



Staff & Student Travel Survey Report

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Prepared For: Oxford Brookes University

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1. INTRODUCTION

Context

1.1 TPS has been appointed to assist Oxford Brookes University to develop a new Car Park Management Strategy (CPMS); to inform this (and the subsequent update to the University's Travel Plan), a staff and student travel survey was undertaken in May / June 2022. This sought to capture travel information / feedback on:

- how / when / why people currently travel to Campus and how this differs between different locations;
- how the COVID-19 pandemic has influenced travel habits (focused on staff);
- reasons for mode choice, with a focus on how this might shape future car parking eligibility criteria and be influenced by enhancements to sustainable travel options;
- car parking locations, in order to understand how availability / demand might be impacted by the Oxford Campus Vision, as well as forthcoming OCC initiatives.

1.2 The survey was delivered online; completion was encouraged using a range of media, including pull up banners, placed in communal areas, images on internal screens within the University and on BROOKESbus, all staff and student news and various social media channels. Respondents were offered the chance to enter a prize draw to win a £250 John Lewis voucher.

Survey Period and Response Rates

1.3 The survey was open from 26 May – 17 June 2022. **Figure 1.1** summarises the total number of complete responses to the survey and the response rate as a proportion of all staff or students this represents. In the previous survey (2019) there was a total of 1,431 responses across staff and students, as compared with 2,489 in 2022.

Figure 1.1 – Response Rates

Group	Responses	Total Staff / Students	Response Rate
Staff	1,114	2,219	50.2%
Student	1,375	14,414	9.5%
Total	2,489	16,633	15.0%



- 1.4 The following sections will take each survey in turn and provide an overview of the findings. Where beneficial, cross-tabulation has also been undertaken. For the most part, the analysis focuses on the Oxford Campuses, with Swindon benefitting from its own Travel Plan.

Report Format

- 1.5 Following this introductory chapter:
- **Section 2** provides detail on the results of the staff surveys;
 - **Section 3** provides an overview of the student survey results; and
 - **Section 4** offers a summary and recommendations in the context of both the forthcoming Car Park Management Strategy and subsequent update to the University's Travel Plan.



2. SURVEY FINDINGS – STAFF

Introduction

- 2.1 The following section considers the headline findings from the staff survey. It details the responses to each question, before undertaking some cross-tabulation analysis to explore patterns, trends and the impact that a range of internal and external factors have on travel behaviour. A total of 1,114 responses were received, equating to a response rate of 50.2%; owing to the filtering, not all respondents will have answered every question.
- 2.2 Where appropriate, a comparison has been made with the University's previous survey, undertaken in 2019.

Employment Location

- 2.3 The survey asked staff to indicate at which Campus they are mainly based. **Figure 2.1** summarises the responses; As can be seen, 67.5% of respondents are mainly based at Headington. Interestingly, 8.5% suggest that they are mainly based at home. Harcourt and Wheatley each account for 6.5% of respondents, whilst 7.6% are based at Marston Road and 2.3% at Swindon.

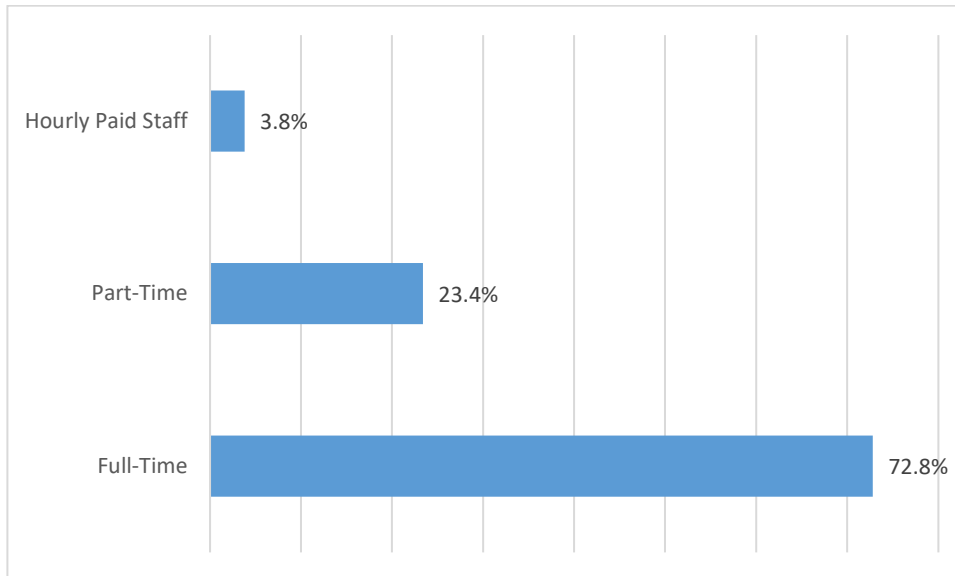
Figure 2.1 – Main Location of Employment

Campus	No. of Respondents	% of Respondents
Headington	743	67.5%
Marston Road	84	7.6%
Harcourt Hill	71	6.5%
Wheatley	71	6.5%
Swindon	25	2.3%
Home	93	8.5%
Other	13	1.2%
Total	1,100	100.0%

- 2.4 The survey then considered the mix of full-time, part-time and hourly-paid staff amongst respondents (**Figure 2.2**).



Figure 2.2 – Working Hours



2.5 Respondents were asked whether they had worked for the University prior to March 2020; the purpose of this was to enable further questions to be asked to those that had, on how the COVID-19 pandemic had affected their working / travel patterns. 80.8% of respondents indicated that they worked for the University prior to March 2020; the remainder did not. This data is considered further alongside information on current working / travel patterns, where appropriate.

Home Location

2.6 A key factor in the travel choices available to staff is their home location. Those that live within a short distance of their place of work will clearly have greater opportunities for travel by sustainable modes. Mapping respondents' home location can aid in targeting measures / funding effectively in order to maximise their likely success. The maps at **Appendix A** illustrate respondents' home location and their current usual mode of travel to their main Campus (further analysis of this is provided later in this section).

2.7 The maps identify that staff travel to the University from a wide geographical area (suggestions in the free text questions, suggest house prices in central Oxford mean many choose to live further afield). This clearly has an impact on the travel options available to some, with single occupancy car travel dominating staff journeys to work from more outlying areas, owing to the nature of the public transport network beyond the city limits).



Caring Responsibilities

- 2.8 Those with caring responsibilities (whether childcare or otherwise) often experience more difficulty in using alternative travel modes on the basis of having to visit another location on the way to / from Campus, which can often mean an extended commute (which can be difficult to accommodate around specific working hours, 3rd party caring provision hours etc).
- 2.9 The survey sought to ascertain the proportion of staff that drive to work that have specific caring responsibilities. Further consideration is given to how this impacts on mode choice, later in this chapter.

Figure 2.3 - Respondents with Caring Responsibilities

	No.	%
None	588	53.3%
Primary carer of a child or children (aged 12-18)	158	14.5%
Primary carer of a child or children (aged 5-11)	162	14.8%
Primary carer of a child or children (of preschool) age	103	9.4%
Secondary carer	83	7.6%
Primary carer for an older person or people (65 years+)	39	3.6%
Primary carer of child(ren) (of pre-school age) who is disabled or health condition or illness, or temporary care needs	2	0.2%
Primary carer of a child(ren) (5 - 11 years) who is disabled or has a condition or illness, or temporary care needs	9	0.8%
Primary carer of a child(ren) (12 - 18 years) who is disabled or has a condition or illness, or temporary care needs	15	1.4%
Primary carer for a disabled adult or adults (18 – 65 years)	12	1.2%
Total	1,093	100.0%

Working Patterns

- 2.10 The survey asked respondents to confirm their anticipated usual start time at work, when on Campus, from September 2022, with **Figure 2.4** summarising the responses. This offers insight that will be useful in understanding the importance of considering working unsociable hours



or starting late (potentially due to childcare responsibilities) within any car parking eligibility criteria. The results suggests that around 4% of respondents either start before 07:00 or finish after 18:30.

Figure 2.4 – Usual Work Start Time When Visiting Campus

Start Time	Sept 2022 Start Time (All Respondents)	
	No.	%
Before 07:00	44	4%
07:01-07:30	128	11.5%
07:31-08:00	242	21.8%
08:01-08:30	206	18.6%
08:31-09:00	238	21.4%
09:01-09:30	105	9.5%
09:31-10:00	50	4.5%
After 10:00	30	2.7%
It varies as I work flexible hours	67	6.0%
Total	1,110	100%

Figure 2.5 – Usual Work Finish Time When Visiting Campus

Finish Time	Sept 2022 Start Time (All Respondents)	
	No.	%
Before 1600	144	12.9%
1601 - 1700	415	37.3%
1701 - 1730	245	22.0%
1731 - 1800	130	11.7%
1801 - 1830	58	5.2%
After 1830	46	4.2%
It varies as I work flexible hours	75	6.7%
Total	1,113	100%

2.12 **Figure 2.6** cross tabulates early starters / late finishers with pay grade to determine if those in lower paid roles are more likely to have a requirement to travel to Campus outside of a typical working day*.

Figure 2.6 – Early Start by Pay Grade

Grade	% Start before 7AM
4	3.8%



5	11.1%
6	4.5%
7	1.7%
8	5.1%
9	2.6%
10	5.7%
11	1.6%
12	1.5%

*it should be noted that the survey did not ask if respondents working hours were dictated by their role; the University's flexible working policy means that some respondents may be early starters / late finishers through choice.

- 2.13 Further consideration has been given to the above, in terms of caring responsibilities (in order to understand whether those with a caring responsibility are more likely to start later and, thus, have less opportunity to park on Campus). **Figure 2.7** shows the results and highlights that those with caring responsibilities have modestly more propensity to start work after 0900 than those without caring responsibilities.

Figure 2.7 – Start Time & Primary Caring Responsibilities

Start Time	% of Respondents	
	Primary Caring Responsibilities	Secondary / No Caring Responsibilities
After 0900	21.0%	14.8%

- 2.14 **Figure 2.8** summarises the number of days respondents expect to work on Campus from September 2022 and compares this with pre-pandemic working patterns. As can be seen, there has been a dramatic reduction in the number of people that work on Campus 4 or 5 days per week, and a corresponding increase in those who do so less frequently.

Figure 2.8 – Number of Days on Campus

	Prior to March 2020*		From September 2022**	
	No.	%	No.	%
1 day	14	1.6%	172	15.7%
2 days	64	7.2%	300	27.3%
3 days	133	14.9%	252	23.0%
4 days	189	21.2%	96	8.7%
5 days	477	53.5%	184	16.8%
Infreq.	13	1.5%	87	7.9%



Never	1	0.1%	7	0.6%
Total	891	100.0%	1098	100.0%

*includes only those that worked for the University pre-pandemic ** all respondents

2.15 **Figure 2.9** breaks this down by Campus, whilst **Figure 2.10** cross-tabulates number of days on Campus with pay grade, in order to understand whether those in lower paid roles attend Campus more frequently, than others and thus may be more severely impacted by changes to car park eligibility.

Figure 2.9 – Number of Days on Campus, by Location

	Headington (inc. Marston Road)		Harcourt Hill		Wheatley	
	2020	2022	2020	2022	2020	2022
1 day	1.4%	12.4%	1.7%	19.1%	1.9%	22.5%
2 days	7.4%	30.5%	5.1%	20.6%	5.7%	18.3%
3 days	15.7%	25.3%	13.6%	26.5%	13.2%	18.3%
4 days	21.1%	9.5%	25.4%	13.2%	20.8%	5.6%
5 days	53.5%	16.8%	52.5%	17.6%	56.6%	23.9%
Infreq.	0.9%	5.5%	1.7%	2.9%	1.9%	11.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2.16 As can be seen from the table table, there is some variance between Campuses – those at Headington typically expect to be on Campus less frequently than those at either Harcourt or Wheatley, from September 2022. Overall, the trend in staff working from Campus significantly less frequently from September 2022, when compared with pre-pandemic, applies irrespective of Campus location.

Figure 2.10 – Number of Days on Campus, Pay Grade

	Grade									
	4	5	6	7	8	9	10	11	12	
1 day	5.5%	8.2%	20.6%	12.8%	18.4%	13.7%	16.8%	11.0%	9.0%	
2 days	10.9%	18.4%	30.9%	25.0%	26.3%	28.6%	21.6%	24.7%	28.2%	
3 days	10.9%	12.2%	17.6%	11.5%	22.3%	21.7%	32.3%	27.4%	28.2%	
4 days	9.1%	8.2%	5.9%	7.7%	7.8%	12.4%	8.4%	9.6%	6.4%	
5 days	45.5%	38.8%	16.2%	22.4%	15.1%	13.7%	6.6%	6.8%	5.1%	
Infreq.	10.9%	4.1%	3.7%	15.4%	5.6%	3.7%	8.4%	5.5%	7.7%	
Never	0.0%	0.0%	0.7%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	



- 2.17 Considering the results in the table above, there is a clear relationship between grade and full-time working on Campus, with those in lower grade jobs significantly more likely to work from Campus 5 days a week, than those at the upper end of the grade scale.
- 2.18 Further consideration has been given to working days on Campus amongst those respondents that suggest they are University permit holders (**Figure 2.11**). The survey data has been increased pro-rata to reflect all staff permit holders (1,296 in March 2020 and 1,284 in September 2022).
- 2.19 This suggests that in a working week in March 2020, there would be demand for 5,311 'parking days' from 1,296 permit holders, whilst in 2022, the number of 'parking days' per week has reduced to 3,289 from 1,284 permit holders (equivalent to a 38% reduction).
- 2.20 It is important to note, however, that this makes no allowance for fluctuations in demand across a week; typically Tuesdays, Wednesday and Thursdays experience higher levels of demand than Mondays or Fridays. As such, this doesn't translate to a 38% reduction in parking demand each day (indeed on mid-week days, demand might be more akin to the demand in March 2020, given that the number of permit holders has not changed dramatically). A system that manages these peaks and troughs across the week would be beneficial in reducing overall demand on any given day.

Figure 2.11 – Permit Holder Working Patterns

	Prior to March 2020		From September 2022		Permit Holders March '20	Permit Holders Sept '22	Change
	No.	Total days/wk	No.	Total days/wk	Total days/wk	Total days/wk	%
1 day	8	8	102	102	22	231	
2 days	47	94	163	326	254	737	
3 days	67	201	133	399	543	902	
4 days	111	444	52	208	1199	470	
5 days	244	1220	84	420	3294	949	
Infreq.	3	0	34	0	0	0	
Never	0	0	0	0	0	0	
Total	480	1967	568	1455	5311	3289	-38%

- 2.21 Building on the above, a separate, more detailed car park modelling demand exercise has been undertaken to help inform the forthcoming Car Park Management Strategy. This



considers, at each stage of the development plan, the supply of car parking and how this relates to anticipated demand, in order to give an indication of how stringent any access controls / permit eligibility criteria might need to be.

Usual Mode of Travel

- 2.22 The survey sought to understand how respondents' typically travel to work; **Figure 2.12** summarises this for all respondents, before breaking the results down by main Campus in order to provide information on how work location impacts on propensity to use sustainable modes of travel.
- 2.23 The results suggest that single occupancy car mode share is significantly higher at Harcourt Hill and (particularly) Wheatley, than at Headington (including Marston Road). This is likely to be related to a combination of factors, including the relative accessibility of the Campuses by sustainable modes and the volume of car parking available on Campus, as well as the restrictions placed on use of this.

Figure 2.12 – Usual Commuting Mode (From September 2022) by Work Location

Mode of Travel	All		Headington (inc. Marston Road)		Harcourt Hill		Wheatley		Swindon	
	No.	%	No.	%	No.	%	No.	%	No.	%
Bus	130	11.7%	92	11.2%	12	17.4%	2	3.0%	0	0.0%
Bus and Train	26	2.3%	19	2.3%	2	2.9%	0	0.0%	0	0.0%
Park & Ride	6	0.5%	6	0.7%	0	0.0%	0	0.0%	0	0.0%
Car (alone)	622	56.0%	446	54.5%	46	66.7%	55	82.1%	13	76.4%
Car Share as driver	32	2.9%	29	3.5%	0	0.0%	0	0.0%	0	0.0%
Car share as passenger	18	1.6%	15	1.8%	0	0.0%	0	0.0%	2	11.8%
Motorcycle	8	0.7%	8	1.0%	0	0.0%	0	0.0%	0	0.0%
Taxi	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Train	26	2.3%	18	2.2%	1	1.4%	1	1.5%	1	5.9%
Pedal cycle	133	12.0%	113	13.8%	4	5.8%	5	7.4%	1	5.9%
E-bike	15	1.4%	5	0.6%	1	1.4%	4	6.0%	0	0.0%



Private e-scooter	3	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.0%
Walk	78	7.0%	64	7.8%	3	4.3%	0	0.0%	0	0.0%
Other	14	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	1,111	100%	818	100.0%	69	100.0%	67	100.0%	17	100.0%

2.24 **Figure 2.13** compares usual commuting mode in March 2020 with intended commuting mode from September 2022. This suggests that while there has been a modest increase in single occupancy car mode share (from 54.3% to 56.0%) across all modes there has been only moderate fluctuations in mode share, suggesting a 'settling down' of commuting patterns, post-pandemic.

