

# 2012 Travel Plan

University of the West of England, Bristol

*The output from the TravelSmart Programme*



University of the  
West of England

**better**together

## Contents

1. Introduction.....	3
Scope.....	3
2008 Travel Plan .....	3
Progress since first travel plan .....	3
2. The UWE Master Plan .....	5
3. The TravelSmart Programme .....	6
Master Plan Requirements .....	6
The Ideas Factory.....	6
Proposed Measures.....	6
Parking Issues.....	7
4. Roles and Responsibilities.....	9
Owner of the Travel Plan .....	9
Review Process .....	9
Equality and Diversity .....	9
UWE's current travel patterns.....	10
2011 Cordon Travel Surveys .....	10
Other Travel Surveys.....	10
Journey Origins.....	12
Potential for influencing travel patterns.....	13
5. Objectives and targets.....	14
6. Proposed Measures.....	15
7. Consultation .....	18
8. Financing the Plan .....	20
Appendix A – UWE Accessibility Report .....	21
Appendix B – UWE Traffic Survey Report 2011.....	22

# 1. Introduction

## Scope

This travel plan is intended to support the UWE Master Plan through the TravelSmart programme, which aims to significantly reduce single occupancy car travel. It applies primarily to Frenchay campus, although some of the measures will positively impact the Glenside, St Matthias and Bower Ashton campuses.

## 2008 Travel Plan

The first UWE-wide travel plan was initiated in December 2006 with the appointment of a full-time travel planner. It was recognised at this stage that the baseline travel data required to produce a full strategy would be limited, and that the optimum time to perform a travel survey would be in the autumn. In spite of this it was considered important to introduce several measures during 2007 for which there was widespread support and which were likely to effect an immediate improvement in travel conditions.

Throughout 2007-08, various measures were introduced, foremost of which was a new bus network (“Ulink”) operating seven vehicles over three routes, financed in part by increased student accommodation fees which in turn offered unlimited free travel to UWE students in accommodation. In addition, new and improved cycling facilities and car sharing spaces were introduced.

After these early successes, a more detailed plan was developed to improve travel conditions, paid in part by direct subsidy from the University, and by an increase in car parking fees to a relatively modest level of £79 per annum.

Following a six month consultation, with responses from more all trades unions, the Students Union and more than 1,400 staff and students, a comprehensive new travel plan was published in 2008 with the following four objectives:

- Reduce the overall need for travel, especially by car;
- Develop sustainable and inclusive transport that improves health and access for all to UWE;
- Manage car parking equitably;
- Provide information to better inform staff and student transport choices.

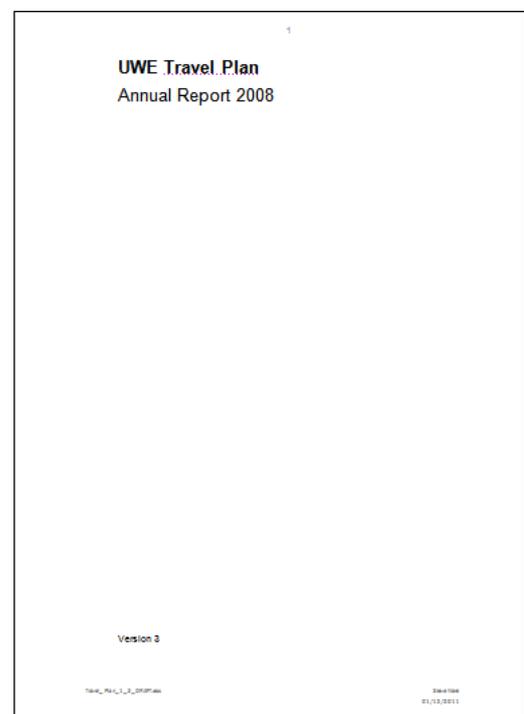
The proposed measures to support these objectives were:

- Raising parking charge to £79 p.a. together with a mechanism to pay on a daily basis through scratch-cards;
- Move towards a penalty notice system, using car clamping as a penalty of last resort;
- Improving capacity/frequency on bus routes between Fishponds and UWE;
- Improving cycling facilities – new parking, showers, cycle training, and maintenance facilities.

All of the above measures were implemented in full.

## Progress since first travel plan

Far more progress has actually been made on sustainable transport measures at UWE since the completion of the 2008 travel plan. Below are just some of the highlights:



- Expansion of Ulink (now Wessex Red) bus services from seven vehicles operating three routes to 30 vehicles operating seven routes across the city, together with an average of 28% growth in passengers per annum.
- Increase in car sharing spaces from some 88 student spaces to 354 spaces controlled by barrier, which are normally 75% full during term time.
- Introduction of 150 extra cycle spaces at all campuses together with new showers and lockers, plus a new £30,000 secure cycle park for Frenchay and Glenside campuses.
- Active working with the local authorities to introduce four new long-distance cycle routes to Frenchay campus through the Cycling City programme.
- New strategy for enforcing car parks that has increased compliance (display of valid permit) to 98% and raised payment rates for fines to 71%.
- Full member of North Bristol SusCom, the partnership of businesses in the North Fringe of Bristol working together to reduce their impact on the transport network.

