



ttp consulting
transport planning specialists

University of Essex

Sustainable Travel Plan

Travel Plan Sub Report Loughton Campus

2021-2026



University
of Essex

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| | | |
|----------|---|-----------|
| 1 | INTRODUCTION..... | 1 |
| | Overview..... | 1 |
| | Aims and Objectives | 2 |
| | Monitoring..... | 2 |
| | Mobility Restricted? | 2 |
| | International Student? | 3 |
| | Contact Details | 3 |
| 2 | LOUGHTON CAMPUS..... | 4 |
| | Campus Location | 4 |
| | Walking..... | 5 |
| | Cycling | 6 |
| | Public Transport Services | 6 |
| | Driving | 8 |
| | Campus Issues and Listening to Feedback | 8 |
| 3 | TRAVEL SURVEY RESULTS..... | 9 |
| 4 | MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL | 11 |
| 5 | ENCOURAGING WALKING | 13 |
| 6 | ENCOURAGE CYCLING | 15 |
| | Cycle Facilities..... | 15 |
| | Cycle to Work Scheme..... | 15 |
| | Shower / Changing Provision..... | 15 |
| | Cycle Training | 15 |
| | Electric Bikes / Scooters | 15 |
| | Active Bicycle User Group (BUG)..... | 15 |
| 7 | ENCOURAGING PUBLIC TRANSPORT USE..... | 16 |
| | Promoting Public Transport | 16 |
| | Visitor Travel..... | 16 |
| | Travel Loans and Discounts | 16 |
| 8 | MANAGING PARKING AND CAR USE | 17 |
| | Car Sharing | 17 |
| | Car-Free Day | 17 |
| | Electric Vehicles..... | 17 |
| | Internal Staff Travel Strategy..... | 17 |
| 9 | INCREASING AWARENESS | 18 |
| | Communication Strategy..... | 18 |
| | New Students / Start of Term Events..... | 18 |
| | Campus Wide Events..... | 18 |

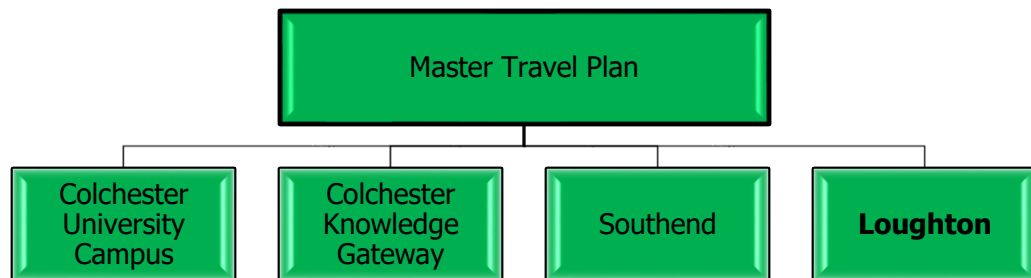
| | | |
|-----------|---|-----------|
| 10 | FUTURE PROOFING | 19 |
| 11 | TARGETS AND MONITORING SUCCESS | 20 |

1 INTRODUCTION

Overview

- 1.1 The **University of Essex Sustainable Travel Plan** is an essential component in supporting the University's commitment to improving the environment, reducing carbon emissions, living sustainably and ensuring that its estate infrastructure is fit for purpose and able to adapt to meet future needs.
- 1.2 This **Travel Plan Sub Report** for the **Loughton Campus** is part of the University of Essex Sustainable Travel Plan and sits under the **Master Travel Plan** and alongside travel plan sub reports for the other campus locations within the University's estate.

Travel Plan Sub Report Structure



- 1.3 This Travel Plan Sub Report is the first Travel Plan for the Loughton Campus.
- 1.4 It presents the prevailing conditions in terms of sustainable travel at the Loughton Campus and should be used as a guide by the University's Travel and Transport team members for the promotion of sustainable travel. It will be updated through the life of the Travel Plan to reflect changes to local conditions, on and off site, as and when they occur.

What is a Travel Plan?

A **long-term strategy** which sets out the principles and a **range of measures** to ensure that travel made by staff, students and visitors is carried out in the most **sustainable means** possible and to minimise the impact of the Campus on the transportation network including **reducing reliance on the private car and single occupancy vehicles**.

