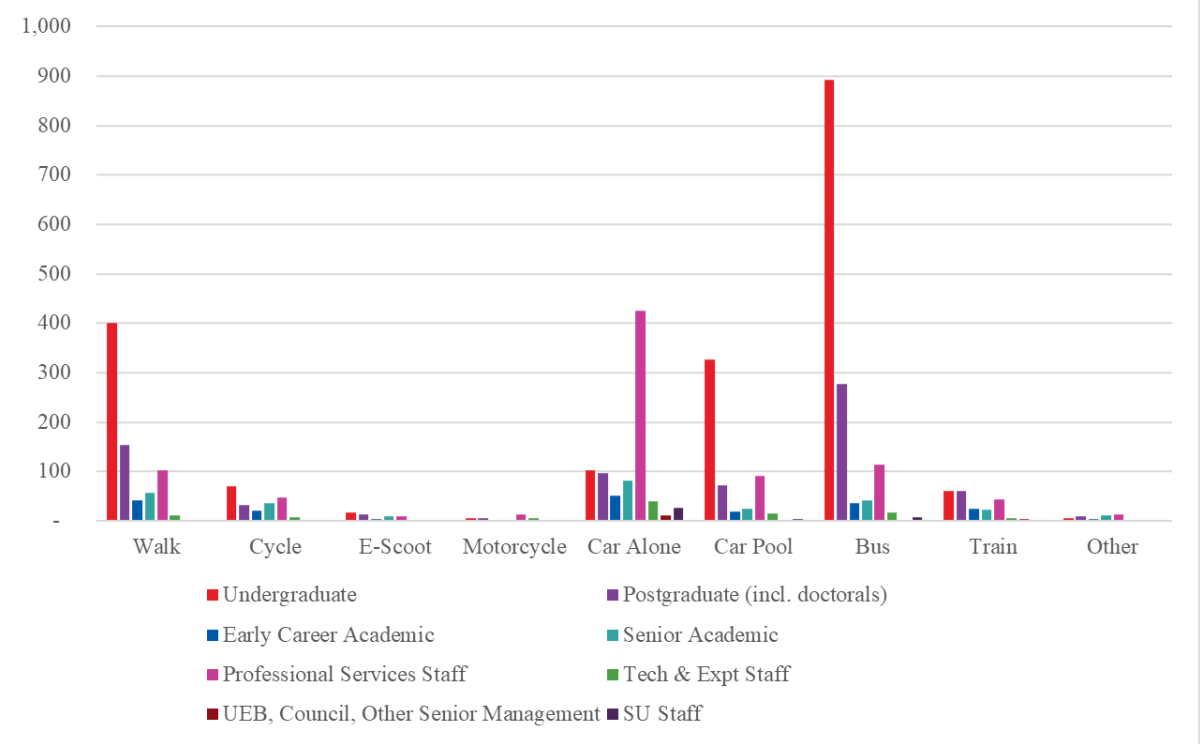

Figure 2: Breakdown of travel per mode (Average number of trips per week)

Source: 2023 B&NES Travel to Work Survey

Description of modal options

Bus

The bus is the most used mode of transport overall, accounting for 57.6% of trips in 2023 and is used more by students than staff. The University's Claverton Down campus is served by several bus routes, with First Bus U1 being the most frequent service.

First Bus is the primary operator, providing frequent services, including:

- **U1 and U2:** operates between Oldfield Park and the University via the city centre. The U1 service offers 24-hour operation, providing transport options during late-night and early-morning hours.
- **U3:** A new year-round service operating from September 2025 with a route between the University of Bath and Bath Spa University via the city centre.
- **U4:** From September 2025 the U4 replaces service 22 to provide a service on all days between Bath Spa University and the University of Bath via Southdown, Whiteway and Twerton, with financial support from the West of England Combined Authority for holiday periods and weekend operation.

The Big Lemon also operates a bus service (Route 20) between Twerton and the University's STV, once an hour via Widcombe Hill. Libra Travel operates a two-hourly bus service (Route 94) between Trowbridge and Bath Abbey in City Centre.

WESTlink is a digital demand responsive bus service which operates in predominantly the rural West of England. The University of Bath's Claverton Down site is in the Bath rural zone which covers Radstock, Midsomer Norton, Paulton and many surrounding villages.

The bus services generally receive the most demand during the term-time morning 'rush hour' (8:00am to 9:00am) with the University, schools and other major employers producing that demand. This is the period in which most issues with the bus service arise.