Figure 2.13 – Usual Commuting Mode pre and post pandemic

Mode of Travel	March 2020		From September 2022		Change
	No.	%	No.	%	% pts.
Bus	113	12.7%	130	11.7%	-1.0%
Bus and Train	17	1.9%	26	2.3%	0.4%
Park & Ride	14	1.6%	6	0.5%	-1.1%
Car (alone)	482	54.3%	622	56.0%	1.7%
Car Share as driver	34	3.8%	32	2.9%	-0.9%
Car share as passenger	16	1.8%	18	1.6%	-0.2%
Motorcycle	7	0.8%	8	0.7%	-0.1%
Taxi	1	0.1%	0	0.0%	-0.1%
Train	20	2.3%	26	2.3%	0.0%
Pedal cycle	104	11.7%	133	12.0%	0.3%
E-bike	4	0.5%	15	1.4%	0.9%
Private e-scooter	0	0.0%	3	0.3%	0.3%
Walk	71	8.0%	78	7.0%	-1.0%



Other	5	0.6%	14	1.3%	0.7%
Total	888	100%	1,111	100%	0.0%

For comparison, **Figure 2.14** compares the current survey data with previous survey data from 2017 and 2019, held by OBU. This suggests a more pronounced increase in car alone mode share.

Figure 2.14 – Historic Trends in Mode Share

Mode of Travel	April 2017	October 2019	March 2020	From September 2022
Bus	16.3%	19%	12.7%	11.7%
Bus and Train	-	-	1.9%	2.3%
Park & Ride	1.2%	-	1.6%	0.5%
Car (alone)	43.1%	35.0%	54.3%	56.0%
Car Share as driver			3.8%	2.9%
Car share as passenger	4.5%	6%	1.8%	1.6%
Motorcycle	0.9%	1.0%	0.8%	0.7%
Taxi	-	-	0.1%	0.0%
Train	2.4%	3.0%	2.3%	2.3%
Pedal cycle	16.9%	18.0%	11.7%	12.0%
E-bike	-	-	0.5%	1.4%
Private e-scooter	-	-	0.0%	0.3%
Walk	10.2%	11.0%	8.0%	7.0%
Other	4.5%	1.0%	0.6%	1.3%
Combination	-	6.0%	-	-
Total	100%	100%	100%	100%

Occasional Modes of Travel (Car Drivers)

2.25 **Figure 2.15** confirms the occasional use of other modes amongst lone car drivers and indicates that around one third have a degree of flexibility in the way they travel – this is positive in that encouraging these behaviours more often can be an easier way to reduce car parking demand.



Figure 2.15 – Occasional Use of Alternative Modes Amongst Those That Usually Drive Alone

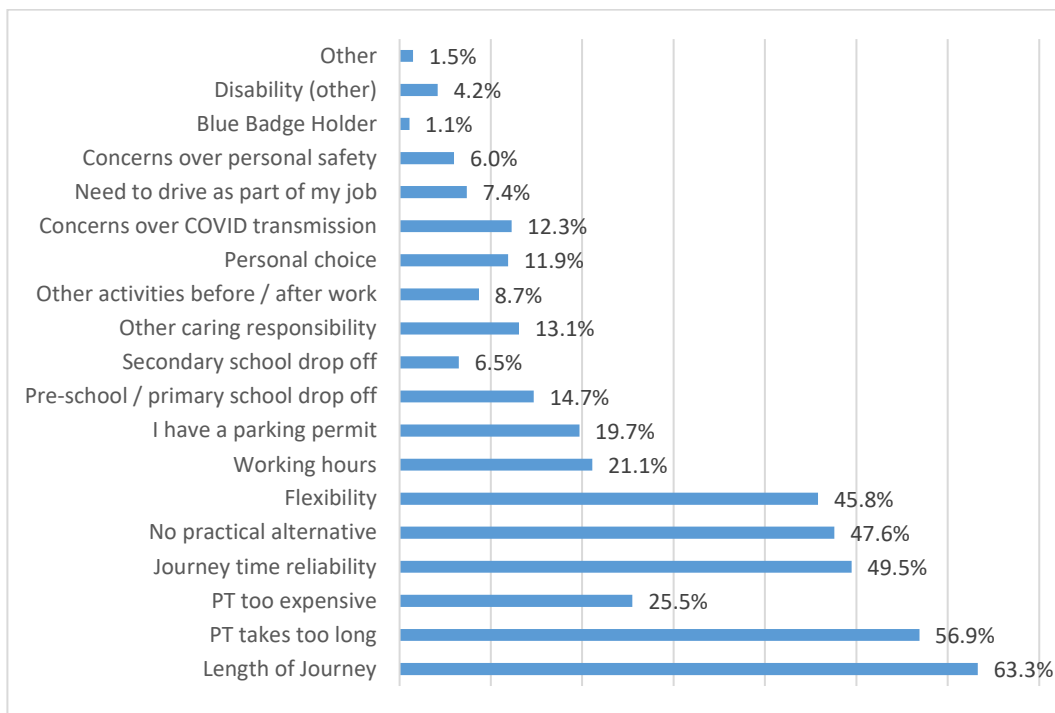
Mode of Travel	No.	%
I always travel the same way	410	63.5%
Bus	57	8.8%
Bus and Train	26	4.0%
Park & Ride	36	5.6%
Car Share	58	9.0%
Train	17	2.6%
Cycle	29	4.5%
Walk	6	0.9%
Other	7	1.1%
Total	646	100%

Car Users

- 2.26 A key focus was on the behaviours / motivations of car users, in the context of the forthcoming Car Park Management Strategy. Respondents who indicated that they usually travel to work by car were asked to confirm if they held an OBU permit; 95.5% (592) indicated they did.
- 2.27 The survey went on to ask the reasons why lone car drivers currently choose this mode. **Figure 2.16** summarises the responses. The most popular answers were length of journey, public transport takes too long and journey time reliability, with no practical alternative and flexibility also being very popular answers. It may be that the perception of a lack of alternatives doesn't reflect reality and that a personalised journey planning exercise would prove useful in confirming this.
- 2.28 Around 1/5 of respondents suggested that working hours influenced their decision to drive; 14.7% have a pre-school / primary school drop off, 6.5% have a secondary school drop off and 13.1% have another caring responsibility, which impacts on how they travel to work.



Figure 2.16 – Reasons for Commuting by Car



2.29 Car drivers were asked where they usually park when travelling to Campus; **Figure 2.17** summarises the responses. Encouragingly, there is only minimal regular on-street parking occurring (amongst staff respondents), with the vast majority of parking taking place on Campus.

Figure 2.17 – Usual Parking Location

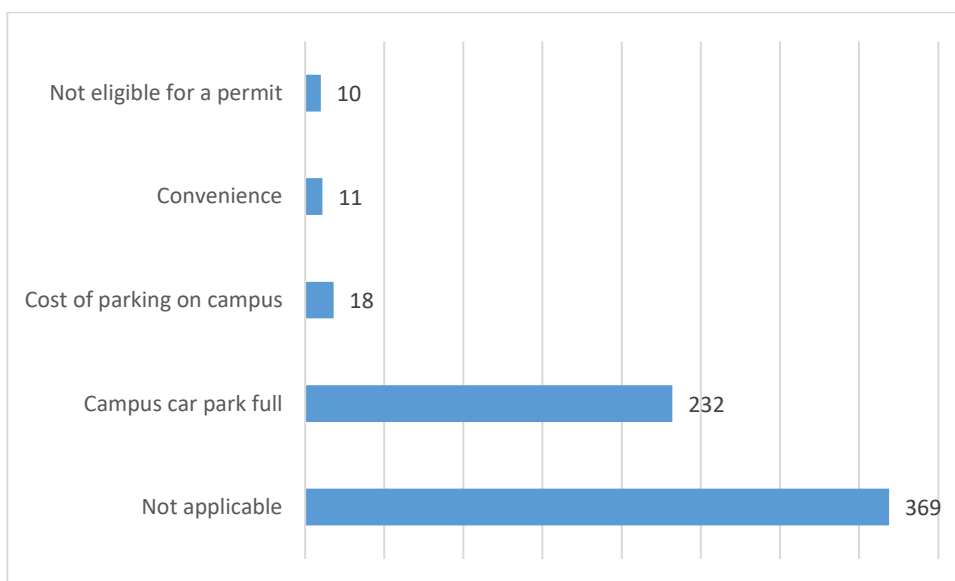
Parking Location	All Respondents	
	No.	%
On Campus – Headington	416	67.5%
On Campus - Wheatley	61	9.9%
On Campus - Harcourt	53	8.6%
On Campus - Marston	53	8.6%
On Campus - Swindon	17	2.8%
On-street near University	5	0.8%
Public car park, locally	5	0.8%



Privately acquired parking space	1	0.2%
Park & Ride	1	0.2%
Other	4	0.6%
Total	616	100.0%

2.30 Whilst the above demonstrates that the number of staff parking on-street as their usual choice of parking location is minimal, it is also important to capture less frequent on-street parking. To this end, respondents were asked if they ever park on site in the vicinity of an OBU Campus and if they have, the reasons for this. **Figure 2.19** summarises the results; 42.3% of respondents have parked on-street at some point, and the key reason for this is that on-Campus parking was full.

Figure 2.19 – Reasons for Occasional On-street Parking



2.31 Further analysis indicates that the vast majority of respondents who indicated that they occasionally park on street, are based at Headington, where on-Campus parking is much more limited (in the context of staff numbers).

2.32 The survey went on to ask what car drivers thought might be done to improve car parking arrangements at the University; **Figure 2.20** summarises the results, with respondents able to select multiple answers.



Figure 2.20 – How Car Parking Could be Improved

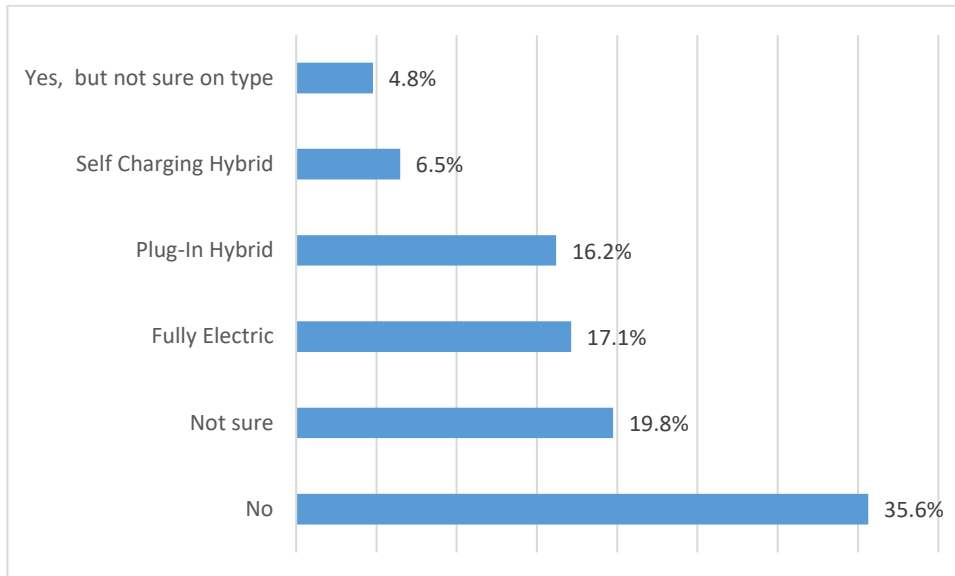
	No.	%
Provide more spaces	382	65.5%
App to identify spare spaces / full car parks	262	44.9%
More efficient use of visitor spaces	179	30.7%
Restrict permits to those with greatest need	149	25.6%
More reliable means of paying for parking	125	21.4%
Dedicated spaces for those with caring responsibilities	90	15.4%
Increase EV charging points	74	12.7%
Dedicated spaces for car sharers	45	7.7%
Better security	43	7.4%
Restrict permit allocations from new staff	26	4.5%
Total	1,375	-

2.33 It is encouraging that around a quarter of respondents suggested that restricting parking to those with greatest need would improve car parking, given that the forthcoming Car Park Management Plan will include a much more stringent approach to car park permit access / eligibility. Offering parking to those with caring responsibilities and car sharers as priority groups were supported by 15.4% and 7.7% of respondents, respectively.

2.34 12.7% of respondents suggested that they would like to see an increase in EV charging facilities on Campus; the survey confirmed that currently 3.2% of respondents drive a fully electric vehicle and 0.9% drive a plug-in hybrid. Importantly, it sought to capture the proportion of car drivers who are considering changing to an electric / hybrid vehicle in the next 3 years. **Figure 2.21** summarises the responses.

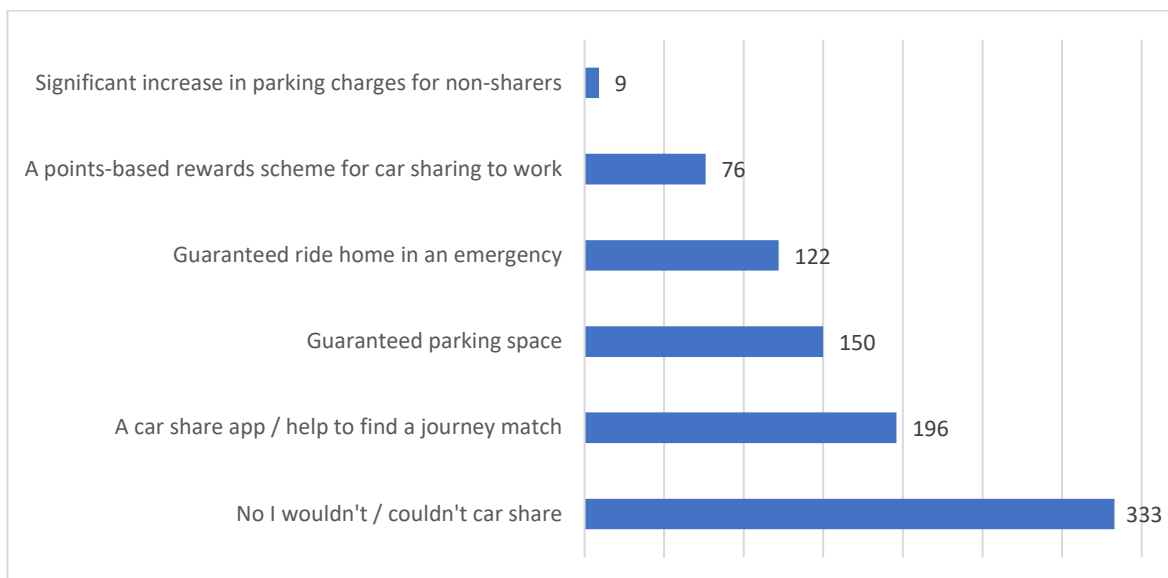


Figure 2.21 – Future Uptake of EV’s (Lone Car Drivers and Car Share Drivers)



2.35 The survey also asked lone car drivers whether they would consider car sharing, rather than driving alone; 333 of the 622 (54%) of those that currently drive alone suggested that they couldn't / wouldn't car share (**Figure 2.22**). Of those that would consider sharing, the most popular incentives were an app / help to find a journey match, a guaranteed parking space and a guaranteed ride home in an emergency.

Figure 2.22 – Impetus to Car Share (Lone Car Drivers)





2.36 The survey went on to ask respondents if parking wasn't available at / near the University for anyone but blue badge holders, how this would impact their commute. **Figure 2.23** presents the results. Whilst a quarter of respondents suggested they wouldn't have a viable option for their commute, 28% indicated that they would switch to a more sustainable mode, with a further quarter looking to work from home more often. Amongst those that answered 'other' all but two suggested that they would look for a role elsewhere.

Figure 2.23 – Impact of No Car Parking on Campus

	%
I would have no practical means of getting to work	25.8%
I would look to work from home more often	25.8%
I would continue to drive and seek an alternative parking location	16.9%
I would walk instead	0.8%
I would cycle instead	2.0%
I would catch the bus instead	7.7%
I would catch the train instead	3.8%
I would use the Park & Ride instead	10.1%
I would look to get a lift instead	3.8%
Other	3.3%
Total	100.0%

Priorities for Encouraging Mode Shift Amongst Lone Car Drivers

2.37 Encouraging a shift to more sustainable modes will play a key part in driving down demand for parking, alongside more stringent restrictions / eligibility. **Figures 2.24 to 2.26** summarise the proportion of drivers who consider public transport and / or active travel as an option and the incentives that would be most likely to encourage drivers to switch.