Aims and Objectives

- 1.5 In order to ensure this Travel Plan is effective, objectives and targets have been set out. These objectives will be continuously monitored and reviewed through travel surveys to assess effectiveness.

Objectives

- Increase the number of staff / students who travel to work by active modes
- Increase the number of staff / students who travel to work by public transport
- Make alternative means of transport attractive to the user by educating, informing, training and discounted tickets
- To encourage and enable car sharing
- Highlight the cost and health benefits of walking and cycling to campus

Aims

- To reduce / remove single occupancy vehicle use
- Increase the use of car sharing, train and bus
- To increase walking and cycling to campus
- raise awareness and increase the attractiveness of alternative modes of transport to the private car and in particular the benefits associated with walking and cycling for short journeys

Monitoring

- 1.6 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. In order to understand the impact new travel measures and incentives have on travel patterns, an annual travel survey will be sent out to all students and staff.
- 1.7 The travel survey results will be analysed and the identified trends will be shared and next steps discussed, with a clear intent to meeting sustainable travel targets.

Mobility Restricted?

- 1.8 The University of Essex welcomes disabled students, staff and visitors to its campuses, and is committed to removing barriers to education, training and employment for all. Please visit our

web pages for advice and information about the services available to all members of the University of Essex.

International Student?

- 1.9 If you are an international student and require travel advice within the UK from the Airport, then please also refer to the "*How to Get Here*" section of the website for your required Campus.

Contact Details

- 1.10 For any questions or queries, or if you would like more information regarding this document please contact the Travel and Transport team.

Email : travel@essex.ac.uk

2 LOUGHTON CAMPUS

Campus Location

- 2.1 The town of Loughton is situated within the district of Epping Forest in the County of Essex, approximately 12 miles north east of central London and 3 miles from the M11/M25 motorways.
- 2.2 The University of Essex campus for the East 15 Acting School is located between Loughton and Debden to the west of the A1168 Rectory Lane and circa 650m to the north of Debden Underground Station, with regular Underground services on the Central Line providing access to / from central London within 30 minutes.
- 2.3 The Campus is formed of several buildings all located within a short walking distance from each other, consisting of Hatfields House, Courtyard Studios, New Build Studios, Corbett Theatre, amongst others. No dedicated accommodation or car parking for students is provided at this Campus. The location and layout of the Loughton Campus is shown below in **Figure 2.1**.

Figure 2.1 Loughton Campus Map



Walking

- 2.4 Within the Campus grounds, walking is the best method of travel considering that all buildings are linked with a pleasant walkable network (an example of this is identified in **Figure 2.2**).

Figure 2.2 Campus Walkable Network Example



- 2.5 The Campus is integrated into the local walking infrastructure network surrounding the site and is ideally located to take full advantage of trips by foot, as well as walking trips to / from Debden Underground Station in the south.
- 2.6 The Campus is also connected by foot to local amenities in the area such as retail destinations along The Broadway, as well as Sainsbury's on the corner of the Chigwell Lane / The Broadway junction.
- 2.7 The 2019 travel survey indicated that a number of students commented that an additional crossing point should be provided at the front of the Campus on Rectory Lane and the potential for this to be raised with the highway authority will be investigated by the Travel and Transport team. Over 80% of students responding to the travel survey walk all the way to the Campus, whilst the remainder travel by tube and as such will also walk to the Campus for the last half mile of their journey.

Cycling

- 2.8 Cycle routes are available in the surrounding area, with a dedicated shared footway cycleway located along parts of the A1168 Rectory Lane as well as parts of A1168 Chigwell Lane.
- 2.9 Whilst there are limited maps available on the Council's website with regards to advisable cycle routes, personalised travel planning with regards to cycling can be offered by the University and, route planning software such as <https://www.cyclinguk.org/journey-planner#> provides advice on cycle friendly routes across the UK using origins and destinations to generate relevant cycle routes. These routes can be set to avoid main roads where possible, where users can select options including quiet (i.e. traffic), fastest (i.e. most direct) or, balanced (i.e. least amount of elevation gain).
- 2.10 Cycle parking is located on Campus and these mostly comprise of uncovered Sheffield stands and are shown in **Figure 2.3** below. The Cycle to work scheme is available to staff and this will be promoted throughout the life of this Travel Plan, along with any relevant discounts at local cycle shops.