## 2. The UWE Master Plan

From 2008, UWE Bristol started to plan how a new campus at Frenchay would work, drawing on the insight of its staff, students, business and community partners and neighbours through a series of consultation events.

A draft masterplan was prepared to guide the development of the campus over the next 25 years. The New Campus project team invited everyone who has an interest in the campus to give their views on the proposals.

The new campus aims to create a new and innovative learning environment for staff and students as well as providing services open to the local community to transform the way the University operates.

Following the consultation, a 'Concept Statement' setting out the aims and development principles for the new campus was submitted to South Gloucestershire Council for approval.



## 3. The TravelSmart Programme

### Master Plan Requirements

The University Travel Plan aims to reduce reliance on single occupancy vehicles, reduce carbon emissions for travel to University and increase the use of sustainable travel options in order to meet the requirements of the UWE master plan and associated planning requirements. To achieve these goals the TravelSmart Project team was conceived in March 2010. The team brings together a cross section of people from across the University spectrum with the focussed objective of reducing single occupancy car travel to the Universities Frenchay campus.

### The Ideas Factory

As the situation became apparent the entire team agreed that to do nothing was not an option, action needed to be taken. With the finite number of parking spaces available reducing single occupancy car journeys to the campus was not a nice to have but indeed was imperative. Initial indications suggested that a reduction of circa 20% needed to be achieved over a five year period.

Over the following months the team brought a number of ideas to discuss, all of which could have a positive impact on achieving the agreed objective of reducing single occupancy car travel to the Frenchay Campus, primarily by providing credible alternative modes of transport. Detailed information concerning the impact of each of the ideas was collated to help determine which should be considered for implementation. This process, which considered a range of issues including Equality & Diversity, Impact, staff and student experience, and finances, was essential to enable the team to determine which proposals should be considered further in the first instance.

Once this exercise had been completed it was then necessary to compare the suggested measures against those already in place at other comparable Universities to ensure that the Team was not being too radical with their proposals. Indeed the exercise proved quite the reverse in so much that it confirmed that UWE lags considerably behind other institutions in managing the number of cars travelling to campus.

The proposals fell into two main categories namely carrots and sticks, (incentives and disincentives). It was agreed that whilst both the carrots and sticks should be implemented it would be beneficial to introduce the carrots at an earlier stage in the process to encourage people to use alternative modes of transport. However it was agreed that the carrots and sticks were inextricably linked and one could not be introduced without the other.

### Proposed Measures

The culmination of all the ideas generated over the last 18 months was that the following proposals be implemented within the timescales noted, following confirmation from the Trade Unions and other concerned groups in the University.

- September 2011 – Increase the frequency of the U1 & U2 bus services to run every 20 minutes up/down the Gloucester Road during term time and every 30 minutes for the remainder of the year (service actually runs every 20 minutes 52 weeks of the year). (IMPLEMENTED 4/9/11).
- September 2011 – Increase the frequency of the U5 to run every 20 minutes during term time. (The service is actually now running every 20 minutes for 52 weeks of the year). (IMPLEMENTED 4/9/11).
- January 2013 – Introduction of amendments to car parking charges and structure. Charges to be on a sliding scale depending upon grade/salary for staff. The new charges are listed on page 16.

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- September 2013 – No parking provision for 1st year undergraduate students living within the Bristol locality, (definition to be confirmed and agreed).
- September 2014 - No parking provision for 1st and 2nd year undergraduate students living within the Bristol locality, (definition to be confirmed and agreed).
- September 2015 - No parking provision for 1st, 2nd and final year undergraduate students living within the Bristol locality, (definition to be confirmed and agreed).

In addition to the positive measures outlined above the University has also implemented the following benefit to the bus service providing further viable transport alternatives to the car;

- All U3 services now run from Frenchay to Old Market for 52 weeks of the year. IMPLEMENTED 4/9/11.

All of the above will provide staff and students with viable alternative means of transport to Frenchay campus. In addition to this the University, together with Wessex Red, South Gloucestershire Council and Bristol City Council, are embarking on a vigorous marketing strategy to encourage a greater number of the general public to utilise the bus service. Through the improvements made, including purchase of new buses, re-branding and greater frequency of service, it is hoped that additional income will be generated thus reducing the amount of subsidy required to run the service.