Figure 2.24 – Impetus to Commute by Public Transport (Lone Car Drivers)

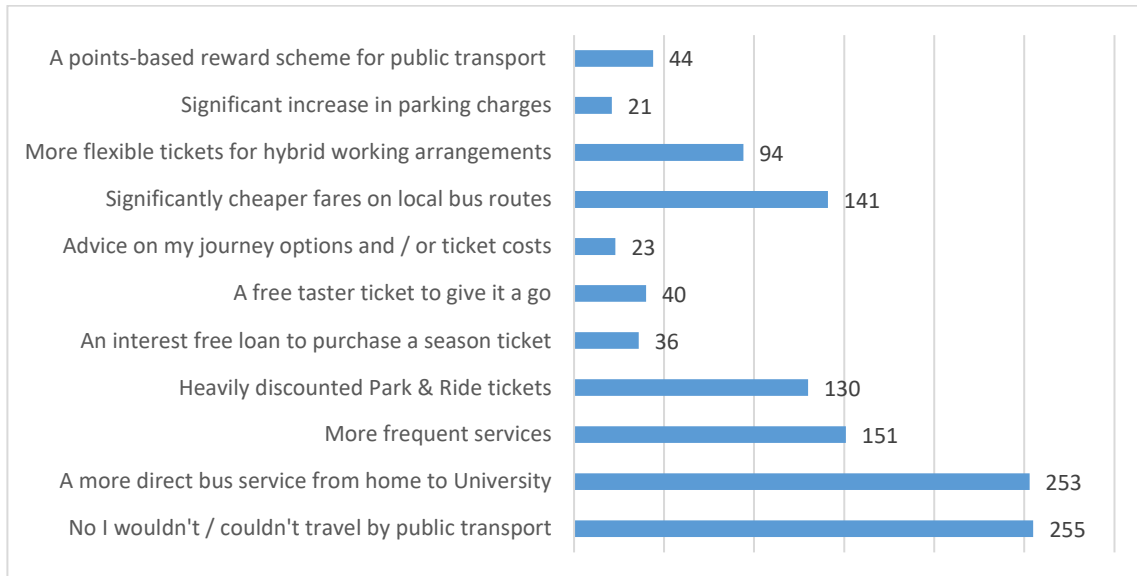


Figure 2.25 – Impetus to Commute by Bike (Lone Car Drivers)

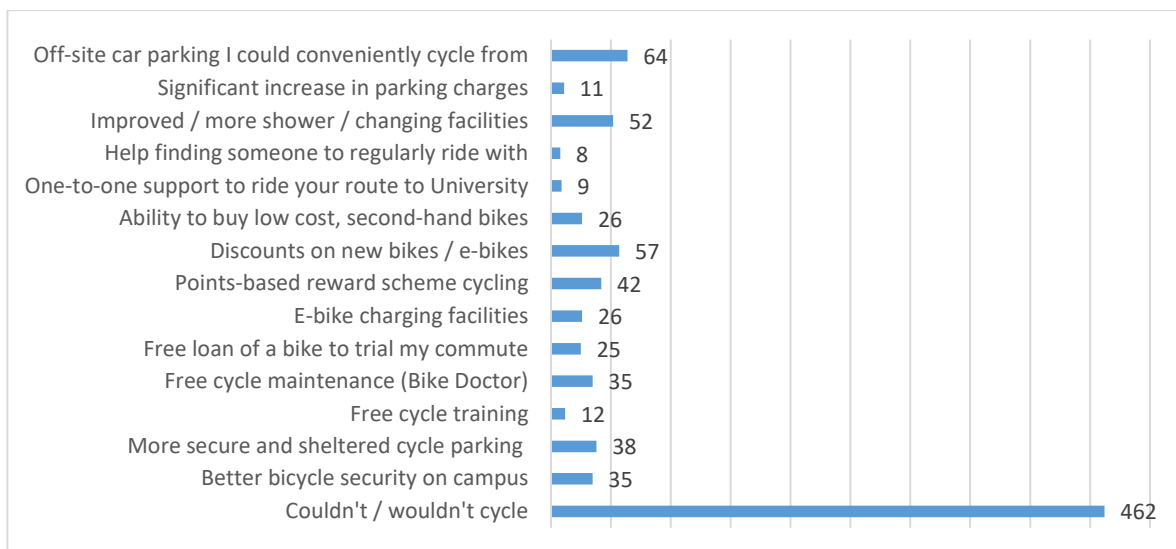
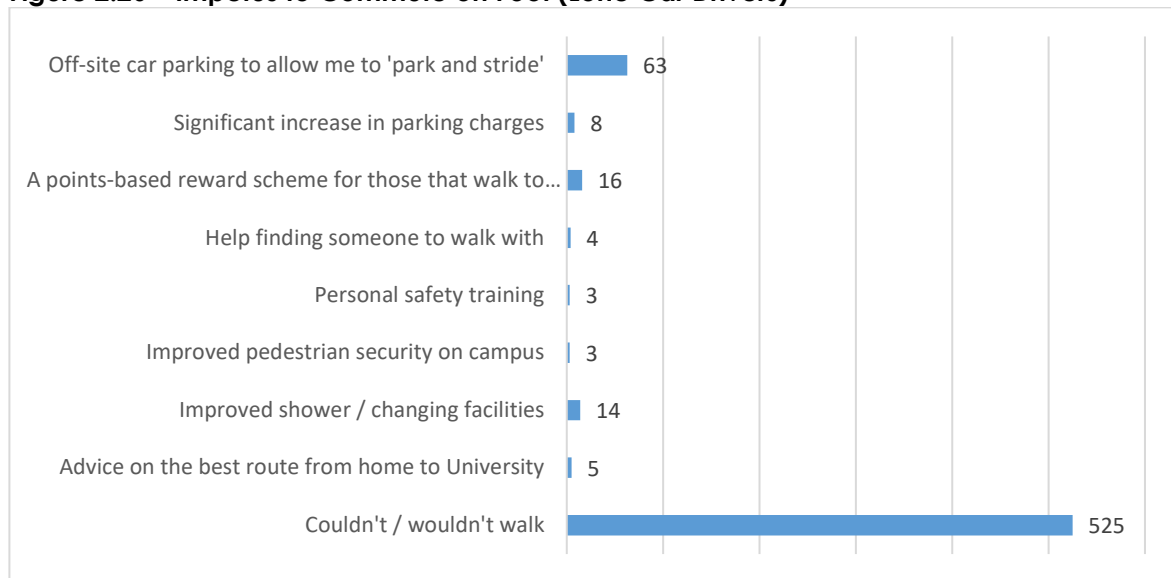




Figure 2.26 – Impetus to Commute on Foot (Lone Car Drivers)



2.38 The above will be borne in mind when the University looks to revise its Travel Plan later in 2022.

Bus Users

2.39 The survey sought to gain feedback from those already travelling sustainably, as ensuring they continue to feel supported is extremely important in the context of achieving the aspirations / targets of the CPMS and Travel Plan. Respondents that indicated that they usually travel by bus were asked which bus services they use. **Figure 2.27** summarises the responses and highlights the popularity of the U1 BROOKESbus service, particularly.

Figure 2.27 – Current Use of Bus Services

Service No.	No.
U1 BROOKESbus	70
U5 BROOKESbus	17
NU1 BROOKESbus	1
8 City	32
9 City	25
400 Park & Ride (Seacourt)	15
400 Park & Ride (Thornhill)	12

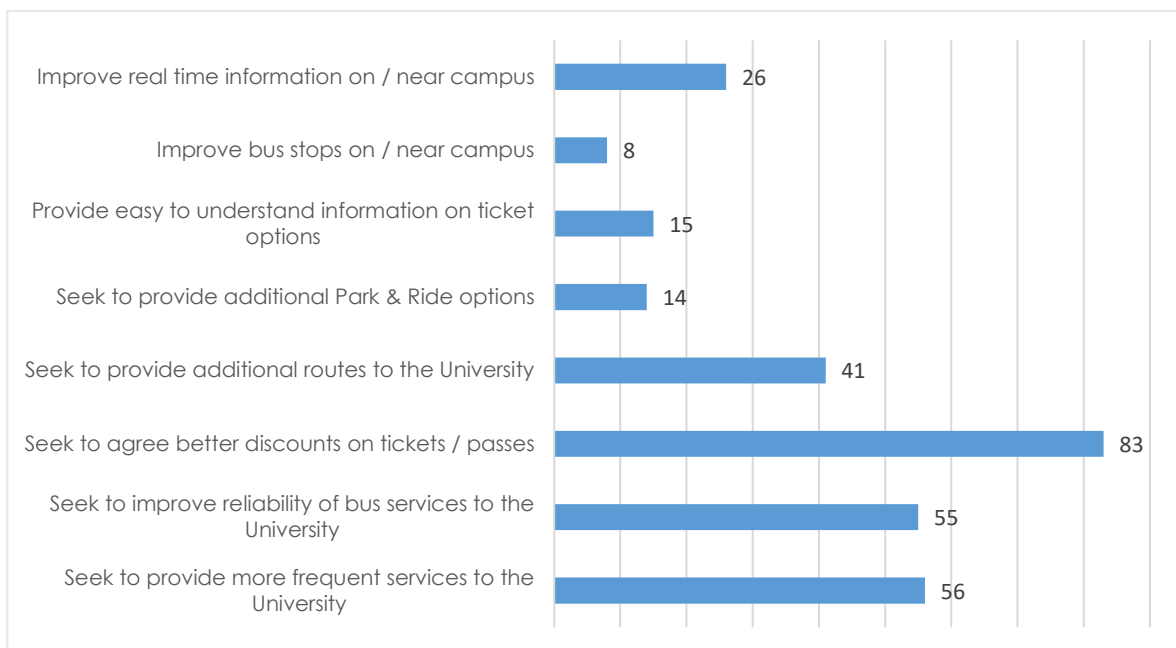


280 Sapphire	9
X1 Connector	6
X32 Connector	8
700	4
275	1
X20	1
Other	17

2.40 Respondents were asked if they have a BROOKESkey Card, which entitles them to purchase discounted travel products on Oxford Bus Company services, including the city, Park and Ride, and BROOKESbus services. 42.7% suggested that they do.

Figure 2.28 provides a summary of the feedback from current bus users, who were asked to identify the measures they would like the University to prioritise over the next 3 years.

Figure 2.28 – Feedback from those already travelling by bus



2.41 From the above, it can be seen that greater discounts for bus users and improving the reliability and frequency of services to the University would be welcomed as priorities.



2.42 Bus users were also given the opportunity to provide further comments about their commute by bus, which have been summarised below:

- Direct bus service between Summertown and Headington Campus without needing to change in the city centre;
- Bus timetable reduces significantly out of term time, which impacts the number of services to/from the University;
- Provide additional waiting areas to accommodate large numbers of people waiting for the bus at peak times;
- Tickets should be transferable between different bus operators which operate along the same route;
- Improve the X1 service frequency and times when it operates, limited services between 08:00-09:00 and 16:00-17:00; and
- Buses run along the same route on a similar schedule and then there are long periods with no scheduled service.

BROOKESbus

2.43 Feedback on the BROOKESbus service was sought, specifically, given the University's financial commitment to this. All respondents were asked to indicate if they had used the service(s) in the last term; 36.9% of those based in Oxford suggested they had.

2.44 Those that had used the service were then asked to rate it against a series of criteria - in each case awarding a score of between 1 (very poor) and 5 (excellent). **Figures 2.29 to 2.33** summarise the feedback.



Figure 2.29 – BROOKESbus: Value for Money (Average Score: 3.8)

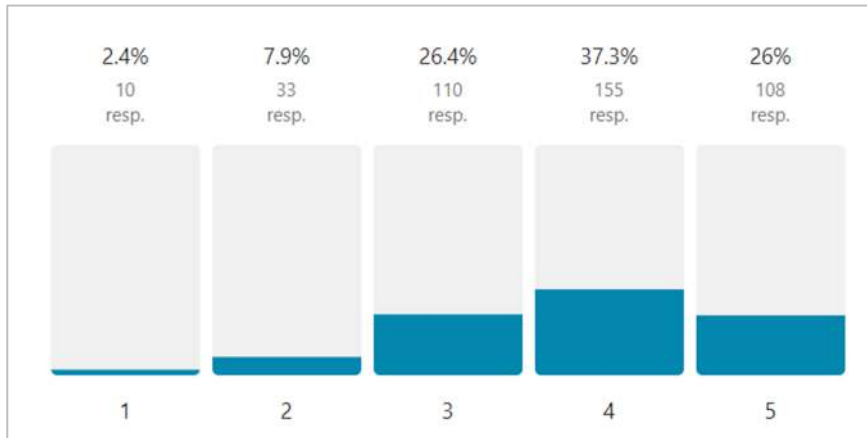


Figure 2.30 – BROOKESbus: Professionalism of Drivers (Average Score: 4.1)

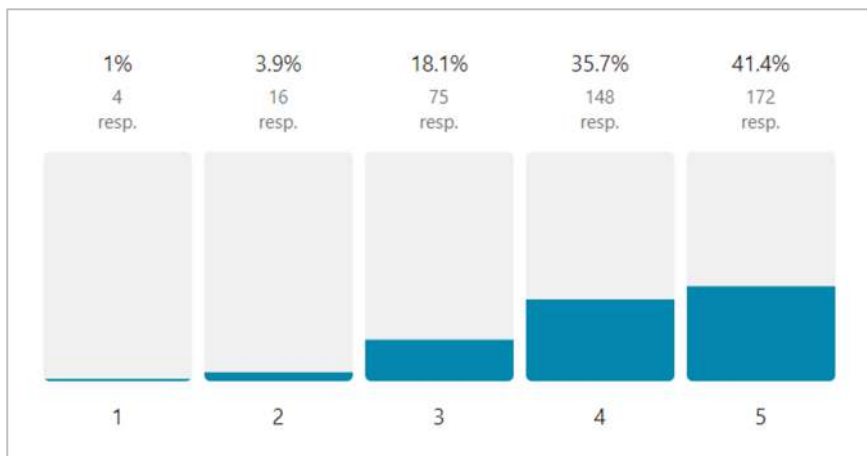


Figure 2.31 – BROOKESbus: Convenience (Average Score: 3.7)

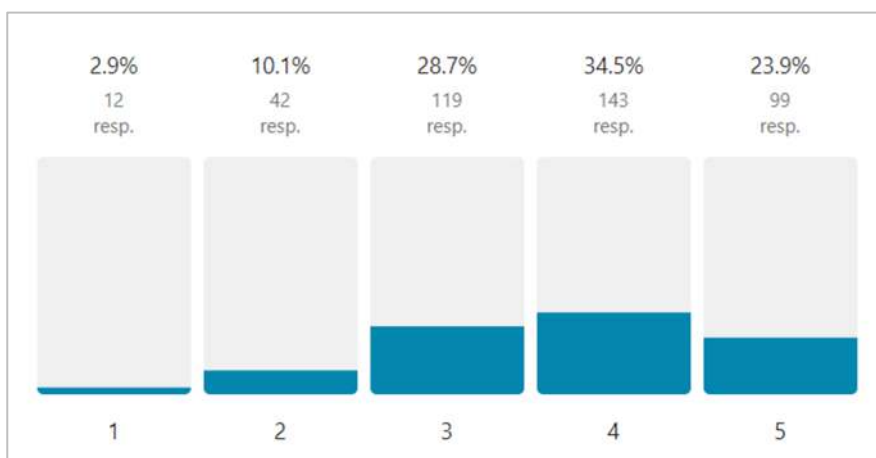




Figure 2.32 – BROOKESbus: Punctuality / Reliability (Average Score: 3.5)

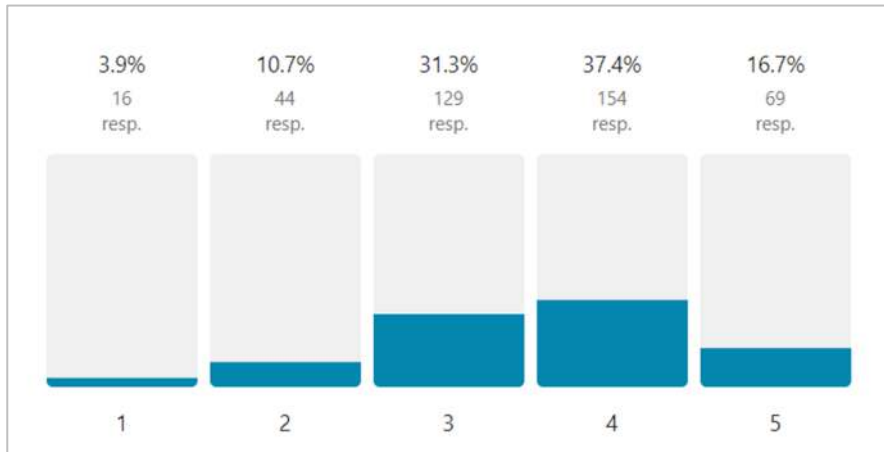
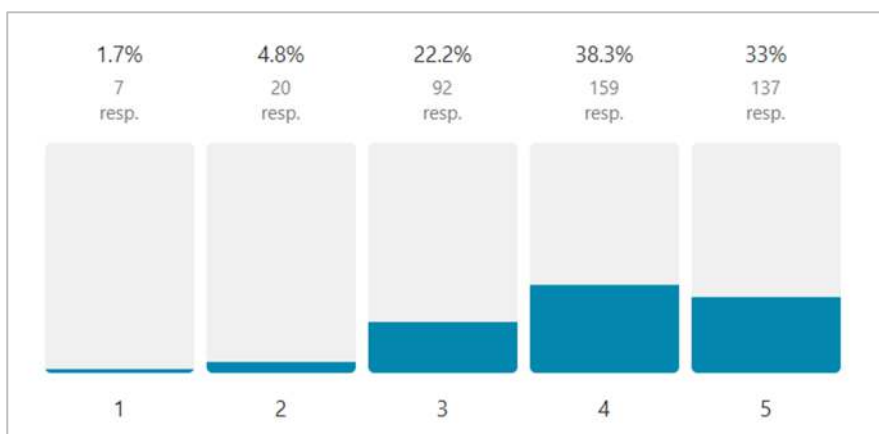


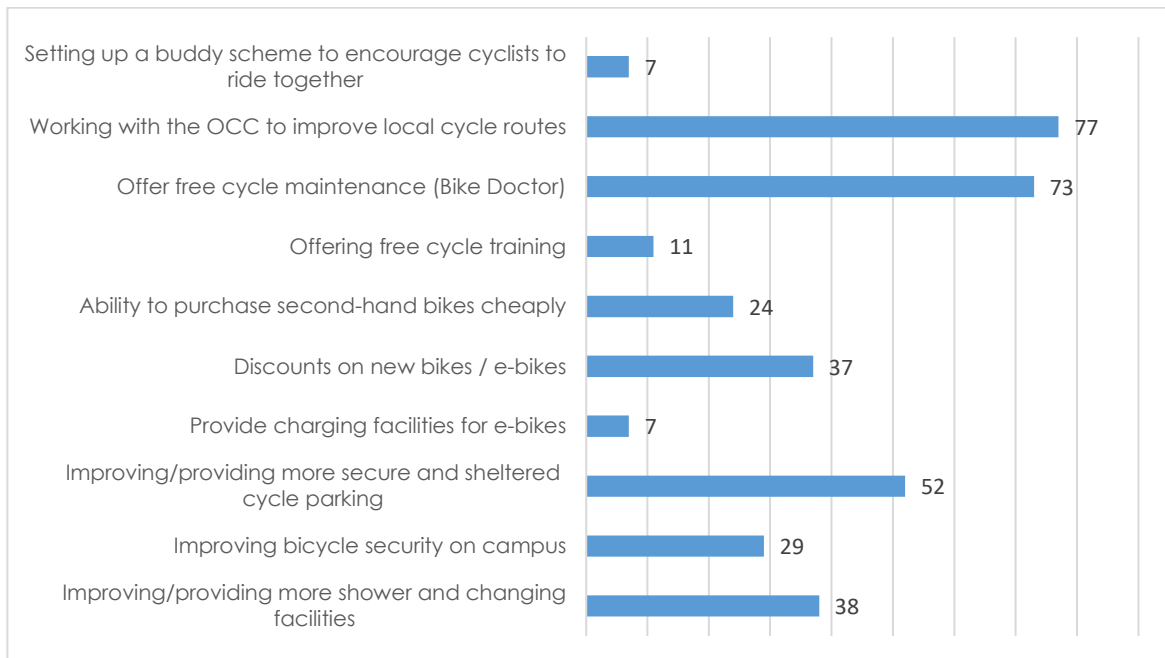
Figure 2.33 – BROOKESbus: Availability of Seats (Average Score: 4.0)



Cyclists

2.45 Those that suggested that their current usual mode of travel to work is by bike were asked how the University could best support them to continue to cycle. **Figure 2.34** summarises the feedback and illustrates that the most popular answers were improving local cycle routes, Bike Doctor sessions (which the University currently runs) and improved / more secure sheltered cycle parking.