Feedback on bus services highlights issues with an inability to meet demand at peak times and shortfalls in communication, including timetable information.

Parking

The Claverton Down campus has an operational level of car parking of about 2,200 spaces. Parking beat surveys, conducted on Tuesday 14 November 2023 by IMA Consulting as part of the University of Bath 2023 Traffic and Transport Surveys, found that there was a total of 2,241 parking spaces on campus, however only 2,202 were available due to 39 spaces being temporarily out of action.

The parking spaces recorded on 14 November 2023 are shown in Table 2.

Type of parking	Number of spaces
Permit bays	1,518
Pay & Display bays	321
Reserved bays	75
Visitor bays	11
Car share bays	13
Electric Vehicle charging bays	23
Accessible (Blue Badge) bays	78
Taxi bays	3
Estate bays	15
Students' Union reserved bays	7
West car park overflow (temporary)	100
Operational bays	38
Total bays out of action	39

Total	2241

Table 2: Estimated number of parking spaces on campus

The parking beat surveys revealed that the main car parks are operating at or near capacity during peak hours. The peak parking demand across the four main car parks (East, West, South, and Sports Training Village) occurred between 12:00pm and 1:00pm, with an occupancy rate of 91%. The high occupancy levels observed in the main car parks suggest that parking demand may be exceeding the available supply during peak periods.

As noted in Figure 2, staff make the most single-occupancy car trips, while bus journeys and car-pooling trips are highest among students. The University offers parking permits to all staff, which are proportional to salary bands but significantly less expensive than the equivalent journey by public transport.

Car parking permits are not available for undergraduate or postgraduate students living in University accommodation, on or off campus, or undergraduates living in private accommodation within the BA1 or BA2 postcode areas, unless for exceptional circumstances. Permits are available for undergraduates living outside the BA1 and BA2 postcodes and all postgraduate students living in private accommodation.

Active travel – walking, cycling and wheeling

The Claverton Down campus' location on Bathwick Hill poses a significant challenge for walking and cycling, impacting on the ability to increase the mode share. The hill has an 6-8% incline, depending on which road you take, and takes 30-40 minutes to walk from the city centre, deterring some individuals from choosing this as their primary mode of transport. While the incline presents a physical challenge, it has been noted as more of a psychological barrier for some. Cycling mode share has increased slightly from 1.9% in 2007 to 2.2% in 2023, with a peak of 2.9% in 2013, but remains low in comparison to other modes.

Micro-mobility options such as e-bikes and e-scooters help to overcome the challenge of the hill but are currently limited by the same issues that pedestrians and cyclists have; poor infrastructure on routes to the campus, lack of knowledge of facilities available on campus and limited financial incentive.

Stakeholder interviews undertaken as part of this report found limited awareness of existing facilities such as showers and lockers, making active travel seem less convenient. Feedback included inconsistent and unclear signage for cyclists and pedestrians, creating uncertainty about permitted routes.

The November 2022 Active Travel Campus Report audits entrances, routes into campus and routes through campus against the key design principles within Local Transport Note 1/20 (cycle infrastructure design guidance published by the Department for Transport). This audit identifies the key issues with active travel provisions on campus. Some identified issues include confusing layouts, conflicts between motorised vehicles and active mode users, discontinuous footpaths, and poor signage. Addressing these issues where possible would align active travel infrastructure on campus with current guidance.

Accessibility

Our main campus and satellites present a significant number of challenges as we seek to improve accessibility and inclusivity for all staff, students and visitors. Our goal is for sustainable travel, both to and within the campuses, to be available to all. Tackling this is one of the key principles set out in the Estates Strategy, with improvements to both project delivery and day-to-day operations. As part of the drive towards removing barriers to learning and participation, a range of initiatives are helping to improve physical facilities such as ramps, accessible lifts, and wayfinding.

Other options

Ways of working

The University emphasises the importance of flexible working to support both staff and students. The flexible working policy highlights various options, such as part-time working, flexitime, remote working, job sharing, term-time only working, and annualised hours. These options are designed to provide greater life-work balance, accommodate personal commitments, and enhance overall productivity and job satisfaction. The flexible working policy also reduces the need to travel to campus for some people – thereby reducing the numbers using the transport infrastructure.