Whilst the above positive measures have been the first to be requested and implemented by the TravelSmart group, the team also recognizes the importance of other alternative modes of transport, i.e. cycling/walking, which it will continue to promote. Initiatives and surveys are currently taking place to understand what the perceived barriers are to people utilizing these modes on a more frequent basis. The group has allocated £20k per annum to further encourage these modes, the money for which is included within the overall figures presented.

### Parking Issues

With the proposed restriction on parking for students at Frenchay campus, the group also recognised that there would inevitably be a need for some University students to be allocated a permit due to a reliance on their car. It was recommended that in these cases the University should endeavour to accommodate requirements as far as reasonably practical. To be eligible for a permit under these grounds a set of criteria has been proposed below. These categories are aimed to ensure those with the greatest needs are catered for. In all cases supplementary supporting evidence would be required to certify the circumstances under which the permit is applied for.

- Student with disability (defined as per existing UWE parking regulations);
- Student with care responsibilities including child under 16 years of age;
- Student on UWE endorsed placement requiring use of car;
- Student living at home outside the Bristol area (defined as shown in Figure 1 below).

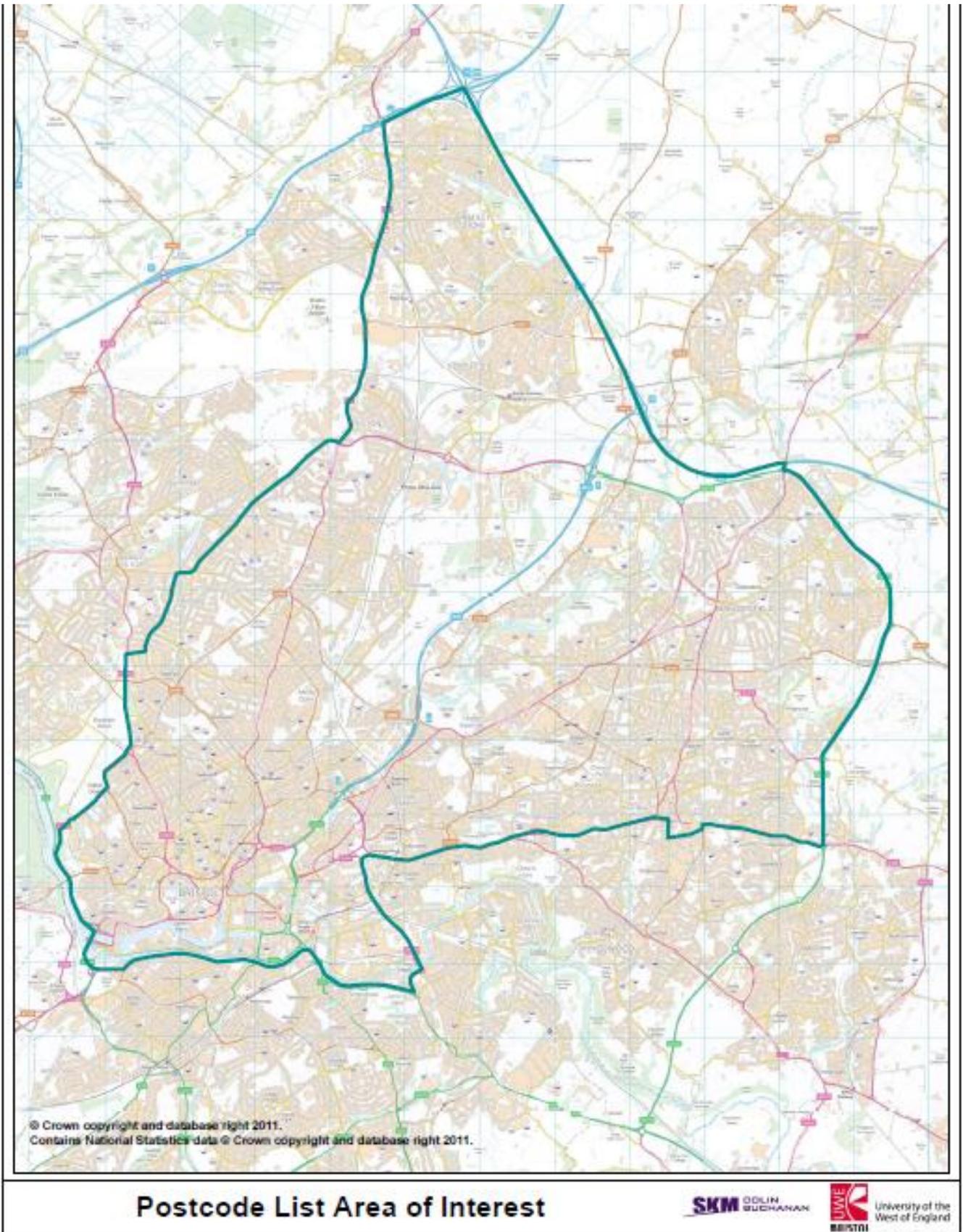


Figure 1 – area of exemption for students living at home

## 4. Resources, Roles and Responsibilities

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### Resources

Financial resources for implementation of this plan are described in Section 9, Financing the Plan. Human resources are one FTE (the UWE Travel Planner); the Travel Plan has also benefited from Project Management support through one FTE project manager seconded to UWE for the duration of the Travel Smart project.