Figure 2.34 – Feedback from those already cycling to work



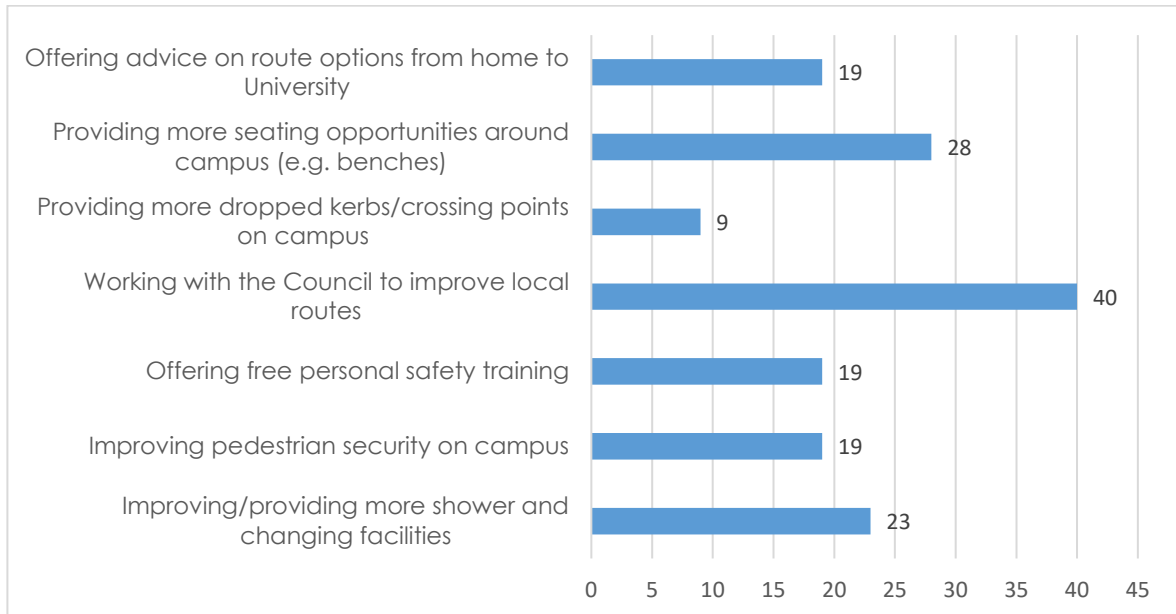
2.46 Those who already cycle to work were also given the opportunity to provide further comments about their commute by bike, which have been summarised below:

- Provision of a public bike repair stand with pump would be useful for small emergency maintenance needs. This could be provided in one of the secure cycle parking locations;
- The door to enter the bike park near the Lloyds building is much too heavy and should be automated;
- Provision of a drying room, in order for cyclists to dry wet clothes during the day;
- A large proportion of additional comments were in relation to improving routes for cyclists, for example providing more off-road/traffic-free cycle routes.

Pedestrians

2.47 Those who usually walk to work were also asked how the University can best support them to continue to do so; **Figure 2.35** summarises the results.

Figure 2.35 – Feedback from those already walking to work



2.48 As can be seen above, a large proportion of those that walk to the University would like to see improvements made to local walking routes. Provision of more seating opportunities around the Campus, would help to improve facilities for those that walk to work but would also provide for those who want to spend some time outside, for example at lunchtime. Improvements to pedestrian security on Campus and provision of personalised journey planning was seen as beneficial. As with cyclists, provision of more shower/changing facilities would also benefit those who walk.

2.49 Those who already walk to work were also given the opportunity to provide further comments about their commute on foot, which have been summarised below:

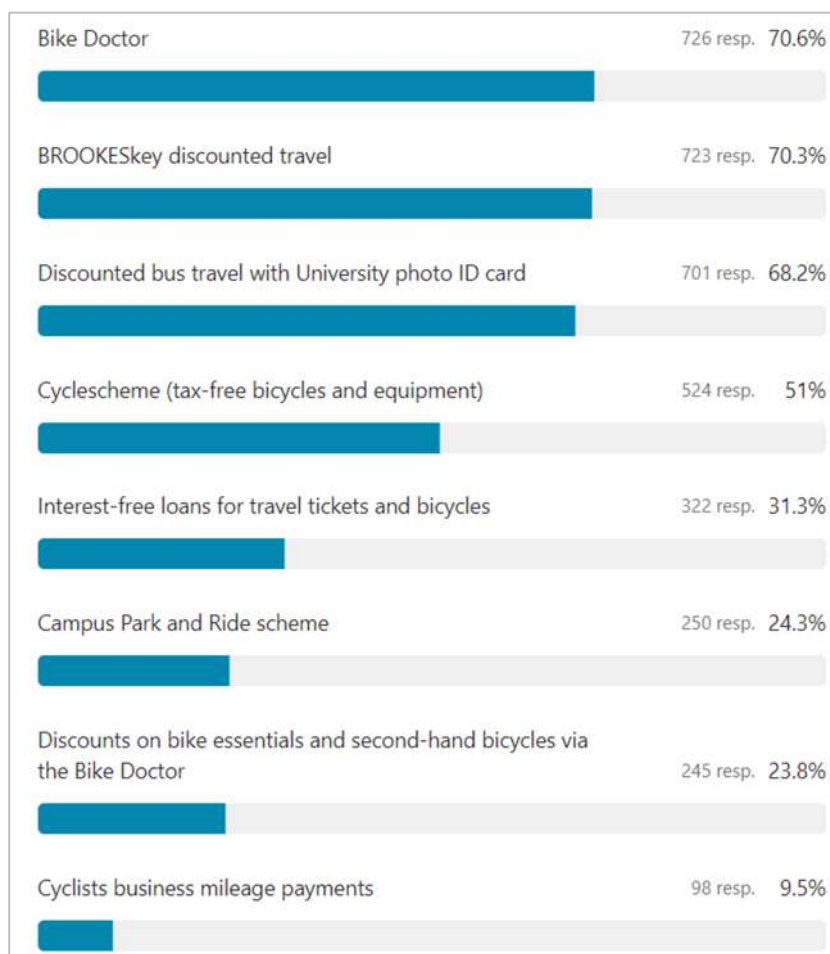
- Provision of better lighting around Campus, particularly in quieter areas, would help to make those travelling on foot feel safer. Specific requests for provision of lighting at South Park; and
- Campus maps to include walking routes to/through the Campus;
- LTN's have increased traffic on key routes, which makes for a less pleasant pedestrian environment;
- Offer discounts for outdoor clothing to support walking to work.



Awareness of Existing Initiatives

2.50 The University already offers a range of initiatives to support / encourage sustainable transport. The survey sought to capture awareness of these, with feedback summarised in **Figure 2.36** and suggests that there are good levels of awareness around Bike Doctor and the discounted bus travel options, however, there would be merit in further promotion of other initiatives.

Figure 2.36 – Awareness of Existing Measures



Business Travel

2.51 The survey asked respondents where their role requires them to travel for business; 74.3% suggested it didn't, with 14.6% suggesting they travel for business in the UK only and 11.1% suggesting they travel for work internationally.



2.52 When asked whether environmental considerations impact their choice of mode for business travel, 57.3% of those that travel for business suggested it did, while 42.2% indicated that environmental considerations impact how often they travel for business.

Free Text Comments

2.53 The survey concluded by asking respondents whether they had any other comments to make on travel / transport to the University. A summary of common themes is provided below for respondents associated with each of the Campuses.

Figure 2.37 – Free Text Responses for Headington Campus

Headington	
Public Transport	Public transport significantly extends journey time, as compared with driving; the University being out of the city centre means that unless you live in central Oxford, you need to change buses.
	Public transport is expensive when compared with driving.
	The time / frequency of buses to the station should be improved.
	Public transport is expensive when compared with driving.
	The time / frequency of buses to the station should be improved.
	Park & Ride isn't frequent enough to warrant the extra time and cost (currently £2 to park and £4.80 for a return bus ticket).
	There should be a direct service from the Park & Ride to the University from sites not currently served.
	There should be better promotion of the option to park at Wheatley and get the BROOKESBus.
	There should be better public transport connections from Bicester and Abingdon.
	BROOKESKey app should be extended to staff.
	BROOKESbus vacation frequency impacts on staff travel options.
Active Travel	Provide better changing facilities and full height lockers to store clothes away from work areas.
	Concerns over cycling safety, in light of recent fatalities.
	Introduce an e-bike hire scheme on Campus
	Introduce park and walk option, with off-site car parking.



Figure 2.38 – Free Text Responses for Harcourt

Harcourt	
Public Transport	Make use of the Brookes bus free, if you have used another service as part of your journey to work
Active Travel	A Park and Stride Scheme would be beneficial for all Campuses, not just Headington
Car Travel	Have an allocated area of parking on site for staff who work part time or arrive on Campus after 09:30. Keep this area free of parking until 09:15 to enable those arriving late to find a parking space.

Figure 2.39 – Free Text Responses for Wheatley

Wheatley	
Public Transport	Offer free parking at Wheatley and then utilise the BrookesBus to get to Headington
Active Travel	Dedicated staff showers/changing facilities alongside secure bike storage should be provided
Car Travel	Reduce/remove parking charges as it is viewed as a tax on those that need to travel to Campus to undertake their role
	Parking should be made free for employees
	Options need to be considered for those with disabilities, but without a blue badge
	Offer free parking at Wheatley and then utilise the BrookesBus to get to Headington
	Should be able to book a parking space for the days you know you will need them. This would be of particular use for those that don't travel to Campus often.



Figure 2.40 – Free Text Responses for Marston Road

Marston Road	
Public Transport	Provision of a Park and Ride stop at Marston Campus
Active Travel	No changing facilities/lockers at this site
	Provision of secure and sheltered cycle parking would be beneficial
Car Travel	Salary sacrifice for electric vehicles for those who need to drive to work
	Provision of EV charging facilities

Figure 2.41 – Free Text Responses for Swindon

Swindon	
Public Transport	Provision of bus discounts for those that work at the Swindon Campus, as most offers are very Oxford centric
Car Travel	Electric vehicle charging facilities



3. SURVEY FINDINGS – STUDENTS

Introduction

- 3.1 This section of the report considers the results of the student survey, detailing the responses to each question in turn before undertaking some cross-tabulation analysis to explore patterns, trends and the impact that a range of internal and external factors have on travel behaviour. A total of 1,375 responses were received, equating to a response rate of 9.5%; owing to the filtering, not all respondents will have answered every question.
- 3.2 Where appropriate, a comparison has been made with the University's previous survey, undertaken in 2019.

Study Status / Location

- 3.3 **Figure 3.1** summarises respondents' year of study, whilst **Figure 3.2** confirms the Campus at which respondents are primarily based.

Figure 3.1 – Year of Study

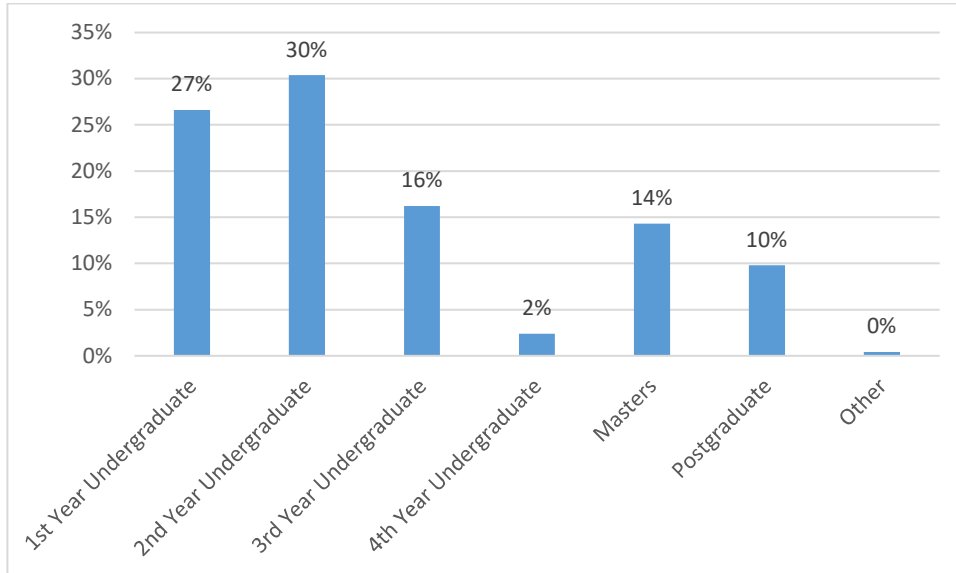


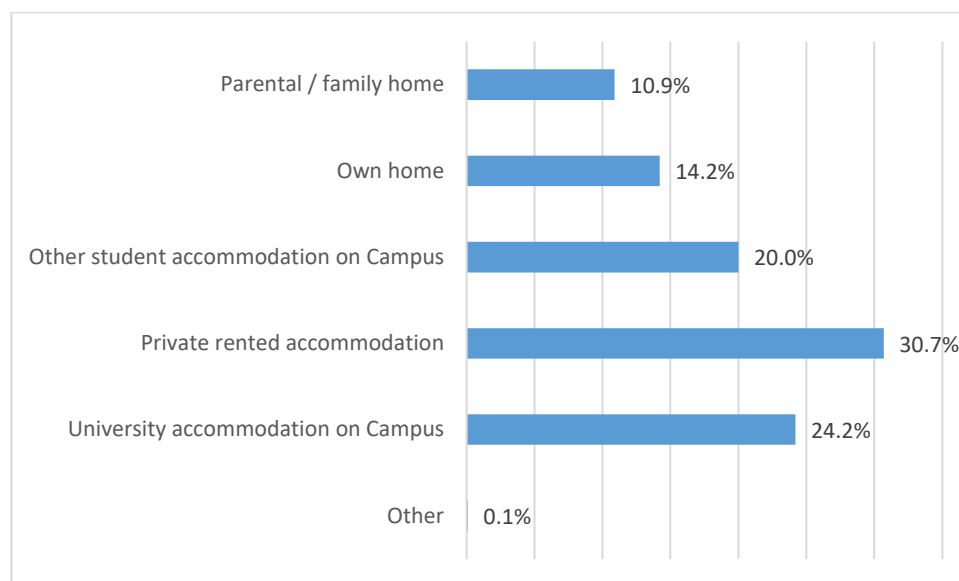


Figure 3.2 – Main Campus Base

Campus	No. of Respondents	% of Respondents
Headington	832	61%
Marston	204	15%
Wheatley	142	10.4%
Harcourt	133	9.8%
Swindon	47	3.4%
Other	6	0.4%
Total	1,364	100%

3.4 **Figure 3.3** confirms the term time accommodation of respondents; those living on Campus or in student accommodation are much more likely to use active travel and public transport options, respectively, than those living in their own home or a parental / family home.

Figure 3.3 – Term Time Accommodation of Respondents



Current Travel Patterns

3.5 The survey went on to ask how students currently travel to their main Campus; this information is presented in **Figure 3.4** and provides the mode share, as a whole, as well as the breakdown by Campus location. As can be seen, the majority of students travel to Campus by bus (42%), with the next most popular mode being walking (30%). Cycling accounts for just 3% of students usual commuting mode across all Campuses.



3.6 With regard to the mode split across the different Campuses, it can be seen that the majority of respondents are based at Headington and, therefore, this skews the results somewhat. At Wheatley, the mode split for students travelling by bus increases to 65%, with a significant decrease to just 1% of students walking to this site. With regard to Harcourt, the results demonstrate that 47% drive (either car alone or car share, as driver), with 30% travelling to this site by bus. The increase in people driving results in a corresponding decrease in people walking to Harcourt. Swindon has the highest levels of student drive alone commuting.