Figure 2.3. Cycle Parking Locations

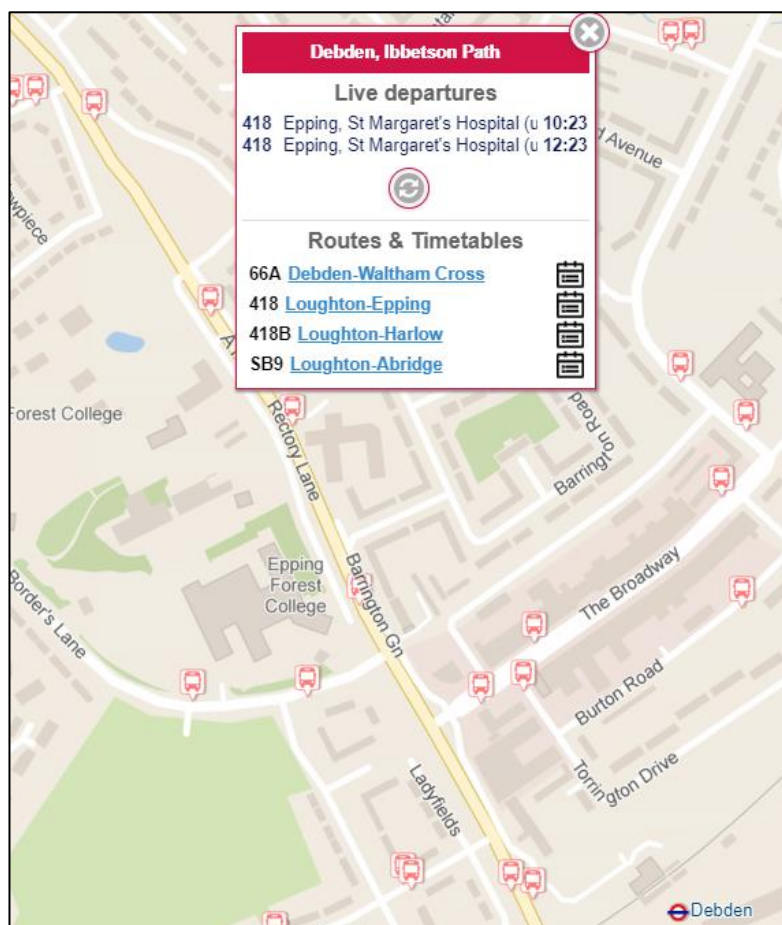


Public Transport Services

- 2.11 The University website provides up to date information regarding public transport options to and from the campus, which can be found here: <https://www.essex.ac.uk/life/loughton-campus/how-to-get-here>.
- 2.12 Bus stop locations and Debden London Underground station are shown in **Figure 2.4** with detailed live mapping, routeing and times for bus and underground services provided at <http://www.essexbus.info/map.html> with an extract provided below.

- 2.13 The University promotes discounted public transport ticket options, as well as providing season ticket loan schemes to staff. More information on discounted tickets for public transport will be promoted throughout the life of the Travel Plan and more information can be obtained from the Transport Manager. The 2019 survey indicated that Photocard Oysters are no longer used for Loughton and the Travel and Transport team will investigate this to provide an update to students. It is understood that the 18+ Oyster Photocard is open to applicants who live in a London Borough but not outside.

Figure 2.4. Essex Bus Live Map Extract



Bus and Underground Services

- 2.14 There are a number of bus services accessible from the Campus with routes available on services 66, 418, 542 and 575 that provide regular services throughout the day. Live timetable information is provided at <http://www.essexbus.info/map.html>, which also provides route maps and detailed timetable information throughout the day.
- 2.15 The Loughton Campus is a 7 – 8-minute walk from Debden Underground station which provides services on the Central Line. Debden is a 30-minute journey from London Liverpool Street train station which is connected to all London airports.

Driving

- 2.16 The Loughton Campus is accessible by car from Junction 26 of the M25 and the M11, heading from London. There is limited visitor parking at the Campus and no student parking is available.
- 2.17 Alternative parking can be found on some of the residential streets around the campus sites or through the Parkopedia website (<https://en.parkopedia.com/>) however, the University would recommend travelling by non-car modes where possible.
- 2.18 If you hold a blue badge and you need to bring a vehicle onto the Loughton Campus, you will need to apply for a parking permit. Please email the Campus Facilities Manager (east15@essex.ac.uk) to organise this. In addition, if you need to bring a vehicle to any of the Loughton Campus sites to load or unload items, you must get permission for this by notifying the Campus Facilities Manager at least 24 hours in advance.