Digital options

The University is enhancing its use of digital and distance-learning models, which could impact future physical infrastructure needs. The continued growth in both student numbers and innovation of digital education, provides an opportunity for future developments to focus on flexibility, with teaching spaces potentially adapting to hybrid models with less of a focus on travel to campus.

5. Future plans

Masterplan proposals

With proposals for new residential buildings and refurbishments to existing buildings, it is important that the University updates its existing Travel Plan (typically a requirement of planning permission under the National Planning Policy Framework (NPPF)). An organisation-wide Travel Plan enables a holistic and informed campus wide approach, supporting Transport Assessments on a building-by-building basis.

The Claverton Masterplan published in 2021, was prepared to help with the development of B&NES new local plan. The Masterplan proposes the provision of multi-storey (decked) car parks (MSCP) on one or both of the West and South Car Parks. The provision of these MSCPs would allow the release of the East Car Park and the overflow car park for built development without necessarily requiring a reduction in overall parking numbers across the Campus. However, the University has no current plans for any MSCP.

The Masterplan notes that the University is committed to maximising the use of sustainable modes of travel and will continue to enhance the pedestrian and cycle facilities and connections to and within the campus, promoting sustainable modes of travel, notably with improved bus services.

Increased on-campus residential accommodation (Proposed R7 Residential Development)

There are plans to increase on-campus residential accommodation, which will put less pressure on the need for students to travel to/from campus. At the time of publication, the proposed residential development (termed R7) at the University of Bath's Claverton Down campus will provide 962 beds across eight blocks. The development is planned to be located on the eastern side of the campus, on the site of the current Eastern Playing Fields, East Extension, and East Overflow car parks (see Figure 3). The development will also include replacing existing tennis courts with padel courts and will retain part of the East Car Park Extension, retaining around 95 parking spaces. If approved, the development will result in a projected net loss of 319 car parking spaces across the campus. However, parking compliant with the Equality Act (2010) will be provided to serve the eight accessible accommodation units.