### Owner of the Travel Plan

The Travel Plan is owned by the UWE Travel Plan Coordinator who will have responsibility for managing, implementing and reviewing the Plan.

### Review Process

Review will be conducted through annual reports which will summarise progress towards targets and identify any areas which require greater focus. Where targets are not being met or are unlikely to be met, reasons for this will be given and targets reviewed if necessary.

### Equality and Diversity

An Equality Impact Assessment has been developed as part of the TravelSmart programme in relation to the emerging measures. This is not a complete document as the measures are not fully introduced. The aim is to ensure this document is continually developed as the implications and effects of the programme become known. See Appendix C.

## 5. UWE's current travel patterns

### 2011 Cordon Travel Surveys

In February 2011, a comprehensive baseline travel survey was undertaken at Frenchay Campus. This consisted of a cordon count with enumerators stationed at all entrances to Frenchay Campus and Bristol Business Park buildings on a representative day in term time.

In addition to a full classified count, the following data was collected:

- Vehicle occupancy;
- Bus service number;
- Random sample interviews of pedestrians to determine if they had used another mode of travel in their journey (for example, parking off site);
- Random sample interviews of cyclists to determine if their target destination was UWE, or if they were only passing through campus;
- Random sample interviews of bus users to determine if their journey was onward from a rail journey.

UWE considers that this survey represents a very accurate and robust snapshot survey of travel patterns, being based on actual numbers arriving at campus. The overall mode share from this survey was as follows:

Travel Mode	% of total
UWE Bus	17.7%
Other Bus	8.5%
Walk	9.5%
Cycle	6.8%
Car on own	38.9%
Car share	16.8%
Motorcycle/moped	0.7%
Rail	1.1%

In total, the survey found 6,238 arrivals at UWE between 7.30am and 11.30am.

However, the report **does not** take account of the resident campus population of some 2,200 students, as these students would not have crossed the cordon if they walked to lectures. The report is also unable to distinguish between staff and students.

The full report is contained in Appendix B.

### Other Travel Surveys

In November 2011, a series of questionnaire surveys were undertaken to identify the difference between staff and student travel patterns. The student survey was by random sample questionnaire and undertaken in a 'neutral' location (Bolland Library). 327 undergraduate and 55 postgraduate students were questioned.

The survey of 135 randomly selected staff was by email questionnaire; this was followed by a series of reminders. Overall response rate was in excess of 70%.

Travel Mode	*Staff survey %	Student survey %
UWE Bus	6	37
Other Bus	3	6
Walk	4	9
Cycle	13	6
Car on own	54	27
Car share	6	15
Motorcycle/moped	0	1
Rail	9	2

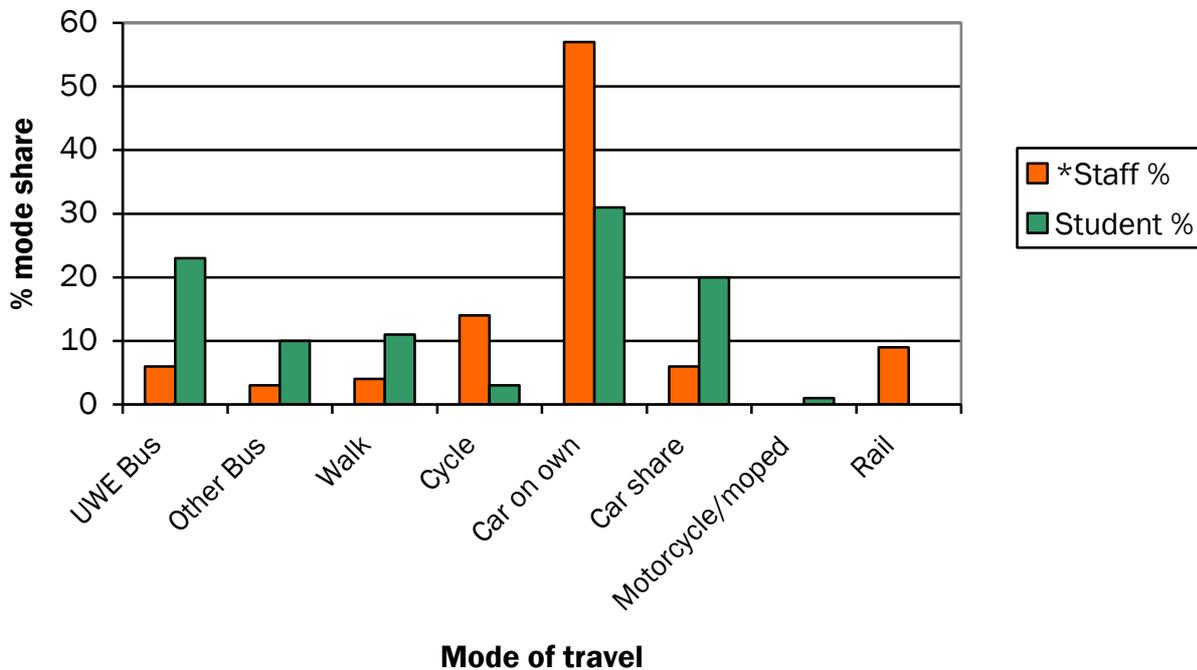
\*4% of staff responded that they worked at home on the survey day.