Campus Issues and Listening to Feedback

- 2.19 The 2019 travel surveys identified that overall feedback provided in the surveys (from 17 staff and 28 students) could be grouped into the following key themes and are shown in Section 3 in more detail:
- Awareness of the Travel Plan and services and support of services was typically low on the whole, identifying that promotional / marketing improvements would be beneficial;
 - No students travel by car with around 50% of staff using car;
 - Lighting improvements would be welcomed, as well as some form of crossing point on Rectory Lane outside the entrance; and,
 - Whilst no students travel by car, when staff were asked why they travel by car, typical responses included caring responsibilities, the frequency / timing / reliability of buses and the lack of public transport coverage from home.

3 TRAVEL SURVEY RESULTS

3.1 This is the first Travel Plan for Loughton Campus and, as such, historic data collection and individual analysis to date has been limited. The most recent data collection took place in 2019 and the survey results are shown in **Table 3.1**.

| Table 3.1 – Survey Results Student & Staff Travel to University | | | |
|--|-------------------------------------|--|--------------------|
| Mode | 2019 Survey (Staff – 17) | 2019 Survey (Students – 28) | 2019 Totals |
| Walk | 12% | 82% | 56% |
| Bus | 0% | 0% | 0% |
| Drive (alone) | 47% | 0% | 18% |
| Train / LU | 24% | 18% | 20% |
| Cycle | 6% | 0% | 2% |
| Car Share | 6% | 0% | 2% |
| Taxi | 0% | 0% | 0% |
| Motorcycle | 6% | 0% | 2% |
| Get Dropped off | 0% | 0% | 0% |
| Work at Home | 0% | 0% | 0% |
| Total | 100% | 100% | 100% |

3.2 As can be seen from the 2019 survey, overall, the majority of travel is undertaken by walking and train / London Underground. There are clear differences between the travel of staff and students which is expected given that no on-site parking is provided for students. Typically, students travel by non-car modes whereas staff seem to make more use of the train and car, making use of the available parking, with car sharing low. It is important to ensure the sample size for all upcoming surveys from 2021 to 2025 is increased, though it is noted that on the whole this Campus is smaller than other University campuses and that the significant majority of travel is already taking place sustainably.

3.3 When staff were asked why they use the car instead of other means of transport in the 2019 survey, the respondents stated caring responsibilities, the frequency / timing / reliability of buses and the lack of public transport coverage from home.

3.4 The survey asked respondents what would encourage them to use alternative modes of travel, with responses including more reliable public transport facilities, as well as single site working and more incentive not to use the car. One member of staff also stated that a cycle scheme would

be welcomed, whereas another stated that showers should be provided. The point regarding the cycle scheme perhaps identifies that more marketing is needed on the basis that this is already on offer.

- 3.5 The FindYourWay@Essex app does not include coverage for the Loughton campus and a total of 34 out of 45 stated that they were not aware of the support / services in place to encourage sustainable travel, indicating that more promotional activity may be needed on Campus.

4 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

4.1 The key to the success of the Travel Plan will be the effectiveness of the measures that are implemented at each Campus. The University of Essex is committed to reducing its impact on the environment by implementing and supporting measures which encourage more sustainable travel by staff and students. Ultimately, the University seeks to reduce car use and enable staff to travel to work by active and sustainable modes where possible. The wider positive effects of sustainable travel will be marketed and realised which will aid positive health and wellbeing of staff, improving productivity and creating a happy workforce / place to study.

4.2 The University have already established a number of measures for the Campus which will be maintained in line with the objectives of the Travel Plan. The following topic areas, which are summarised below, highlight measures for monitor and review as well as those which will be investigated for implementation.