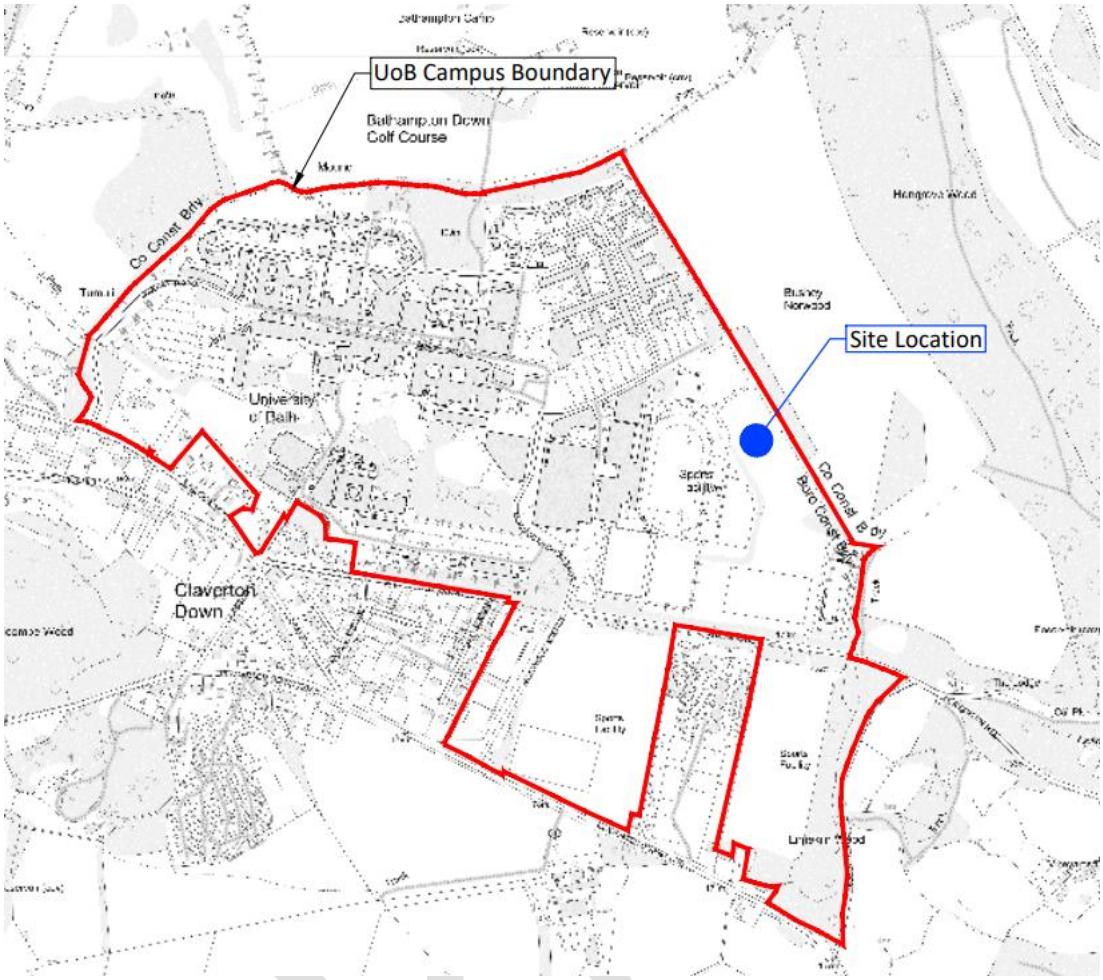

Figure 3: Proposed R7 Accommodation Location

Source: IMA Transport Statement

Key points to note for the proposed development, in relation to travel, have been taken from the accompanying Transport Statement, prepared by IMA Consulting, and are as follows:

- **Access:** Both vehicle and pedestrian access will be from the existing East Car Park access road. The vehicle access will be in a similar location to the current access into the East Car Park Extension.
- **Parking:** The proposed development aims to reduce car use in line with the University's policies and commitments. No general car parking is proposed for the development, in accordance with council standards.
- **Cycle parking:** Secure and covered bicycle parking will be provided in external bicycle stores.
- **Public transport:** The proposed development is not expected to significantly increase public transport trips; bus trips would increase by 3.9% in recorded

weekday departures and 4.4% in recorded weekday arrivals. The Transport Statement notes that other modes of travel are expected to be low.

Expansion beyond the Claverton Down campus

The commitment to increasing student accommodation is part of the University of Bath Strategy (2021 – 2026). This strategy focuses on meeting the growing demand for student housing while also enhancing the University's role in the city.

The Strategy ties into the University's commitment to provide more on-campus accommodation, reducing the need for off-campus, private rental properties and therefore reducing student travel to and from campus. This will impact upon congestion and peak demand for public transport with knock on effects for the local community and air quality. These initiatives are key components of the University's long-term vision for expansion, balancing both improvement to academic and student life.

6. Engagement insights

Stakeholders, including internal and external groups, were engaged in developing this Travel Plan. This helped to identify key challenges and opportunities. Themes from stakeholder engagement include:

- **Single occupancy vehicles:** There is a need to shift from single-occupancy car use to sustainable modes.
- **Public transport:** There is a need for improved bus services regarding capacity, frequency, and coverage, including new routes and services. This included a suggested shuttle service, up the hill from Bath city centre to the Claverton Down campus, during the morning peak demand.
- **Active travel:** There is a need to overcome the physical and psychological barriers to walking and cycling by improving infrastructure, including safer cycling and pedestrian routes, secure bike parking, charging facilities for e-bikes, and additional showers, drying rooms and lockers. It was noted that there is limited awareness of existing facilities such as showers and lockers, making active travel seem less convenient.
- **Policy and governance:** Demand management measures, such as restricting parking permits and increasing parking costs, can help promote sustainable travel behaviours. There is a need to strengthen governance and accountability for travel and transport initiatives within the University.
- **Inclusivity:** There is a need to ensure travel options and opportunities are inclusive and equitable.

- **Health:** Promotion of the health benefits of sustainable and active travel from an individual perspective such as cardiovascular health to a global reach including improved air quality and reduction in greenhouse gas emissions.
- **Data and monitoring:** The collection and utilisation of travel data can inform decision-making and help tailor interventions, including collection of data on satisfaction with travel choices.
- **Collaboration:** Collaboration with local authorities and transport providers can improve travel options beyond the University's individual capacity.
- **Funding:** There is a need to seek funding to support investment in sustainable and active travel such as infrastructure and facilities.

7. Draft targets

The targets for this Travel Plan are indicative and subject to implementation measures. They have been informed by the University's data, its strategic plans and through engagement with its community. The baseline is set from the 2019 University of Bath Travel Plan Baseline Report. The targets recognise the University's aim to be more ambitious and to lay the foundations for increasing sustainable travel in the future.

In meeting the targets, we will need to make some hard choices, whilst also ensuring that we can maintain fairness and affordability.