By solving a best-fit simultaneous equation on the above data sets, the staff and student data have been recalculated to provide a baseline final mode share for February 2011. The figures below will be taken as the starting point for Section 6 – Objectives and targets. 30% of people travelling to campus are estimated to be staff with 70% students.

	staff		student		combined
	%	total	%	total	total
UWE Bus	6%	115	23%	988	18%
Other Bus	3%	58	10%	440	8%
Walk	4%	77	11%	480	9%
Cycle	14%	249	3%	159	7%
Car on own	57%	1055	31%	1334	39%
Car share	6%	115	20%	868	16%
Motorcycle/moped	0%	0	1%	41	1%
Rail	9%	173	0%	0	3%
Total		1842		4310	

Table 1 - Final Baseline Mode Share, staff and students, Frenchay Campus

### 2011 travel survey results



#### Future survey work

The 2011 survey profile will be repeated annually. The next major data collection exercise will be a repeat of the cordon survey in February 2014. This will provide a like-for-like comparison of modal shift over time.

## Journey Origins

The current home location of students and staff at Frenchay respectively are shown below in Figure 2 and Figure 3. While this indicates a relatively wide geographic spread, students in particular are concentrated largely on existing bus routes, in particular the Whiteladies Road, Gloucester Road and Fishponds Road corridors, plus a large contingent in managed accommodation sites in the City Centre and Frenchay Campus. Figure 4 indicates this good match between residential areas of significance to UWE and bus corridors.