Encouraging Walking Strategy

- Wayfinding and Key Route Reviews
- Step Free Access
- Walking Challenges
- Route Planning Apps / Websites



Encouraging Cycling Strategy

- Cycle Facilities
- Cycle Maintenance
- Cycle Loans to staff
- Cycle Training
- Bicycle Pool Scheme
- Electric Bike / Scooter parking
- Route Planning Apps / Websites



Public Transport Strategy

- Promoting Public Transport
- Travel Loans and Discounts
- Maps and Route Planning
- Personalised Travel Planning



Parking and Car Use Strategy

- Car Sharing
- Electric Vehicle Charging information



Increasing Awareness Strategy

- Online (Website / Social Media)
- Communication Strategy
- New Students / Start of Term Events
- Campus Wide Events
- Personalised Travel Planning Promotion

Travelling to our Loughton Campus

By car

By underground train (Tube)

By coach, bus or taxi

Travelling from airports and ferry ports

5 ENCOURAGING WALKING

Wayfinding

- 5.1 The Pocket Essex App and Find Your Way @ Essex service are heavily focussed on the Southend and Colchester campuses, reflecting the far greater number of staff and students in attendance at these locations. Consideration should be given to extending the App to populate it with information for the Loughton campus.

Step Free Access

- 5.2 Continue to provide guidance for step-free routes throughout the Campus and ensure they are maintained. Ensure mapping and signage is up to date. Work with the highway authority and transport operators to ensure step-free access is provided onto buses where possible.

Walking Challenges

- 5.3 Organise walking challenges – such as between different groups. Step Count challenges can be organised through the Better Points app and takes into account walking both on Campus and at home. Other organised challenges include Virgin Pulse and Active 10, an Application provided by Public Health England.



The **NHS** suggests that to stay healthy, adults should try to be active every day and aim to achieve at least **150 minutes of physical activity** over a week through a variety of activities. The easiest way to get moving is to make activity part of everyday life, such as walking or cycling rather than using a car.

(<https://www.nhs.uk/live-well/exercise/exercise-health-benefits>)

- 5.4 For those who live within a 30-minute walk of the Campus, promote the fact that they are in close proximity to the Campus, likewise walking to nearby amenities such as those along The Broadway.
- 5.5 Making use of the open space within and surrounding the Campus are attractive setting for lunchtime walking or walking meetings. The step count from such activities can be used as part of the Step Count Challenges.

Personal Alarms and Pedometers

- 5.6 The University provides these through the Travel and Transport team and the personal alarms increase safety when travelling on or off Campus and these can be requested by staff and students.

Walking Buddy Scheme

- 5.7 For any students that wish to travel with a 'buddy', this would be encouraged and will also be promoted on promotional material.

Lighting and Safety Improvements

- 5.8 The University is actively working with EFDC and ECC to determine where there is scope to improve lighting on and off campus. The need and opportunity for introducing an additional crossing point in close proximity of the Campus entrance (such as a crossing island) will also be considered with the relevant authorities.

6 ENCOURAGE CYCLING

Cycle Facilities

- 6.1 The University will maintain cycle parking by fixing any damaged racks that are on Campus and promote riders to report theft or damage. It is understood from the site visit and survey feedback that there is currently a lack of secure and covered stores / stands for staff and students and this will be investigated and improved to help increase participation in cycling. Security bike marking could be provided as part of a separate event throughout the year to increase security further.
- 6.2 Interest will be investigated in bringing the Dr Bike service to Loughton campus, potentially once per term.

Cycle to Work Scheme

- 6.3 This is currently available to staff and staff also qualify for discounts at local bike shops where the Travel and Transport team can be contacted for more details.

Shower / Changing Provision

- 6.4 To encourage travel by bike, it is understood that showers and changing facilities should be provided. This will be investigated and, where possible, these facilities will be provided.

Cycle Training

- 6.5 Cycle proficiency training is available and, the 2019 travel survey indicates that some staff and students would use this service. The University will investigate the provision of this and details will be circulated in promotional material throughout the year or, if you wish to contact the Travel & Transport team they will be able to provide the relevant information.

Electric Bikes / Scooters

- 6.6 The University will work with EFDC / ECC to investigate the potential of providing facilities for electric bikes and scooters with appropriate secure parking and charging facilities being considered. E-scooters are not lawful on the public highway other than in the approved trial areas.

Active Bicycle User Group (BUG)

- 6.7 Staff and students can join a Loughton BUG which is run by the University.