Figure 3.4 – Usual Commuting Mode Share

Mode	All		Headington Marston)		Wheatley		Harcourt		Swindon	
	No.	%	No.	%	No.	%	No.	%	No.	%
Bus	579	42.3%	432	41.9%	91	65.0%	39	30.0%	7	14.6%
Bus and Train	38	2.8%	32	3.1%	5	3.6%	1	0.8%	0	0.0%
Car (alone)	200	14.6%	78	7.6%	29	20.7%	54	41.5%	37	77.1%
Car Share (as driver)	28	2.0%	10	1.0%	7	5.0%	7	5.4%	3	6.3%
Car Share (as passenger)	18	1.3%	7	0.7%	5	3.6%	5	3.8%	0	0.0%
e-bike	4	0.3%	3	0.3%	1	0.7%	0	0.0%	0	0.0%
Motorcycle / Moped	7	0.5%	7	0.7%	0	0.0%	0	0.0%	0	0.0%
Park & Ride	19	1.4%	18	1.7%	0	0.0%	0	0.0%	0	0.0%
Pedal Bike	37	2.7%	35	3.4%	1	0.7%	1	0.8%	0	0.0%
Private E-scooter	2	0.1%	2	0.2%	0	0.0%	0	0.0%	0	0.0%
Taxi	5	0.4%	5	0.5%	0	0.0%	0	0.0%	0	0.0%
Train	14	1.0%	12	1.2%	0	0.0%	2	1.5%	0	0.0%
Walk	417	30.5%	390	37.8%	1	0.7%	21	16.2%	1	1.0%
Total	1368	100%	1031	100%	140	100%	130	100%	48	100%

3.7 The survey captured the frequency of travel to Campus amongst students. Again, this is broken down by Campus in **Figure 3.5**. The results demonstrate that the majority of students travel to Campus 3 or 4 times per week, with only 20% of students (across all sites) travelling 5 or more times per week. The number of times students attend Campus is lower for Harcourt Campus than for Wheatley and Headington. Again, the results for all Campuses are skewed, somewhat, by the results for the Headington Campus, given the large majority of students who study here.



Figure 3.5 – Frequency of Travel to Campus

Days	All		Headington (inc. M)		Wheatley		Harcourt	
	No.	%	No.	%	No.	%	No.	%
More than 5	88	6%	70	7%	15	11%	2	2%
5	184	14%	128	13%	34	24%	8	6%
4	437	32%	355	35%	41	29%	21	17%
3	422	31%	322	31%	41	29%	39	31%
2	143	11%	92	9%	10	7%	35	28%
1	42	3%	32	3%	1	1%	5	4%
Less than 1	44	3%	25	2%	0	0%	16	13%
Total	1360		1024		142		126	

Car Drivers

3.8 Car drivers were asked whether they hold an OBU parking permit. **Figure 3.6** summarises the responses received, whilst **Figure 3.7**, breaks this down by main Campus location.

Figure 3.6 – Proportion of Respondents with Parking Permit

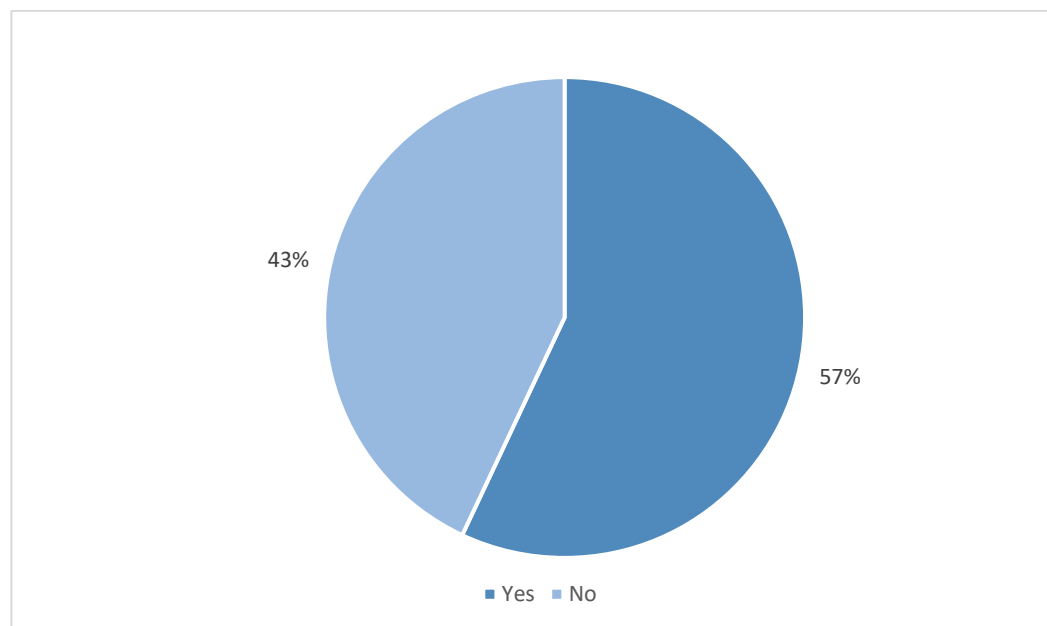




Figure 3.7 – Proportion of Student Car Drivers with Permits, By Campus

Parking Permit	Headington (inc. Marston)		Wheatley		Harcourt	
	No.	%	No.	%	No.	%
YES	11	14%	25	86%	51	94%
NO	68	86%	4	14%	3	6%

3.9 As with staff, it is important to understand the reasons why students currently drive to Campus, as any change to parking entitlement will need to be cognisant of this. **Figure 3.8** summarises the responses, disaggregated by main Campus location. Whilst there is some variance between Campuses, the key themes are replicated across all locations. Notably, there are students with caring responsibilities (albeit these are few in number, as compared with staff).

Figure 3.8 – Reasons for Travelling to Campus by Car

Reason	Headington (inc. Marston)		Wheatley		Harcourt	
	No.	%	No.	%	No.	%
Length of Journey	41	25%	15	23%	29	24%
Journey Time Reliability	22	14%	10	15%	11	9%
Flexibility	25	15%	12	18%	14	11%
I have a parking permit	2	1%	2	3%	6	5%
I consider the cost to park to be reasonable	2	1%	0	0%	5	4%
Need a car for my course	6	4%	0	0%	8	7%
Personal choice	6	4%	3	5%	9	7%
No practical alternative	23	14%	15	23%	25	20%
Public transport is too expensive	7	4%	4	6%	2	2%
Out of hours studying	3	2%	1	2%	4	3%
Disability (blue badge holder)	1	1%	0	0%	2	2%
Disability (other)	5	3%	0	0%	0	0%
Concerns over Covid-19 transmission	1	1%	0	0%	2	2%
Nursery or primary school drop-off/pick-up	10	6%	2	3%	4	3%
Secondary school drop-off/pick-up	2	1%	0	0%	0	0%
Caring responsibilities immediately before/after university	6	4%	1	2%	1	1%



3.11 **Figure 3.9** illustrates where students that drive to Campus suggest they typically park. Amongst those that park on-street, the majority are based at Headington, where parking for students is much more heavily restricted than elsewhere. This needs to be carefully considered as part of the forthcoming Car Park Management Strategy, as the decant of students to Headington from Wheatley and Harcourt has the potential to significantly increase on-street parking, locally, if not carefully managed / measures introduced to encourage other modes.

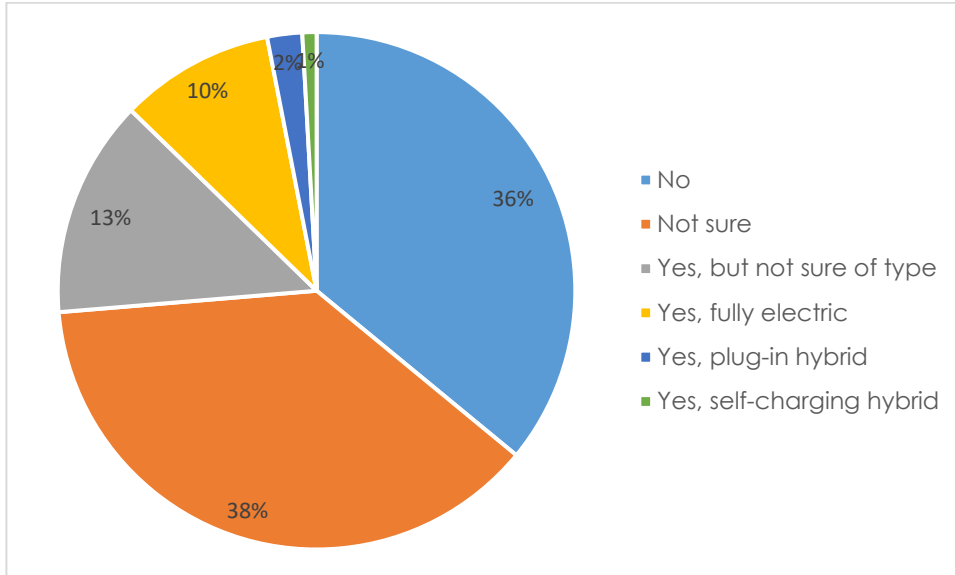
Figure 3.9 – Usual Parking Location

Parking Location	All Respondents	
	Count	%
On Campus – Headington	8	4%
On Campus - Wheatley	28	14%
On Campus - Harcourt	55	28%
On Campus - Marston	2	1%
On Campus - Swindon	30	15%
On-street near University	34	17%
Public / Private car park	42	20%
Other	11	5%

3.12 The survey sought to capture the proportion of student car drivers who are considering changing to an electric / hybrid vehicle in the next 3 years. **Figure 3.10** summarises the responses.

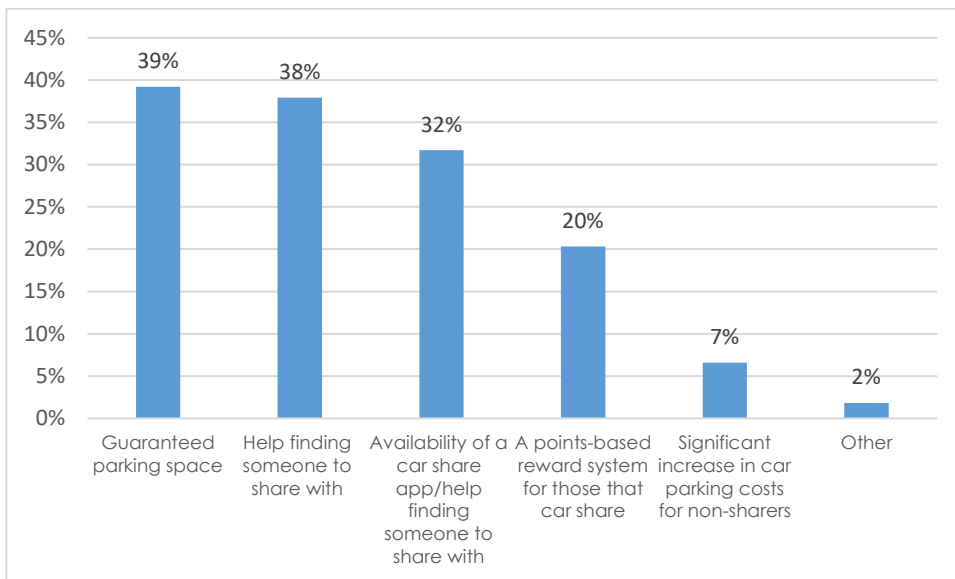


Figure 3.10 – Future Uptake of EV's (Lone Car Drivers and Car Share Drivers)



3.13 The survey asked lone car drivers whether they would consider car sharing, rather than driving alone. 36.6% of those that currently drive alone suggested that they couldn't / wouldn't car share. Of those that would consider sharing, the most popular incentives were provision of a guaranteed parking space, help in finding someone to share with and availability of an app to help find a journey match.

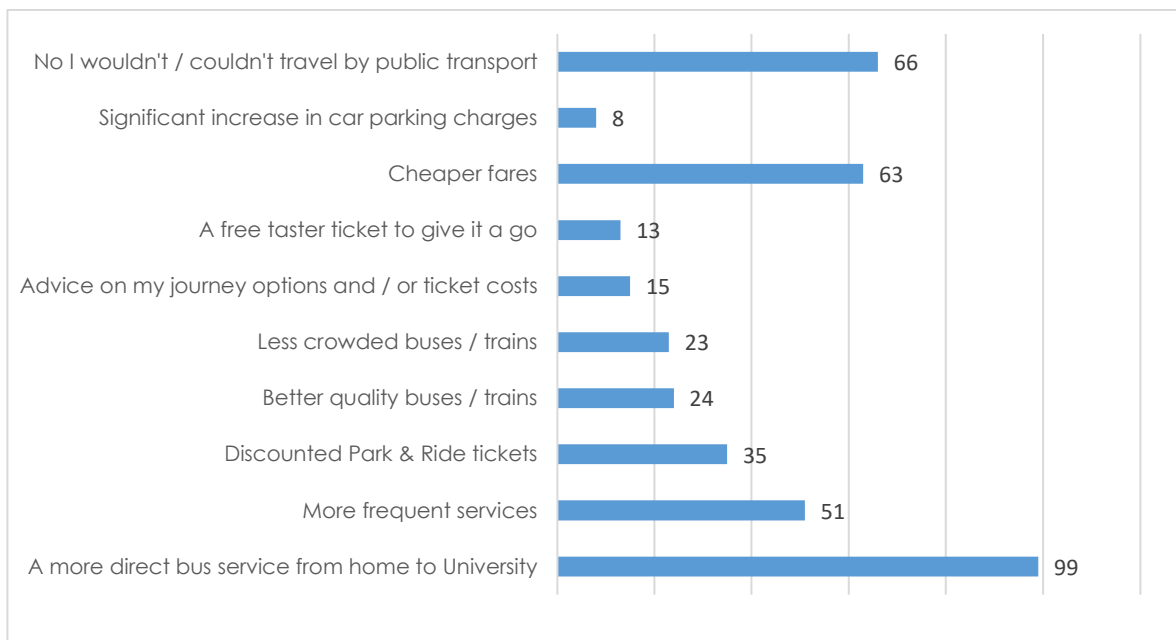
Figure 3.11 – Impetus to Car Share (Lone Car Drivers)





3.14 Similarly, **Figures 3.12 to 3.14** summarise the proportion of drivers who consider public transport and / or active travel as an option and the incentives that would be most likely to encourage drivers to switch.

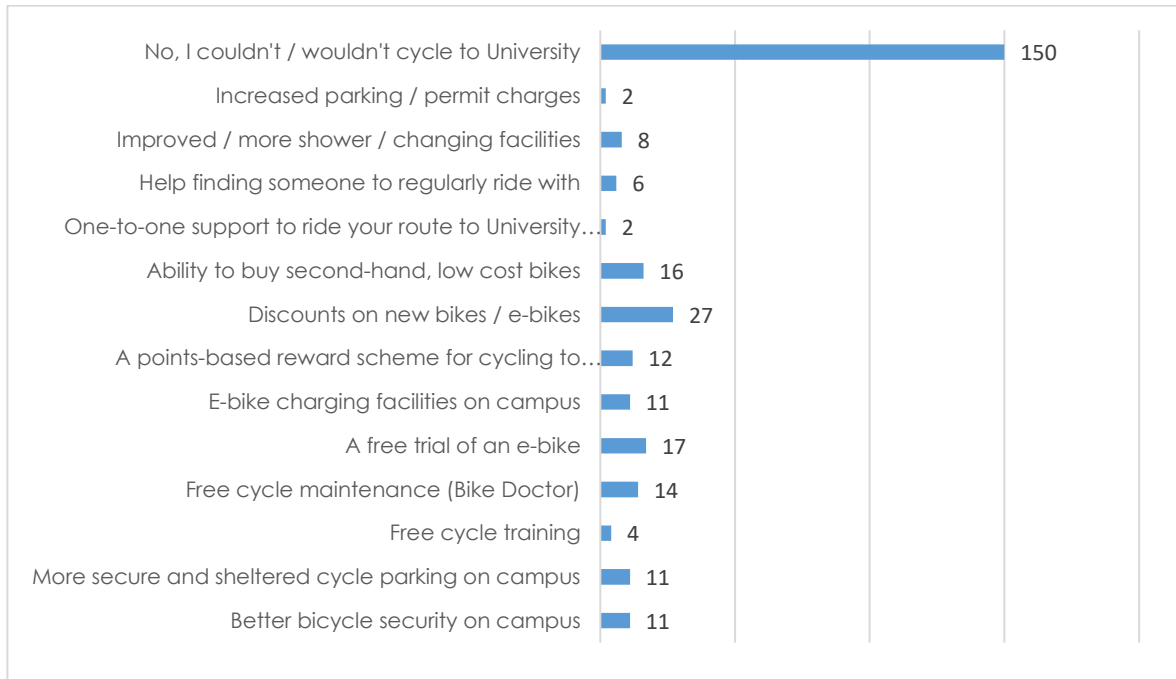
Figure 3.12 – Impetus to Commute by Public Transport (Car Drivers)



3.15 The data above suggest that availability of more direct bus services to the University from home to the University would encourage more students to travel by bus. Cheaper fares, including a reduction in the cost of Park & Ride tickets would also encourage a number of students that currently drive to travel by public transport.

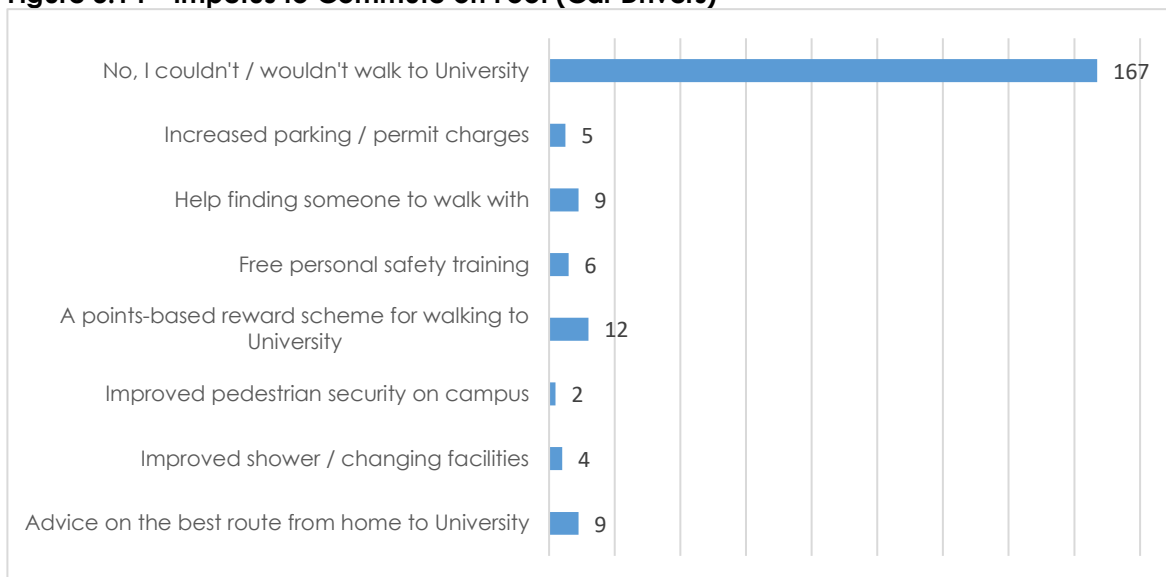


Figure 3.13 – Impetus to Commute by Bike (Car Drivers)



3.16 As can be seen in **Figure 3.13**, a large proportion of respondents suggested that they couldn't / wouldn't cycle instead of travel by car. Amongst those that would consider it, discounts on new bikes, free cycle maintenance and ability to buy second-hand/low-cost bikes would encourage cycling.