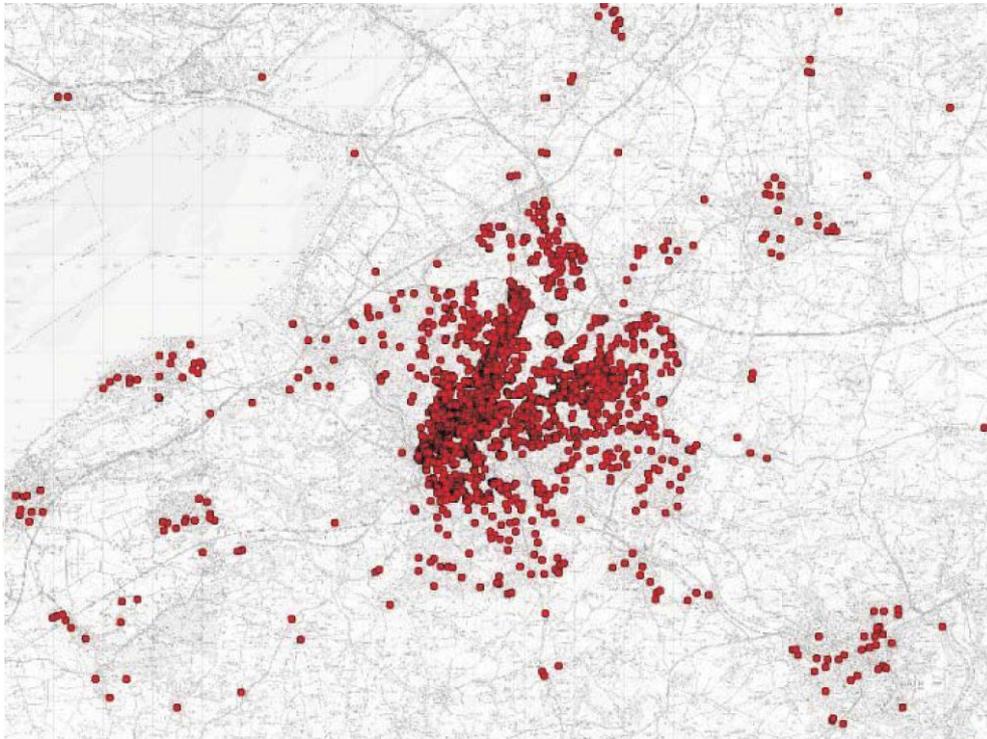


Figure 2 - Undergraduate Term Time Locations, Frenchay students

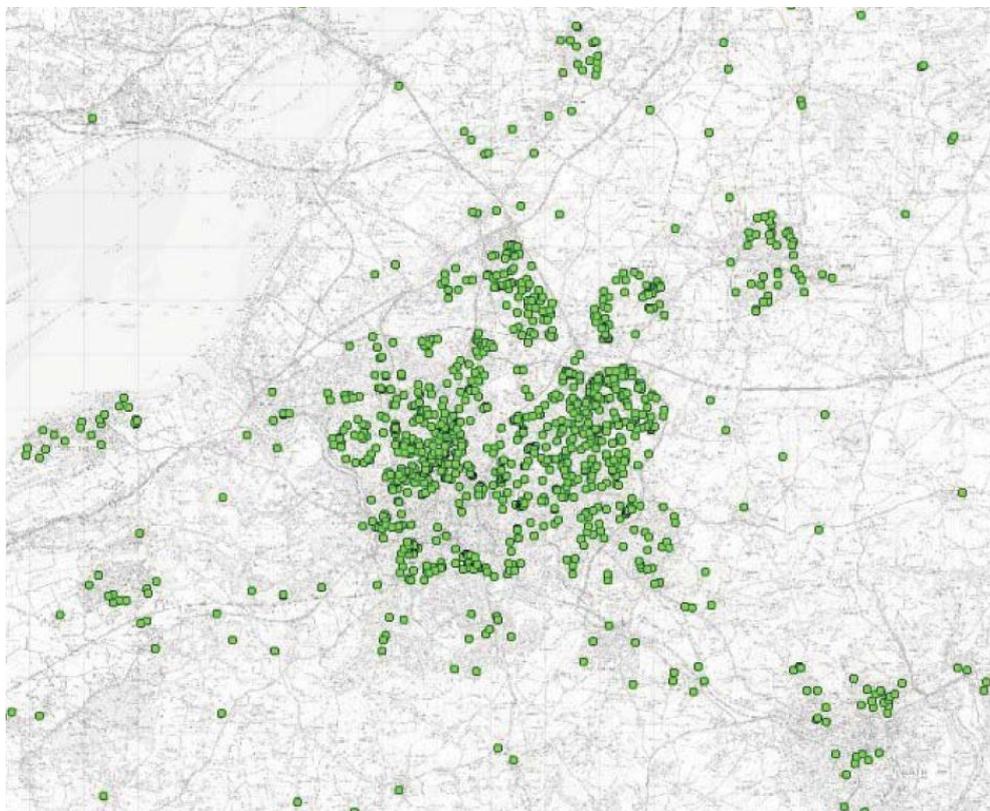


Figure 3 - Home locations, Frenchay Staff

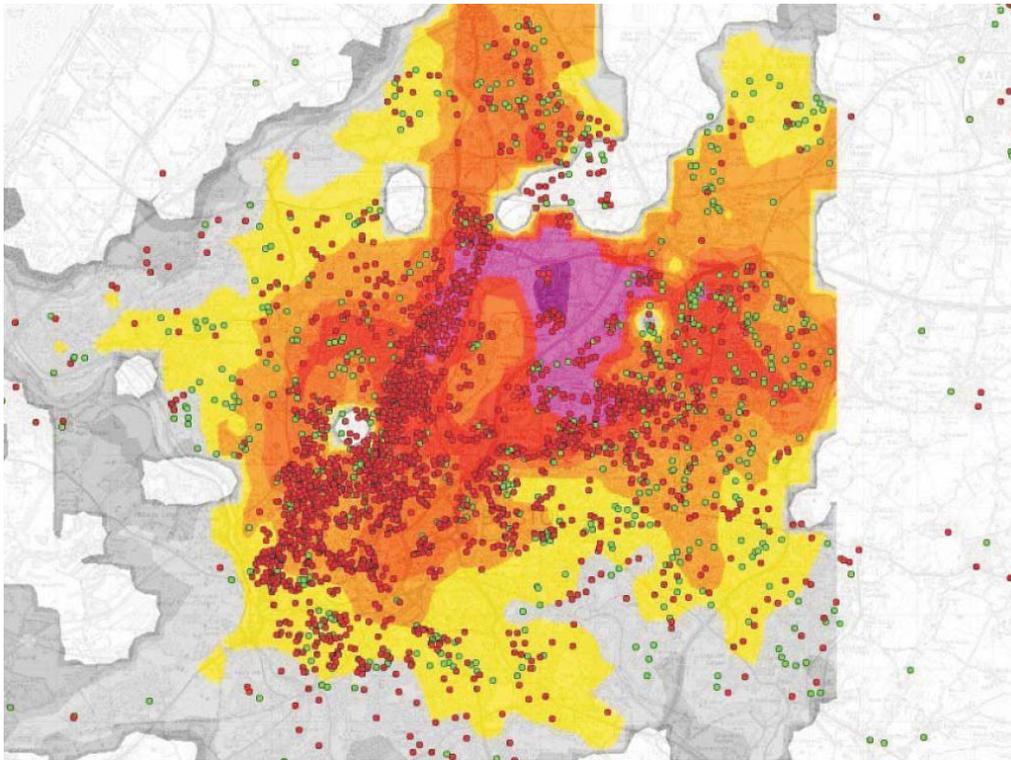


Figure 4 - 'Heat' map of bus travel times to UWE, am peak (2010 data)