7 ENCOURAGING PUBLIC TRANSPORT USE

Promoting Public Transport

- 7.1 The University will review the quality of the walking environment and routes between Campus and key public transport areas for improvements such as lighting, step-free access, dropped kerbs, continuity signage, etc.
- 7.2 The University will team up with Better Points, an Application which rewards those who use public transport, cycle or walk (<https://www.betterpoints.ltd/>).

Visitor Travel

- 7.3 The University will recommend that visitors travel to the Loughton campus as sustainably as they are able too. Staff will be encouraged to send a link to the underground / bus section of the website when meeting bookings etc are made and information on visitor travel will also be provided on the Campus website travel section.

Travel Loans and Discounts

- 7.4 The University will continue to promote Travel Loans and where discounts may be available throughout the year and to new staff and students where appropriate. The use of 18+Photocard Oysters (as raised in the 2019 travel survey) will be researched and shared with students via an email bulletin or on the website.

8 MANAGING PARKING AND CAR USE

- 8.1 It is understandable that some staff / students have no other option than to use a car to drive to the Campus however, Loughton does not provide any dedicated on-site parking for students and over 80% of students currently walk all the way from home. Hence the survey results indicate that the car use reduction goals / strategies should mainly target staff.

Car Sharing

- 8.2 Car sharing is when there is more than one occupant in a private car. An online car-sharing dataset will be created to connect staff who travel in the same direction so they may travel together and share the costs, reducing congestion, pollution and demand for parking. Further information can also be found on <https://liftshare.com/uk/community/essex>.

Car-Free Day

- 8.3 The Travel and Transport team will investigate the possibility of establishing a 'Car-free Day' at the Campus, whereby staff make an effort to leave their car at home and travel to work by sustainable travel, car share or perhaps park off campus and use an active travel mode for the "last mile" of their journey.

Electric Vehicles

- 8.4 One staff member who responded to the travel survey owns an electric car and all drivers or car sharers except one advised that they would consider an electric vehicle for their next vehicle. The Travel and Transport team will investigate the feasibility of introducing electric vehicle charging infrastructure at the campus.

Internal Staff Travel Strategy

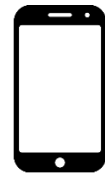
- 8.5 Staff travel between campuses is not reported as a common occurrence; where possible travel to other Campus locations will be avoided by making use of teleconferencing facilities.
- 8.6 If this is not possible, then travel will be encouraged by sustainable and active modes.

9 INCREASING AWARENESS

- 9.1 It is recognised that marketing and communication is key to the long-term success of the Travel Plan. The marketing strategy will aim to raise awareness to all staff and students across the campus and provide up to date information disseminated via the internet, social media, travel packs and posters.
- 9.2 Greater use of prize draws (such as for cycle shops) could be used as an incentive to increase participation in the next travel surveys.

Communication Strategy

- 9.3 A range of online methods such as the website, emails and social media will provide up to date links and information regarding travel to and from the Campus.
- 9.4 Ensure that website and apps are continuously updated to provide the most up to date and accurate information.



New Students / Start of Term Events

- 9.5 Ensure that students who move into halls are aware of the Travel Plan before moving in and provide up to date information for commuters offering alternatives to driving. Raise awareness with a stand at the Fresher's Fair.
- 9.6 When new staff are appointed, provide them an online copy of the Travel Plan when sending the Contract.