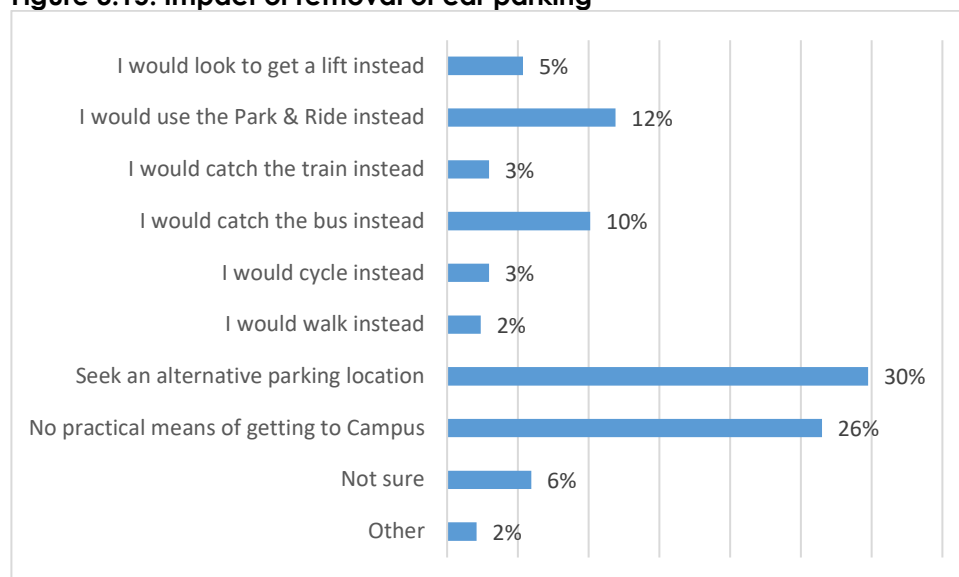
Figure 3.14 – Impetus to Commute on Foot (Car Drivers)





- 3.17 As can be seen from **Figure 3.14**, the large majority of students could not be encouraged to travel to the University on foot. A points-based reward system may encourage those willing to walk, as well as being able to find someone to walk with and advise on the best route.
- 3.18 Student car drivers were asked, if parking was no longer available at / near the University (other than for blue badge holders), what impact this would have. **Figure 3.15** summarises the results; 30% of respondents suggested that they would still drive to the University, but seek alternative parking arrangements, whilst 26% of respondents suggest that they would have no practical means of accessing the University.

Figure 3.15: Impact of removal of car parking



Bus Users

- 3.19 Respondents that indicated that they usually travel by bus were asked which bus services they use. **Figure 3.16** summarises the responses and highlights the popularity of the U1 BROOKESbus U1 and U5 services, particularly.

Figure 3.16 – Current Use of Bus Services

Service No.	No.
U1 BROOKESbus	349
U5 BROOKESbus	353
NU1 BROOKESbus	39



8 City	60
9 City	25
400 Park & Ride (Seacourt)	19
400 Park & Ride (Thornhill)	18
280 Sapphire	33
X1 Connector	3
X32 Connector	7
700	5
275	3
X20	7
Other	31

3.20 Respondents were asked how they typically pay for their bus tickets; **Figure 3.17** confirms the popularity of the BROOKESkey app.

Figure 3.17 – Bus Ticket Purchase Methods

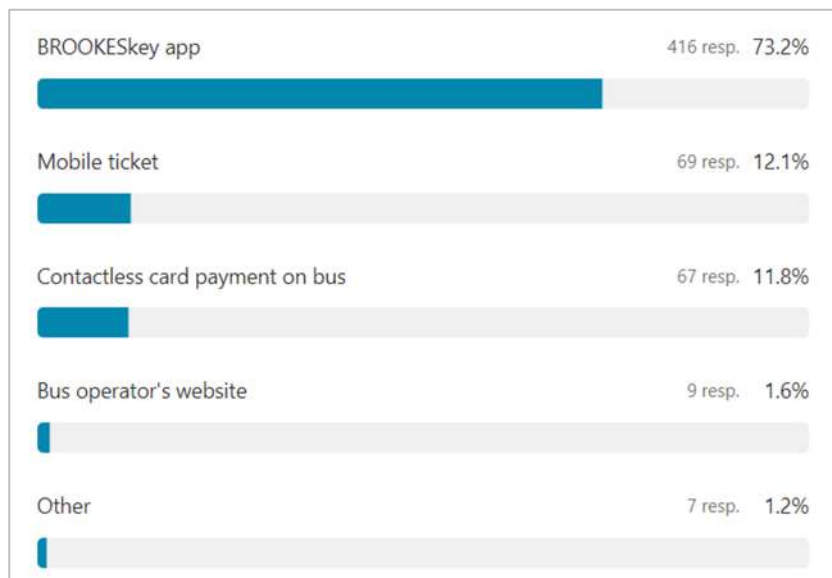
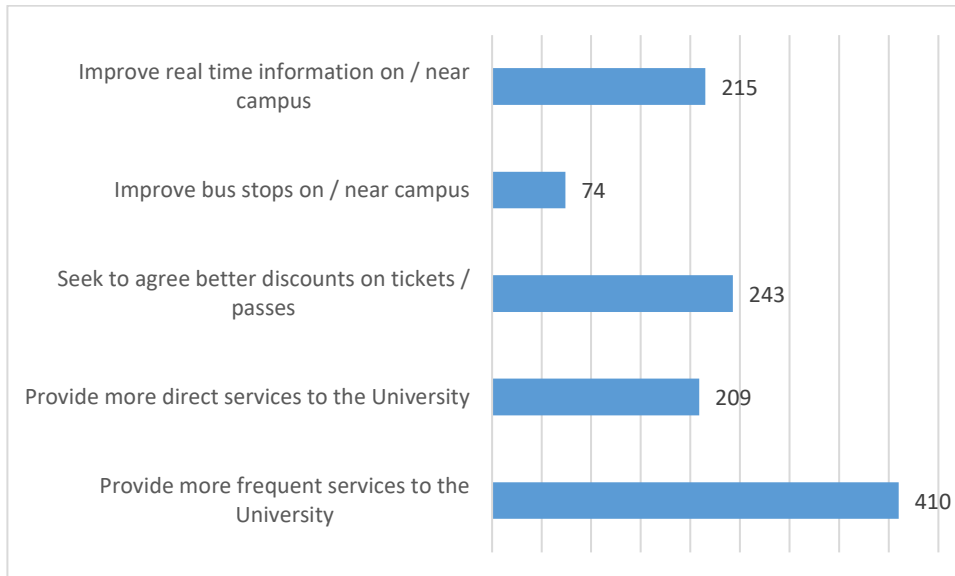


Figure 3.18 provides a summary of the feedback from current bus users, who were asked to identify the measures they would like the University to prioritise over the next 3 years.



Figure 3.18 – Feedback from those already travelling by bus



3.21 Bus users were also given the opportunity to provide further comments about their commute by bus. Responses have been grouped and summarised below:

- It's nice and clean, drivers are always friendly; the bus is usually quiet and there are seats available most of the time;
- Timetables could be changed so that the U1 and U5 connect better for those travelling from the Cowley / Kent Hall / Parade Green to Wheatley;
- Waiting times for U1 and U5 buses can be up to 40 minutes, which is inconvenient;
- Bus times can sometimes be very unreliable and inaccurate; real time information in app needs improving;
- More frequent buses are needed around lecture start times and in the evenings;
- It is very expensive for a student living on a loan to attend wheatley Campus on a daily basis / buses are too expensive;
- Masters / PhD students should be allowed to use the free BROOKESkey bus app;
- Direct bus route to Marston / bus stops along Marston Road would be helpful, including the introduction of weekend services;
- NU1 buses should not charge £1, since they can be used by using the BrookesKey QR code;



- The discounted ticket with the Brookes student card has seen a 50% increase, going from £1 to £1.50 on most buses, this should be reduced;
- Wi-Fi on buses could be improved;
- The Gipsy Lane bus stop should be reopened as it was a very useful stop;
- It would be useful to have a direct service maybe from the town centre. Even if it's only a couple of times a day, e.g. 8.30/9.30 am and 4/5 pm;
- Adding a student day ticket for use on CITY buses / non-Brookes buses would be a good addition;
- We need more transportation from the train station to Wheatley Campus. It isn't direct or regular enough;
- Confusing for non Oxford residents to navigate.

BROOKESbus

3.22 Feedback on the BROOKESbus service was sought, specifically, given the University's financial commitment to this. All respondents were asked to indicate if they had used the service(s) in the last term; 84.1% of those based in Oxford suggested they had.

3.23 Those that had used the service were then asked to rate it against a series of criteria; in each case awarding a score of between 1 (very poor) and 5 (excellent). **Figures 3.19 to 3.23** summarise the feedback.

Figure 3.19 – BROOKESbus: Value for Money (Average Score: 4.3)

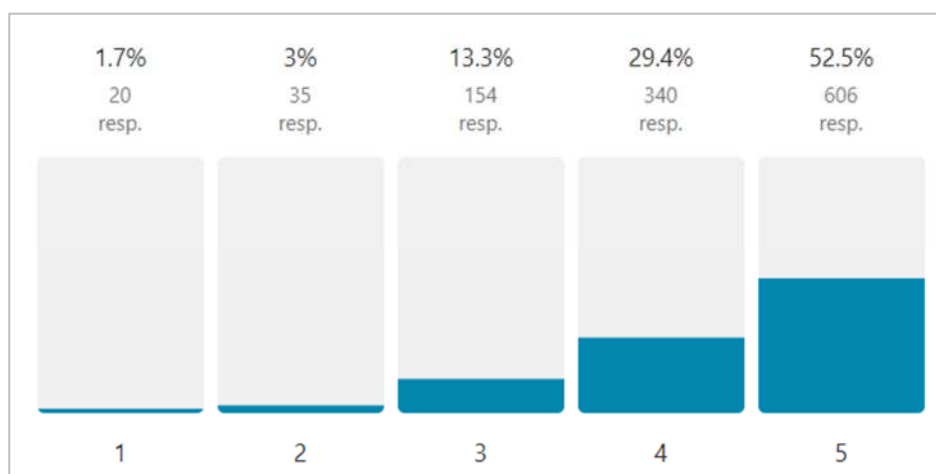


Figure 3.20 – BROOKESbus: Professionalism of Drivers (Average Score: 4.3)

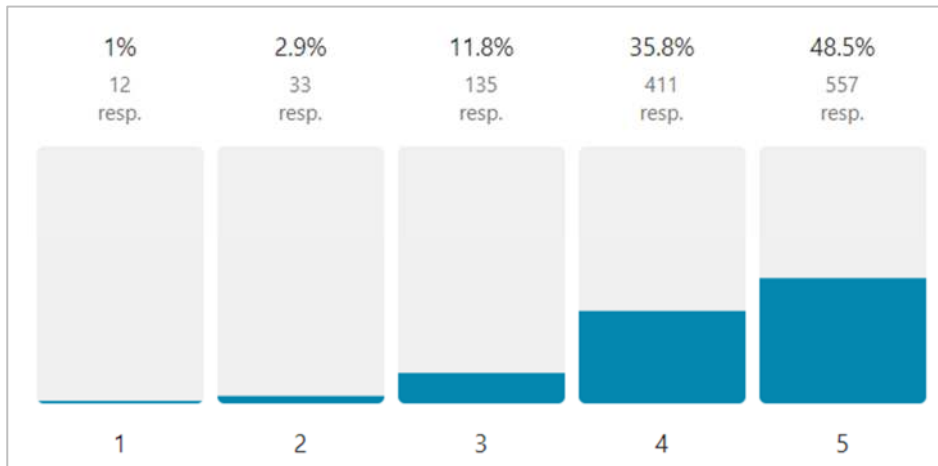


Figure 3.21 – BROOKESbus: Convenience (Average Score: 3.9)

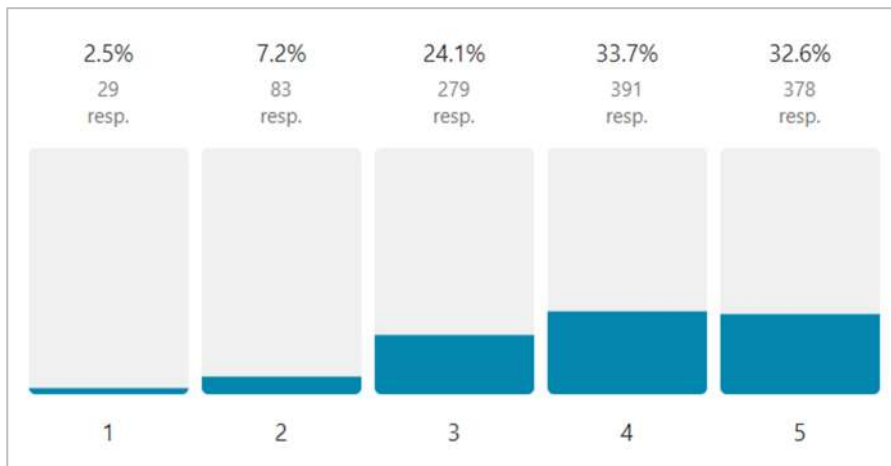


Figure 3.22 – BROOKESbus: Punctuality / Reliability (Average Score: 3.4)

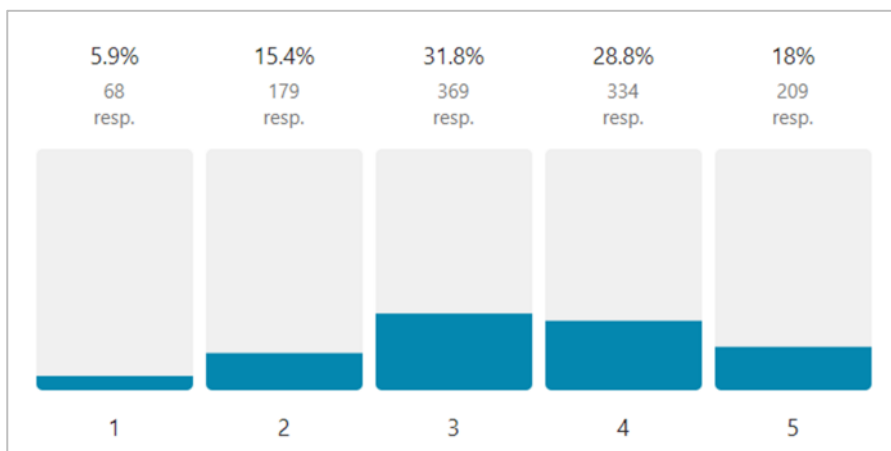
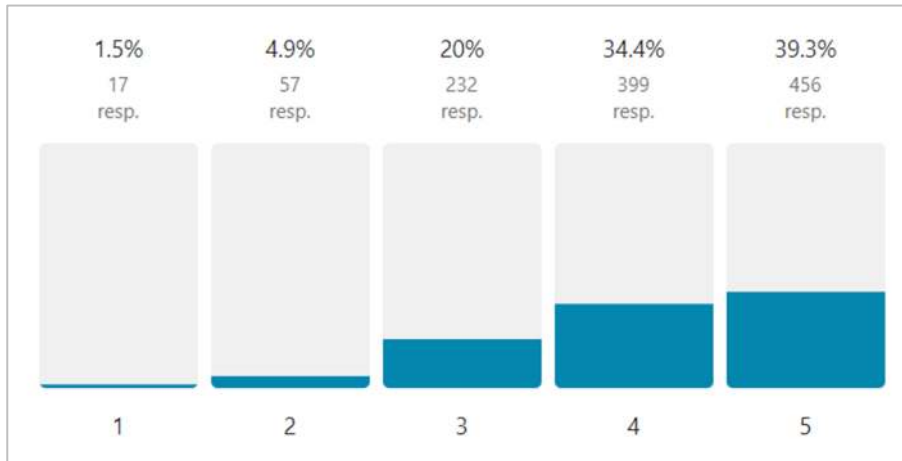




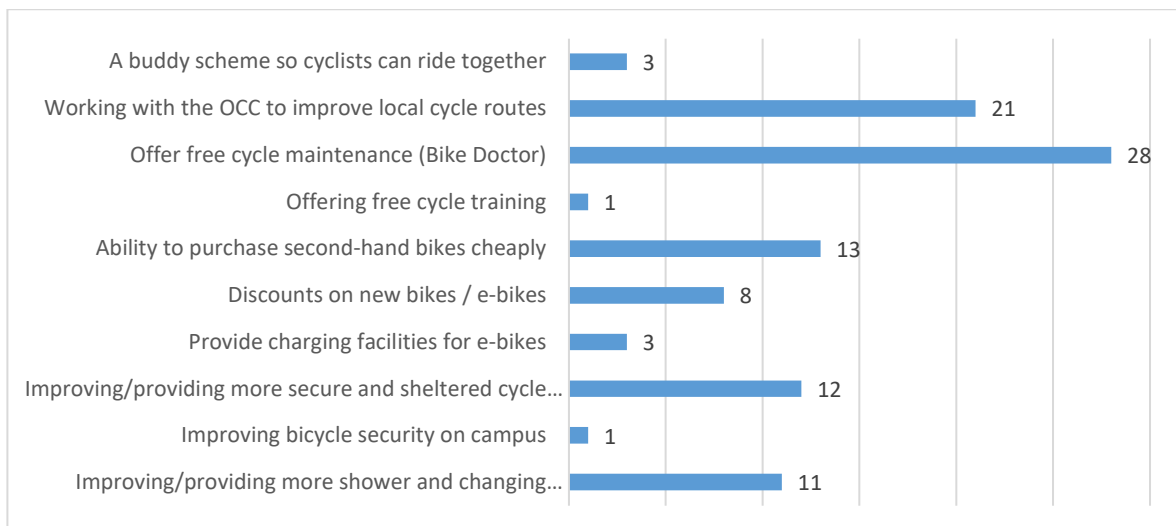
Figure 3.23 – BROOKESbus: Availability of Seats (Average Score: 4.1)



Cyclists

3.24 Those that suggested they usually cycle to Campus were asked how the University could best support them to continue to do so. **Figure 3.24** summarises the feedback and illustrates that the most popular answers were Bike Doctor sessions (which the University currently runs) and working with the Council to improve local routes.