### Potential for influencing travel patterns

In 2010 UWE commissioned a study by Colin Buchanan to determine UWE's accessibility by public transport in order to support the TravelSmart programme. A variety of scenarios were developed to look at various groups of individuals, based on staff or student, distance from campus and proximity to existing bus routes.

Key findings include:

- 4,176 students live within walking distance of a bus stop on the U2, U5 and 70 services.
- 95% of these students are within one hour door-to-door travel time of UWE;
- There is considerable scope to constrain parking on campus, especially by students, if access by public transport, walking or cycling are improved.

The full report is contained in Appendix A.

## 6. Objectives and targets

The targets in Table 2 below have been set according to the expected outcomes of the TravelSmart programme. This is based primarily on the restrictions of undergraduate student parking that is forecast to reduce the number of student vehicles coming to UWE. The travel plan, while including measures and restrictions for both staff and students, assumes the mode shift will primarily occur for students.

	Base (Feb 2011)	February 2013	February 2014	February 2015	February 2016
UWE Bus	18%	19%	20%	23%	24%
Other Bus	8%	8%	9%	10%	10%
Walk	9%	9%	10%	10%	12%
Cycle	7%	7%	8%	8%	9%
Car on own	39%	39%	37%	33%	30%
Car share	17%	16%	15%	13%	12%
Motorcycle/moped	1%	1%	1%	1%	1%
Rail	1%	1%	1%	2%	2%

**Table 2 - Mode Share Targets, Frenchay Campus**

The Travel Plan therefore forecasts by 2016:

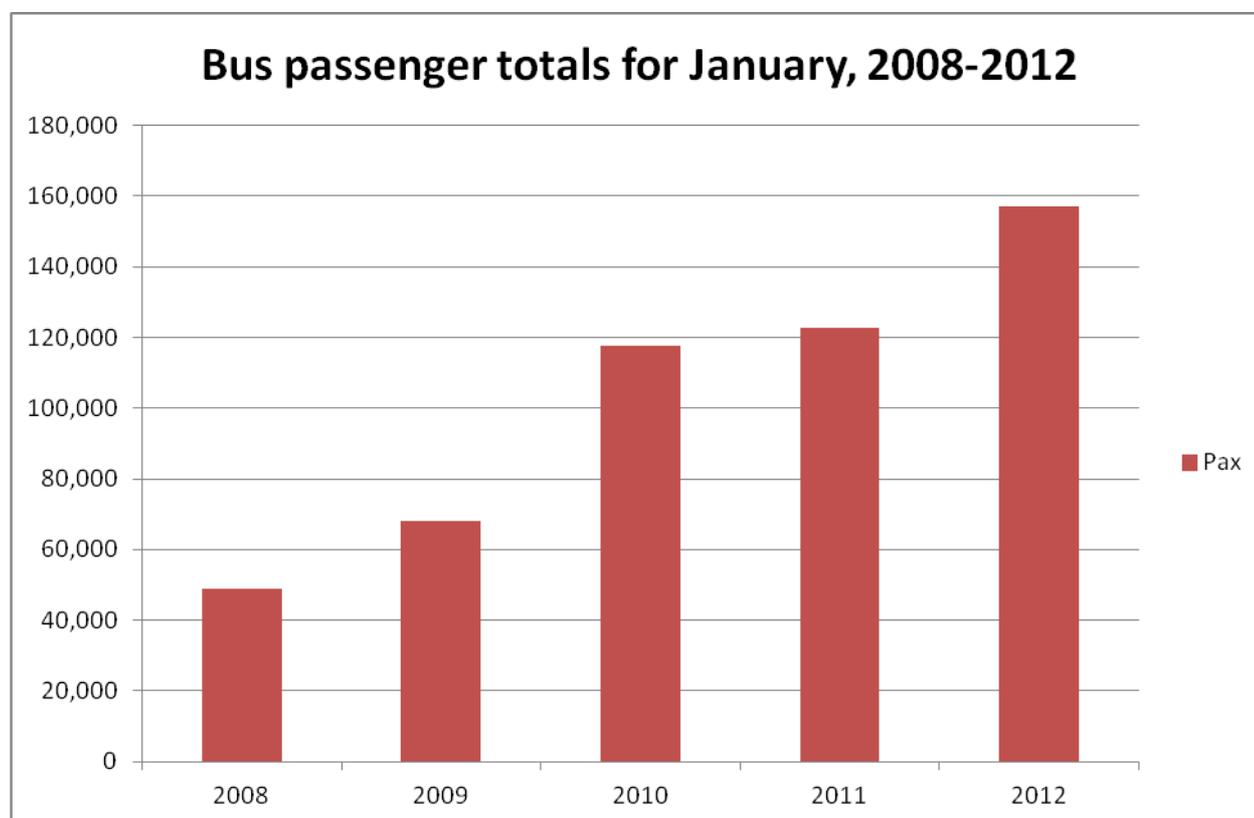
- A 23% reduction in the proportion of single occupancy vehicles coming to campus;
- A 31% increase in bus use;
- A 29% decrease in car sharing – this is primarily because students are the main car sharers.