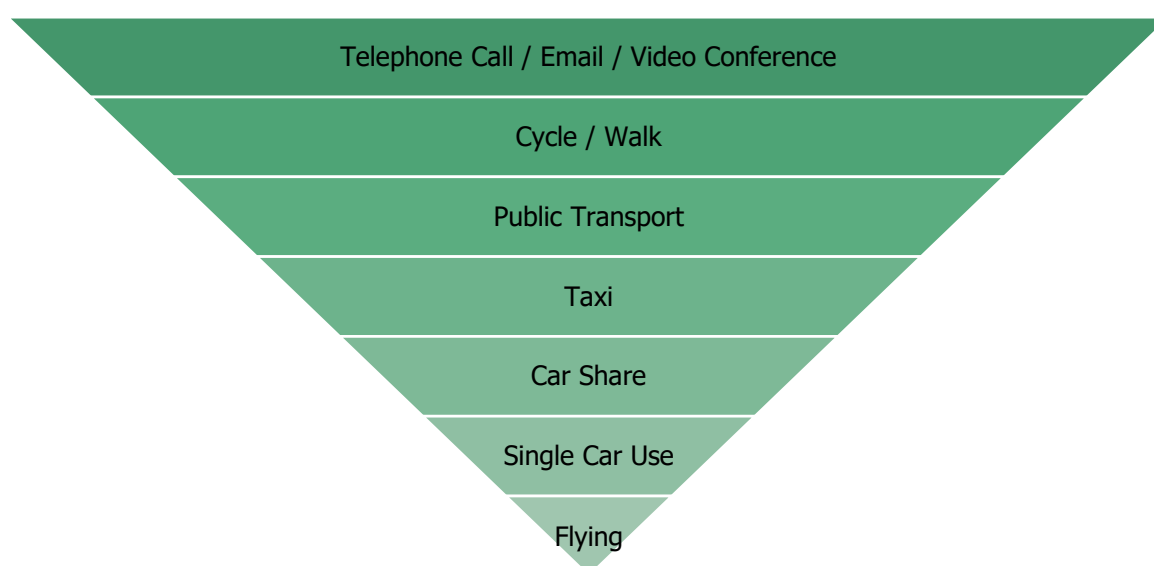
Campus Wide Events

- 9.7 The Travel and Transport team will actively organise and promote events that promote sustainable travel such as a Sustainability Week and Walk-to-University Day.

10 FUTURE PROOFING

- 10.1 As the university aims to expand in the future this will increase staff and student numbers. In order to ensure that UoE continues to meet Travel Targets and carbon reduction goal, the University will need to reduce the need to travel and promote increased use of sustainable modes of travel.
- 10.2 The University should consider adopting a Business Travel Hierarchy, an example of which is provided in **Figure 10.1** showing single vehicle occupancy and flying as the last options.

Figure 10.1 – Potential Business Travel Hierarchy



- 10.3 Cycle parking and related amenities including showers and changing facilities should be provided to support for the increased staff requirements of new building developments at the campus.
- 10.4 Introduce electric charging opportunities for bicycles, cars and potentially E-scooters to meet future demand.

11 TARGETS AND MONITORING SUCCESS

11.1 As part of this Travel Plan, modal shift targets are set out for the 2021 to 2026 period and may change during each annual update / review of the Plan. The 2021 to 2026 targets set out in **Table 11.1** and **Table 11.2** with surveys undertaken biennially.

| Table 11.1 –Staff Modal Targets | | |
|--|-------------|-------------|
| Mode | 2019 | 2026 |
| Walk | 12% | 14% (+2%) |
| Bus | 0% | 2% (+2%) |
| Drive (alone) | 47% | 38% (-9%) |
| Train / tube | 24% | 26% (+2%) |
| Cycle | 6% | 7% (+1%) |
| Car Share | 6% | 8% (+2%) |
| Motorcycle | 6% | 6% |
| Get Dropped off | 0% | 0% |
| Total | 100% | 100% |

| Table 11.2 –Student Modal Targets | | |
|--|-------------|-------------|
| Mode | 2019 | 2026 |
| Walk | 82% | 82% |
| Bus | 0% | 0% |
| Drive (alone) | 0% | 0% |
| Train / tube | 18% | 15% (-3%) |
| Cycle | 0% | 3% (+3%) |
| Car Share | 0% | 0% |
| Motorcycle | 0% | 0% |
| Get Dropped off | 0% | 0% |
| Total | 100% | 100% |

Staff

Increase walking by **2%** and cycling by **1%**
 Reduce single occupancy vehicle use by **9%**
 Increase car sharing by **2%**
 Increase bus use by **2%** and tube/train by **2%**

Students

Maintain Car Driver mode share as **0%**

Maintain walking at a high rate

Increase participation in cycling by **3%**

- 11.2 The University will conduct a travel survey for Loughton Campus yearly that will be used to develop a case for any infrastructure improvements and sustainable travel initiatives.
- 11.3 The next survey will therefore ideally be undertaken in 2021 (subject to Covid-related travel influences), two years after the 2019 surveys. Following this survey, relevant updates to the Travel Plan will be undertaken and the progress against the targets will be measured. If necessary, new measures and initiatives will be introduced to respond to relevant feedback as well as changes to the local infrastructure.
- 11.4 The University's Travel and Transport team meet regularly to discuss challenges and improvements to ensure sustainable travel is promoted throughout the University community.