Figure 3.24 – Feedback from those already cycling to University



3.25 Those who already cycle to work were also given the opportunity to provide further comments about their commute by bike, which have been summarised below:



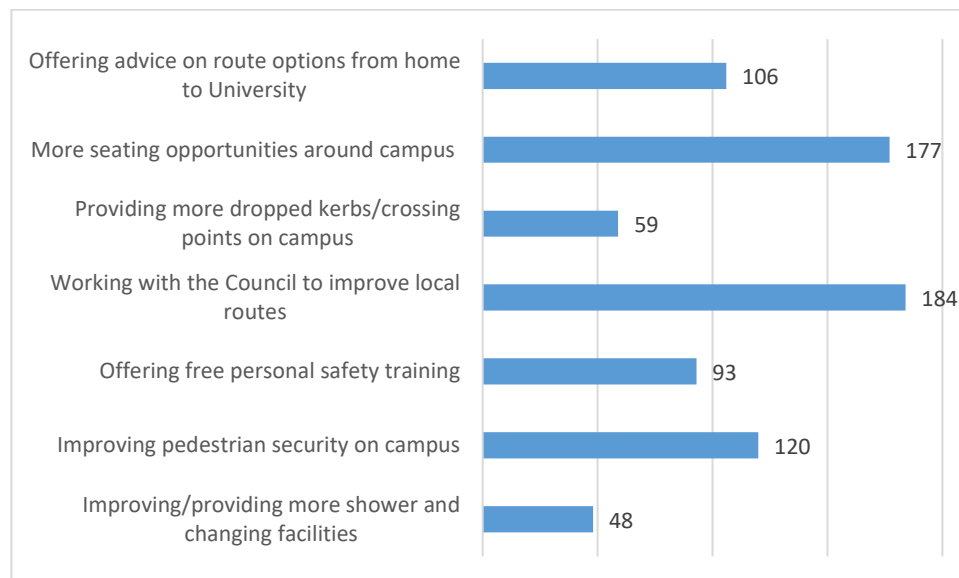
- It would be excellent if there was a second hand bike shop or advice on where to buy second hand bikes;
- If the university had a safe space or workshop where people could improve their bike confidence this might help promote more cycling;
- Discounts on helmets, high vis jackets, bike lights, D-locks etc should be offered to students;
- Provide a bike pump and spare bike locks for students on Campus;
- Some on-Campus cameras do not work. It is misleading having signs which say "camera-controlled area" / "camera's in use" in areas with cycle storage, if they are not in operation 24/7;
- The low traffic neighbourhoods (LTNs) have been brilliant help for cycling safety;
- Cycling can be quicker than taking the bus to Campus, making it an attractive travel option;
- E-bike trials may encourage more students to cycle;
- The roads leading to Cowley Road are difficult to navigate due to parking on both sides of the road. This creates a single narrow lane where a car cannot comfortably or safely pass a bike, especially during rush hour;
- More changing and shower facilities are required;
- Cycle safety signs need to be erected along Harcourt Hill;
- More sheltered cycle parking, especially at the Marston Campus, to keep bikes from getting wet; and
- The cycle path along the A40 is unsuitable – some students choose to take longer routes to avoid it.

Pedestrians

3.26 Those who usually walk to University were also asked how the University can best support them to continue to do so; **Figure 3.25** summarises the results.



Figure 3.25 – Feedback from those already walking to University



3.27 As can be seen above, a large proportion of those that walk to the University would like to see improvements made to local walking routes. Provision of more seating opportunities around the Campus, was also a popular choice. Improvements to pedestrian security on Campus and provision of personalised journey planning were also seen as beneficial.

3.28 Those who already walk to work were also given the opportunity to provide further comments about their commute on foot, which have been summarised below:

- More water fountains to fill up your water bottles after walking;
- Invite students/staff to share things like accessible routes, safety precautions etc;
- Improved routes / lighting through South Park, Headington Hill Park and Cowley; and
- Support and advice to be made available for women who walk alone and / or feel unsafe walking to and from University;
- Improved late night security across campus, including visible security officers;
- Prevent electric scooter users from using them on footways;
- Vegetation could be cut to allow for better visibility and footpaths need to be better maintained;
- More signage in and around campus, particularly around main entrances to University buildings;

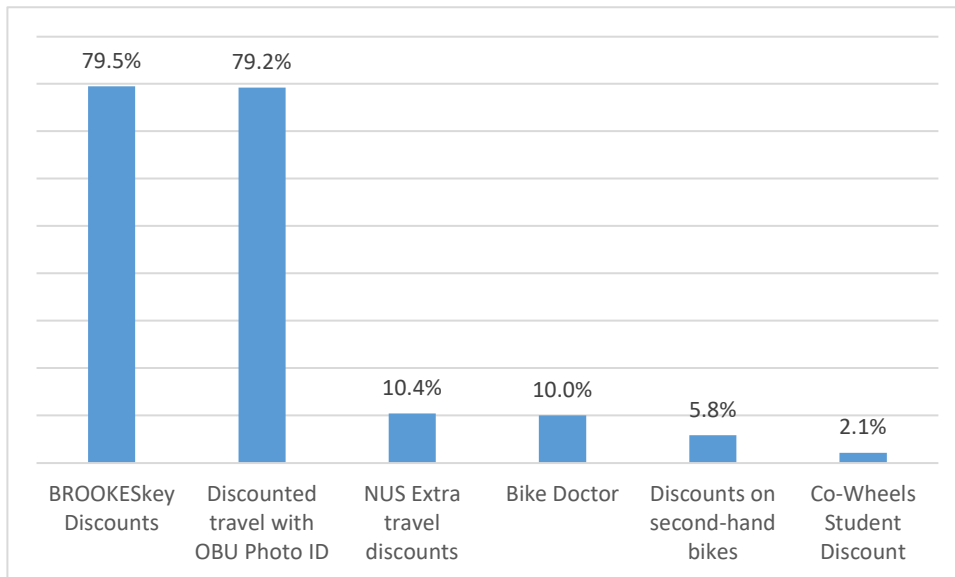


- Cars tend to park around the curb, just outside the University's own parking area, to avoid paying the parking fee. This can make the route riskier for crossing pedestrians due to limited vision and oncoming vehicles trying to pass through the narrow road; and
- The creation of a zebra crossing outside of Clerici leading to Gypsy Lane as that is a main crossing point for many students.

Awareness of Existing Initiatives

3.29 As with staff, the survey sought to capture awareness of existing sustainable transport measures, with feedback summarised in **Figure 3.26** and suggests that there are excellent levels of awareness around the public transport discounts available, but much lower levels around other initiatives.

Figure 3.26 – Awareness of Existing Measures



Placement Students

3.30 It is important to consider that not all students are Campus-based all of the time; indeed, a proportion of students attend placement(s) as part of their academic learning that requires them to travel to an alternative location. The survey sought to capture the proportion of



respondents that have undertaken a placement in the current academic year. **Figure 3.27** summarises the proportion of respondents undertaking a placement by Campus, with the majority being on teaching related courses at Harcourt, Motorsport / automotive engineering at Wheatley and health-related courses at Marston Road.

3.31 Considering those at Headington in isolation, 15.4% undertook a placement; less likely than any other location.

Figure 3.27 – Placement Students by Campus

Main Campus	No. Placement	% Placement
Headington & Marston	109	34.8%
Harcourt	75	56.4%
Wheatley	36	25.4%

3.32 Those that had undertaken a placement were asked how they had travelled for this; **Figure 3.28** summarises the responses (respondents could select multiple answers); again this is broken down by Campus.

Figure 3.28 – Mode of Travel to Placement

Main Campus	Car Alone	Car Share	PT	Cycle	Walk	Other
Headington & Marston	65.2%	11.4%	13.8%	3.0%	6.6%	0.0%
Harcourt	79.2%	10.3%	0.0%	4.2%	6.3%	0.0%
Wheatley	32.7%	3.7%	38.1%	7.3%	10.9%	7.3%

Free Text Comments

3.33 The survey concluded by asking respondents whether they had any other comments to make on travel / transport to the University. A summary of common themes is provided below, broken down by Campus.

Figure 3.29 – Free Text Responses for Headington Campus

Headington	
Public Transport	Brookes buses could be more frequent on weekdays and weekends, particularly the U5 service



	Introduce a late-night Brookes Bus timetable
	Introduce specific holiday buses for off-peak term time travel
	Free / cheaper travel needed for both students and members of staff
	If a student has a Brookes Key for buses, and has the QR code on the app, this should be a valid method to acquire the discount on other Oxford buses as you've already check valid student ID to issue the Brookes key in the first instance
	Brookes Bus App needs to be calibrated so that it is accurate and reliable
	Need to be notified when buses are cancelled
	Consider express bus services between sports facilities
	Reintroduce the Gipsy Lane bus stop
	Paying with cash should be easier on buses
	Buses are overcrowded during AM and PM peak hours
	Better coordination needed between different bus operators to ensure convenient connecting bus services for students who travel on more than 1 bus / long distances
	All bus passes should be made available to all students (including part-time students and post-graduate students). Some passes are limited to Undergraduates only
	Those who live off campus / in personal rented accommodation would benefit from BrookesKey discounts. £8 application fee is not refunded if applications are rejected.
	Active Travel
Set up and promote a cycle to study scheme	
Better signage around campus	
Voi scooters should be free or discounted for students	
More gate protected / secure areas for bikes	
Free bike pump / repair kit for students to use	
More information needs to be given to students to publicise incentives already available, such as the bike doctor	
Car Travel	Facilities to support essential / emergency car journeys, such as more car parking



	More consideration given to mature students who do not live within suitable commuting distance by public transport / active modes of travel
	More consideration given to students with specific needs / impairments that prevent them from using public transport to travel to and from campus

Figure 3.30 – Free Text Responses for Harcourt

Harcourt	
Public Transport	Introduce a Headington to Marston Campus bus
	Buses are overcrowded during AM and PM peak hours
	Buses need to be more frequent, especially during evenings and weekends
	Changes in the timetables are not well communicated
	Introduce late night buses
	Free travel on Brookes bus should be made available to all Brookes students. I had my all-inclusive bus pass taken away from me because I was a part time student
	The summer timetable for buses comes into effect before the end of the academic year for students at Harcourt hill.
	Cheaper travel needed for students
Active Travel	Provide more secure cycle parking
	Support and advice needed for those who feel vulnerable walking alone
Car Travel	Introduce a mileage allowance for placement students
	Accessibility issues for disabled students. Allocating a disabled student who needs to take their car to halls with only six parking spaces is not useful.
	Electric charging points would be useful

Figure 3.31 – Free Text Responses for Wheatley

Wheatley	
Public Transport	Buses could be more frequent on weekdays and weekends
	When exam season starts, advise students what buses can be taken to and from the exam centre
	I wonder if the University could work with local bus providers to get students discounted local non-Brookes bus services. That could ease the pressure on



	our own services whilst further enabling students that live in Oxfordshire the versatility to find affordable accommodation
	Having a free (or heavily discounted) bus to Wheatley after you move from accommodation would be very useful, as there isn't really any other option than driving
	Buses aren't reliable
	No bus route to Wheatley from Cowley
	It would be great if the U5 Brookes bus would serve the Clive booth hall bus stop on weekends even if it's just a few times a day
Car Travel	Stop closing car parks
	Having a car park is very important.
	Better communication needed around car parking to prevent students being fined

Figure 3.32 – Free Text Responses for Marston

Marston	
Public Transport	Bus promptness needs to be improved
	Provide a direct bus from the park and ride to Marston Road, rather than having to change from the U1 to the U5
	The summer timetable for buses comes into effect before the end of the academic year
	Changes to timetables need to be communicated better
	Brookes buses should go to the train station
	It takes an incredibly long time to get to/from Marston Campus to the town centre on the university buses. It would be great if there was a direct route
	The bus links between the U1 and U5 don't correspond, timetabled at the same time or 1 minute before/after each other
	BROOKESkey would be great if it was applicable to all buses
	Bus travel should be cheaper / discounted
Active Travel	Shower facilities required
	Provide bike locks for hire



	Bicycle rental services would help students who live at closer distances commute to and to and from campus
Car Travel	More consideration given to placement students / those who travel long distances and are unable to use public transport without experiencing long and impractical commutes
	No parking around Marston makes it very inaccessible to mature students and students who live at home

Figure 3.33 – Free Text Responses for Swindon

Swindon	
Public Transport	Bus travel should be cheaper / discounted
Car Travel	The price of fuel and limited parking make it difficult to get to Campus
	Reconsider parking charges
Other	On the Swindon campus we have a distinct lack of support and I feel are at a disadvantage to the options available to students studying at the Oxford campus



4. SUMMARY & NEXT STEPS

Summary

- 4.1 This report provides a detailed analysis of the OBU staff and student travel survey, undertaken in May / June 2022. The survey was designed to capture data to inform the University's forthcoming Car Park Management Strategy, as well as an update to its Travel Plan.
- 4.2 Notably, the survey sought to understand how the COVID-19 pandemic has impacted staff travel, particularly, both in terms of frequency of travel and mode.
- 4.3 Response rates to the survey were higher than in previous years; 50.2% of staff (1,114) and 9.5% of students (1,375) took part, ensuring the results are statistically reliable.

Staff Survey

- 4.4 The staff survey revealed that:
- The proportion of staff commuting by car alone, irrespective of Campus, has increased from 43.1% in 2017 to 56% in 2022 (having fallen to 35% in 2019). 95.5% of those that drive to work are an OBU permit holder.
 - However, the University's response to the COVID-19 pandemic, which has seen a new hybrid working / home working approach adopted, means that, overall, the volume of trips to the University by car (and indeed across other modes) has reduced.
 - If demand was 'smoothed' throughout the week, there would be a 38% reduction in demand for 'car parking days' from September 2022, as compared with before March 2020.
 - Notwithstanding this, the survey results indicate that there remain times when overspill parking takes place (primarily at Headington, where parking capacity is much more restricted).
 - There is some fluidity in the travel patterns of those that usually drive alone, with around 1/3 sometimes using another mode.
 - Car drivers were asked what impact not being able to park on Campus would have on them (in the context of the forthcoming CPMS); ¼ suggested that they would have no practical way of getting to Campus, whilst 16.9% suggested they would continue to drive



and look for alternative parking. Encouragingly, 28.2% suggested they would use a more sustainable mode of travel, whilst a quarter would look to work from home more.

- In terms of eligibility criteria, 25.6% would be supportive of a system that prioritised those with greatest need, whilst 15.4% felt caring responsibilities should be considered. Respondents were also keen to see priority for car sharers, and an app indicating car parking availability.
- When asked about their next car purchase, nearly half of staff car drivers indicated that they expected their next car to be an EV or hybrid vehicle.
- The survey sought feedback from those that drive as to the initiatives that would be most likely to encourage them to use alternatives, as well as asking those that currently travel by public transport or active modes, where the University should prioritise its efforts to support them. The findings will be reviewed as part of the update to the University's Travel Plan, which will sit alongside the new CPMS and provide the 'carrots' to the CPMS 'stick'.

Student Survey

- The majority of students travel to Campus by bus (42%), with the next most popular mode being walking (30%). Cycling accounts for just 3% of students' usual commuting mode across all Campuses. Mode share differs between Campuses, reflecting both relative accessibility and access to car parking.
- The majority of students travel to Campus 3 or 4 times per week, with only 20% of students (across all sites) travelling 5 or more times per week.
- The main reasons for driving were length of journey and the lack of a practical alternative. Across all campuses, 57% of students have a car parking permit, however, this varies massively, with 94% of car drivers at Harcourt having a permit, compared to just 14% at Headington. Reflecting this, 37% of car drivers suggested they park in a public car park or on-street.
- 26% of students that drive to Campus suggested that they would be looking to purchase an EV or hybrid vehicle in the next 3 years.
- 30% of respondents suggested that if parking was not available on Campus they would still drive to the University, but seek alternative parking arrangements, whilst 26% of respondents suggest that they would have no practical means of accessing the



University. 35% would look to switch to a more sustainable mode, with Park & Ride being particularly popular.

- Again, the survey sought feedback on initiatives that are most likely to encourage car drivers to consider alternative modes and how the University should prioritise its efforts to support those that already do. Lots of valuable free text feedback was received and this will be given due consideration when developing the next iteration of the Travel Plan.