Proposed primary target: a) Reduce the number of two-way car trips by 16% by 2030

If achieved, this will contribute towards our scope 3 carbon reduction, saving approximately 314 tonnes on CO_2e. It should also help to put in place measures which can drive further savings in the future.

In delivering this reduction the following sub-targets/key performance indicators have been proposed:

b) Increase mode share for active travel to 15% (from a baseline of 10%) by 2030.
c) Increase mode share for car sharing from a baseline occupancy rate of 1.11 persons per vehicle.
d) Improve bus service and increase bus use, where possible, in conjunction with operators.
e) Improve collection and utilisation of travel data to inform decision-making, help tailor interventions to specific needs, and measure and maintain progress against University targets.

f) 2% year-on-year increase in the number of staff and students that are satisfied with their travel experience as reported via the student Be Well Survey and staff Work and Wellbeing Survey.

Rationale for the Travel Plan targets

The Travel Plan targets support the commitment, within the University's Masterplan, to maximise the use of sustainable modes of travel, enhance pedestrian and cycle infrastructure and facilities, and promote sustainable modes of travel. With current car parking spaces nearing capacity, campus developments projected to lead to a loss of car parking, and student numbers set to increase, the University needs to take decisive action to reduce car trips, particularly single occupancy, to campus.

Cycling and wheeling are both areas with considerable potential for modal shift. E-bikes now account for circa 10% of UK sales with the market forecast to grow by over 12% per annum. E-scooter usage has also grown substantially in the UK through personal sales and trials of e-scooter rental services. 2022 forecasts from Statista indicated there were 2.2 million e-scooter users in 2022 with younger people the most significant user group. This is forecast to grow to 6.9 million by 2027. The growth in micro-mobility options is particularly advantageous for the University in overcoming the challenging topography.

There is also considerable potential for car sharing which currently is very low. This may be a particularly useful mode in the short term for areas that currently have poor public transport options.

Introducing a shuttle-bus service to meet peak demand up the hill in the morning and linking the campus with existing Park and Ride services has the potential to alleviate some of the existing issues of bus capacity and coverage. In the medium-to-long term, constructive engagement with public transport operators, changes to lecture timetabling and promotion of the University's Flexible Working Policy, could result in increased bus use and peak demand flattened across a longer time period.

8. Actions

At this stage, a number of proposed measures have been identified which, if adopted, could help towards the achievement of the targets. These measures will be worked through, prioritised and costed as part of the implementation of the Travel Plan. However, Table 3 suggests key measures which are likely to be most impactful for each of the six targets.

It should be noted that due to the nature of travel choices, measures can contribute to several of the targets by either promoting more sustainable modes or facilitating a reduction in car trips. The measures shown in Table 3 can be seen as high priority and high impact but are not sufficient on their own to achieve the outlined targets.

Draft target	Key measures that could be taken		
Reduce the number of two-way car trips by 16% by 2030.	Revise University Parking Regulations and parking permit criteria for staff, students, contractor parking, and visitors to site.	Install ANPR cameras to support compliance with permit system.	Explore revised or new bus routes to support staff/students living farther away or in areas with poor public transport provision.
Increase mode share for active travel to 15% by 2030.	Action the recommendations outlined in the Active Travel Study (2022).	Provide access to all active travel facilities for all staff and students who actively travel to campus.	Install an electric micromobility charging station on campus.
Increase mode share for car sharing from a baseline occupancy rate of 1.11 persons per vehicle.	Introduce a University car sharing service.	Distribute Travel Information Packs to all new and existing students and staff.	Incentivise car sharing by offering reduced parking fees and increasing car sharing parking spaces.
Increase bus use where possible in conjunction with operators.	Review the timetabling of lectures to reduce peak-hour bus demand and improve traffic flow.	Explore revised or new bus routes to support staff/students living farther away or in areas with poor public transport provision.	Explore provision of a shuttle bus service up the hill during peak demand times.
Improve collection and utilisation of travel data to inform decision-making, help tailor interventions to specific needs, and measure and maintain progress against University targets.	Agree key performance indicators for the Travel Plan targets and the data required to measure progress.	Establish required frequency of data collection to capture increasingly accurate data.	Agree individuals and teams responsible for collecting required data.