Next Steps

4.5 As suggested, the University is currently developing a new Car Park Management Strategy, that will enable it to manage demand for, and access to, its car parks, both in the short term, to cater for the loss of spaces at Headington, associated with the imminent Headington Hill development, and in the longer term, as the Oxford Campus Vision is realised. Data captured through the travel survey will feed into the development of the CPMS, insofar as:

- Working patterns and how these have altered since the COVID-19 (feeding into a wider car park demand modelling exercise, which will aid the setting of car park permit entitlement criteria);
- Where staff are travelling from and how this relates to Campus accessibility;
- How staff currently travel and how willing those that drive might be to consider alternatives (and what 'carrots' are likely to be most successful);
- Gaining an understanding of the likely impact if people can no longer park on Campus, with a view to being able to pro-actively manage those impacts as far as is reasonable.
- Understanding the potential EDI implications of more stringent criteria, focusing on caring responsibilities and working hours.

4.6 In parallel to the implementation of the new CPMS, the University will update its Travel Plan, taking into account, particularly, feedback on awareness of existing initiatives, and areas considered as priorities amongst staff and students. This will include revised mode share targets and a detailed action plan, confirming initiatives, timescales and responsibility for their delivery in the context of the University's current and future development plans. It is



recommended that measures focus on the following (with the eventual Travel Plan providing specific actions and timescales for delivery):

Marketing & Communication

- Enhanced marketing of existing initiatives and infrastructure to support sustainable travel options – whilst awareness of some initiatives is good, feedback suggests there are others where additional promotion would be of benefit. More generally, the Travel Plan should include an action plan, detailing how each initiative will be communicated.
- It would also be beneficial to develop an identity for the Travel Plan, to tie the initiatives / activities together and assist with raising the profile / increasing engagement.
- Consider rewarding those that use sustainable modes – rewards software was rated positively by both staff and students as a means to encourage public transport / active travel. Successful examples from other HE institutions.

Active Travel

- Continue to offer initiatives currently in place, such as Dr. Bike and second-hand bikes sales, as these are highly valued by existing cyclists – enhance promotion to students, particularly.
- Improved infrastructure – including better wayfinding / signage of walking and cycling routes on Campus, review the need for additional secure parking, showers and changing facilities (particularly in light of increased staff and student numbers following the decant of Wheatley and Harcourt), full height lockers, fix-it stands / pumps on Campus and discounts on active wear.
- Look to address negative perceptions of cycle / pedestrian safety and security through training / targeted campaigns and review the need for enhanced CCTV, lighting on specific areas of the Campus (as well as key local routes, in conjunction with OCC).
- Consider the merits of a cycle hire scheme and continue to engage with Voi to secure discounts / promote use of the city-wide e-scooter scheme (acknowledging the University's reservations around health and safety). Promote use of e-bikes (and the ability for staff to procure one through the Cycle to Work scheme).



Public Transport

- Consider timings of BROOKESbus services, relative to each other (to allow interchange) and how timings relate to lecture times. Better communication around timetable changes ahead of time. Reliability of services was the focus of much feedback – should be improved by the introduction of traffic filters by OCC (ensure the benefits to bus times are heavily promoted).
- Consider discounts on non-BROOKESbus services and extend BROOKESkey discounts to all students (including part-time and PhD); staff to be able to access discounts via app. Would require better integration of ticketing across operators.
- Measures to increase use of / incentivise Park & Ride, as an alternative to parking on Campus (again with a focus on quicker journeys when traffic filters introduced).

Car Use

- Encourage car sharing as a more sustainable means of travelling by car, promoting available journey matching schemes and introducing support measures (such as a guaranteed ride home).
- Consider a holistic approach to providing EV charging infrastructure – based on feedback from staff / students there is likely to be a significant increase in demand during the timeframe of the Travel Plan, however, catering for this at OBU needs to be carefully considered / managed.

Business Travel

- Encourage greater consideration of the environmental impacts of business travel and advise on how people may be able to reduce these.

4.7 The University will now use the results of the surveys to progress both its CPMS and Travel Plan.

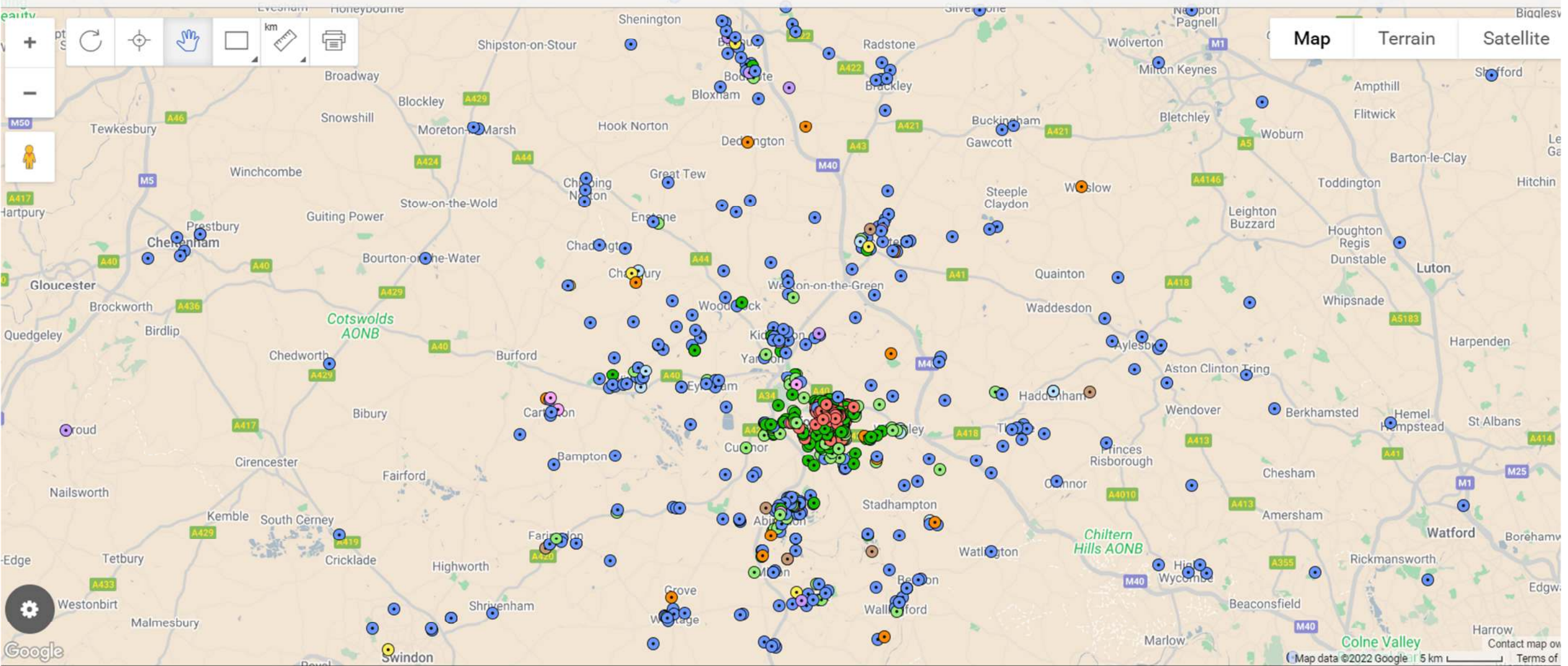


APPENDIX A – POSTCODE MAPS BY MODE

OBU Headington Staff by Mode

Search

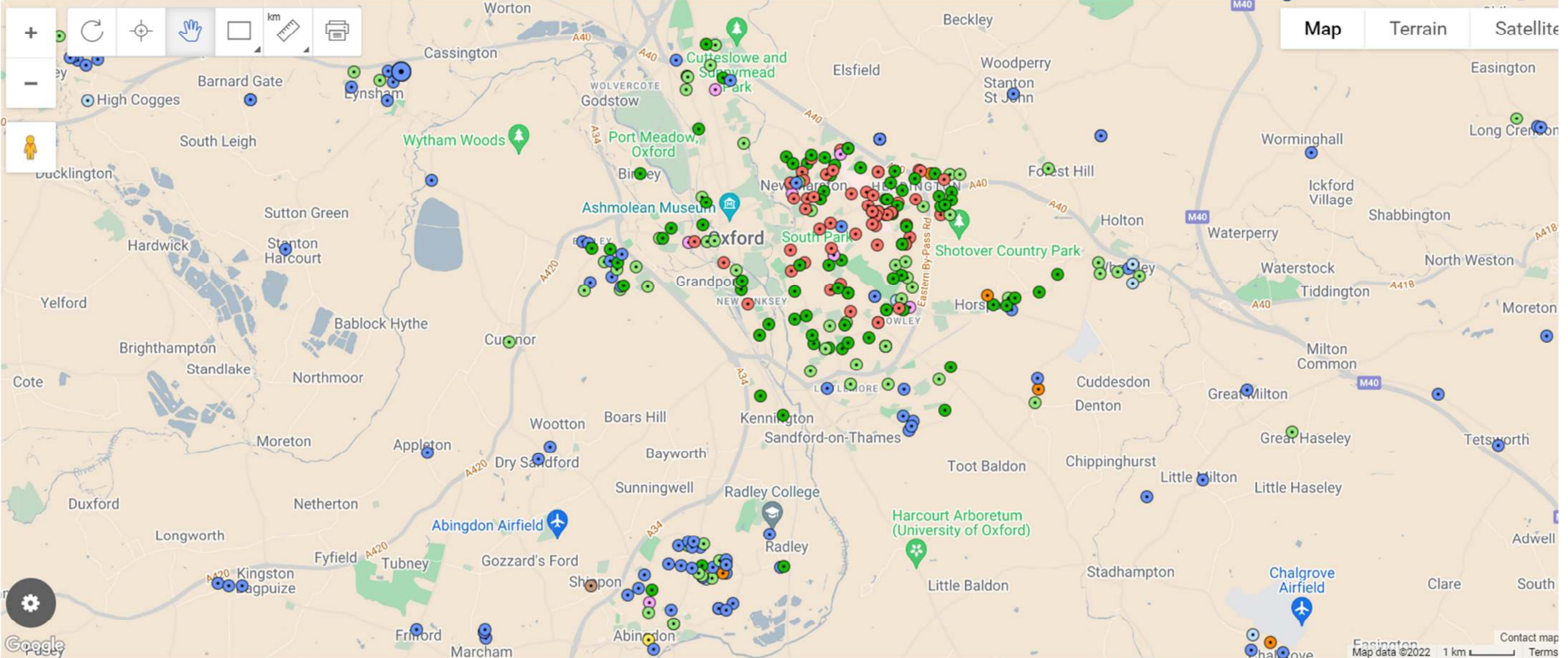
saffron.allen@tpsconsultants.co.uk



- Main Mode
- Walk
- Car (alone)
- Bus
- Bus and train
- Train
- Car share (as passenger)
- Car share (as driver)
- Park & Ride
- Pedal cycle
- Others

Map navigation controls including zoom in (+), zoom out (-), pan, hand, scale bar (km), and print icons.

Map style selection buttons: Map, Terrain, Satellite.



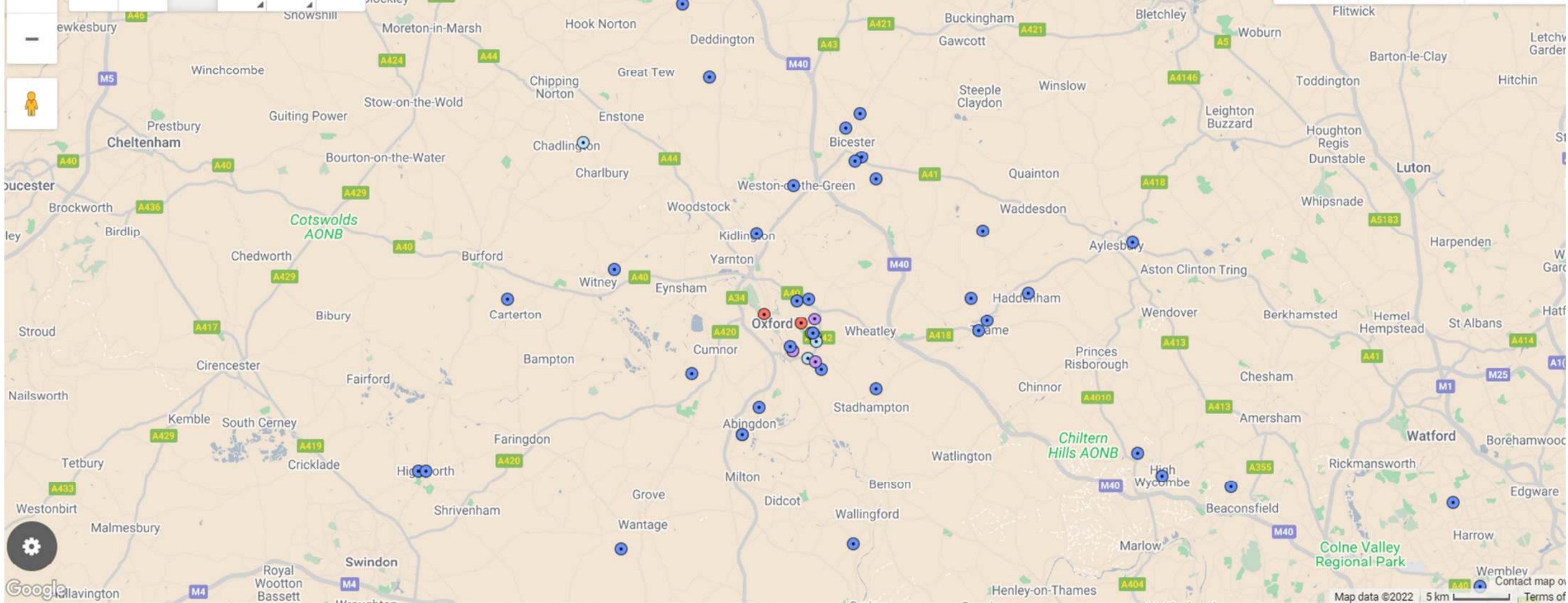
OBU Wheatley Staff by Mode

Search

saffron.allen@tpsconsultants.co.uk

Map navigation controls: + (Zoom In), - (Zoom Out), Home, Hand, Measure, Print, Scale (km).

Map Terrain Satellite



- Main Mode
- Bus
- Car (alone)
- Train
- Car share (as passenger)
- e-bike
- Pedal cycle

Map data ©2022 5 km Terms of

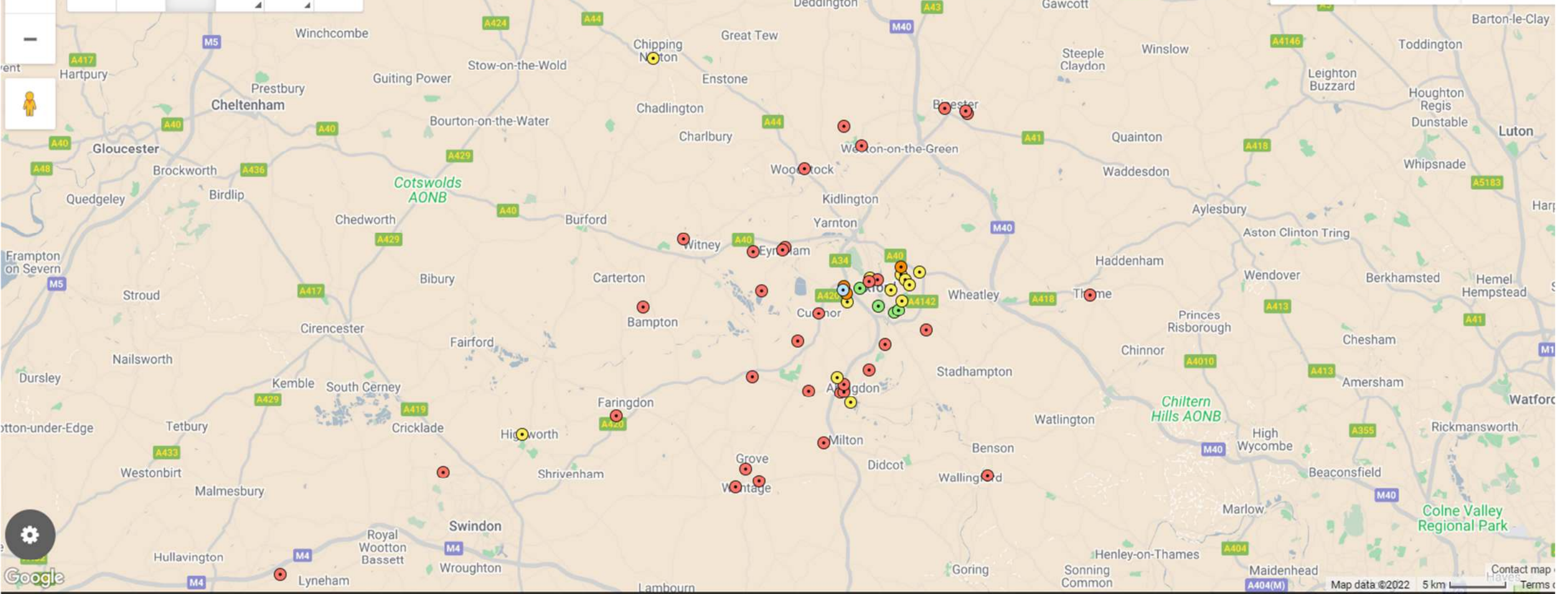
OBU Harcourt Staff by Mode

Search

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Map navigation controls: zoom in (+), zoom out (-), home, pan, scale bar (km), print.

Map Terrain Satellite



Main Mode | Car (alone) | Bus and train | Pedal cycle | Bus | Train | e-bike | Walk