2% year-on-year increase in the number of staff and students that are satisfied with their travel experience as reported via the student Be Well Survey and staff Work and Wellbeing Survey.	Distribute Travel Information Packs to all new and existing students and staff.	Provide Personalised Travel Planning at induction sessions for new students and staff.	Promote the University's Flexible Working Policy

Table 3: Key measures to achieve each target

For each action developed, we will be undertaking an Equality Impact Assessment.

9. Management arrangements

Management

The University of Bath's vision is to be an outstanding and inclusive community, characterised by excellence in education, research, and innovation, working in partnership with others for the advancement of knowledge, in support of the global common good.

The appointment of a University Executive Board member as a Travel Plan Sponsor will ensure responsibility for delivery of the Plan and subsequent impact its actions will have on the University's strategic key performance indicators, in particular:

- Wellbeing
- Diversity and Inclusion
- Infrastructure

The University's existing Transport Working Group Terms of Reference will be reviewed to act as oversight for the Travel Plan, reporting progress regularly to the University Executive Board.

Resource to coordinate, implement and report on the Travel Plan's targets and associated measures will need to be identified for successful implementation.

An existing 'car park fund' will be formalised to support resourcing to deliver sustainable travel initiatives, capital costs for improved active travel facilities and incorporation into future capital programmes.

Marketing and communication strategy

Marketing and communication can be used to influence travel choices. By communicating sustainable travel opportunities to students and staff, they will gain a better understanding of their options and the benefits of sustainable travel. A Marketing and Communication Strategy for the implementation of this Travel Plan will be produced which may include:

- Posters containing information about financial, health and environmental benefits of sustainable travel displayed on noticeboards in communal areas.
- Provision of a Travel Information Pack (TIP) alongside the provision of standard contractual information prior to the start of employment.
- Travel information/updates disseminated via the internal communications process.
- A 'Sustainable Travel Welcome Pack' for each new student in University accommodation.

10. Monitoring and Review

Existing Data Collection

The University of Bath conducts annual traffic and transport surveys for monitoring of the 2016 Travel Plan. These surveys help identify travel patterns and inform the development of sustainable travel initiatives. The data collected includes information on modes of transport, distances travelled, and frequency of travel. However, as these surveys are carried out on a single day, they only provide a snapshot of travel behaviour, which fails to account for variability by day of the week, seasonality, etc.

The University also conducts the Be Well Survey, focused on student mental health and wellbeing, conducted in semester 1, and the annual Sustainability Survey, open to all students and staff, addressing attitudes and behaviours towards sustainability.

An Accommodation Experience Survey, for students living in University-managed accommodation, is also conducted twice a year. If not done so already, it is recommended that this survey contains questions around travel experiences.

Future recommendations

The following recommendations are made for future data collection:

- **Travel survey:** Introduce a daily travel log approach to collecting annual survey data for monitoring of the Travel Plan targets. All staff and students completing

the survey will log their daily travel patterns by mode over a typical week. This will collect data which gives a more representative picture of travel than the current one-day survey, as well as providing mode shares for staff and students separately. This would also allow for more accurate calculation of Scope 3 travel emissions, helping the University to measure progress against the Climate Action Framework targets. Travel behaviour can vary significantly by season. To account for this, the University could add a question in the survey on seasonal behaviour, carry surveys out twice a year in Autumn/Winter and Spring/Summer or carry out the survey in the same week every year to eliminate the seasonal aspects from comparisons.

- **Travel patterns of staff working/studying at off-campus locations:** Data collection should be expanded to include these locations to gain a more comprehensive understanding of travel behaviour across the University.
- **Reasons for car use:** Conduct surveys to understand the motivations behind car use, identifying barriers to using sustainable modes.
- **Other modes of travel:** Collect data and insights on the use of e-bikes, e-scooters and motorbikes as a method of travel. This could help the TPC to identify additional measures to promote these modes.
- **Effectiveness of behaviour change interventions:** Track and evaluate the impact of behaviour change initiatives to determine their effectiveness and inform future interventions.

If the data collection methodology changes moving forward, the proposed targets in this Travel Plan should be reviewed. It is recommended that the targets are reviewed and changed if the first year results (post approval and publication of the Travel Plan) are significantly (+/- 2%) different from the 2019 mode share baseline used in this document.

The success against the targets should be measured annually and changed accordingly to be more ambitious if targets are not on their way to being met.

It is recommended that the University reviews this Travel Plan annually and refreshes the Plan in 2030 to ensure that the measures remain ambitious and on-track to meet net zero emissions by 2040.