The relatively modest increase in cycling, rail and motorcycle represents the currently low mode share for these modes by students; however it is envisaged that if the LSTF bid is successful, the cycling and UWE bus figure could rise due to active intervention and incentives to students to cycle and use the bus more.

## 7. Proposed Measures

### Wessex Red

Wessex Red is the name of the University's bus service, contract awarded to Wessex Connect. It is one of the University's major successes in terms of growth in passenger numbers. The average annual growth rate since launch of the bus service in 2007 has been 30% per annum.



The University will continue to promote the growth of Wessex Red, supported by the TravelSmart funding stream and through providing for those who will in future be unable to obtain a permit to park at UWE. In January 2012 a new route has been added between Fishponds and Old Market (13a) which will increase the frequency between those points to every 10 minutes. This is an example of a change that is aimed at increasing revenue streams from the general public who we expect to increasingly find Wessex Red a valuable means of sustainable travel in Bristol.

### Local Sustainable Transport Fund

UWE has already been the successful recipient of some £70k of match funding through the Key Component bid of the LSTF (Table 3), which is being used to promote Wessex Red services to commuters, particularly the general public. This plan will be implemented in stages to March 2013.

Activity	Description	Lead	Support
Door drop to residents in the North Fringe	Targeted mailing to residents 400m of the bus routes in the North Fringe with an offer of free smartcard with return journey (possibly a car quit kit)  Prep online version for public and UWE staff	SGC	UWE + Wessex
Printing of timetables and website	Wessex to deliver timetables and dedicated website as per agreement with UWE. Facebook and twitter pages to follow website launch	Wessex	
Adverts in Evening Post and/or Bristol Observer (check circulation)	Promote new services launching point to new website. Discuss possibility of linking in with EP/Observer and do free travel offer  Collect 3 tokens and receive free 1-day travel pass.	SGC	UWE

Road shows	Road shows around businesses in North Fringe + Temple Quay to promote services and offer an incentive to try (email contacts and offer timetables as well as visit)	UWE	SGC to supply stands, bus tickets and promotional materials  BCC to help with contacts in Bristol
Emails	Destination Bristol to help promote new service through weekly email bulletin	UWE	
Parish/Town councils	Contact all parish/town councils to get links on websites, items in newsletters etc	SGC	
Freshers fair	Bus at freshers fair, handout timetables and smart cards	UWE + Wessex	
Awareness raising campaign	Adshels, poster sites at Bradley Stoke shopping centre, leisure centre + library	SGC	
Follow up offer	Follow up on door drop and offer larger offer for anyone switching from car to bus (need to think through details)	SGC	UWE + Wessex
GBBN corridor launch	GBBN launching the Cribbs to Bristol route, will link UWE services in launch promotions	SGC	Wessex
Competition	Link in with 'mind week' promoting reading books etc on the bus with an offer to win an e-reader	SGC + Wessex	UWE
Evening class promotion	Prepare to promote bus use to UWE evening classes post Christmas	UWE	
New Year offer	Incentives around new year, try a new mode of transport	SGC	
Surveys	On bus and out and about to measure customer satisfaction and recognition of promotion campaign	SGC + UWE	

**Table 3 - LSTF Key Component Programme**

UWE is currently involved in the main bid to the LSTF which will be assessed by the Dept for Transport in 2012. The UWE component includes a component to promote behaviour change amongst young people as well as revenue support for an increase in frequency of Wessex Red routes U2 and U5 to achieve a consistent, increased frequency that will also increase their appeal amongst commuters. It may also include launch of a new U9 service from University of Bristol to UWE via Redland and Gloucester Road.

### LSTF - Potential for further expansion of Wessex Red

The West of England's main LSTF was approved by the Department for Transport in June 2012. This bid included proposals to pump-prime Wessex Red bus services by:

"Extending the existing six UWE 'Wessex Red' bus services, to include major employers in the North Fringe and Bristol University."

Details of the exact proposals and timescales are still being finalised at present (August 2012).

### Parking

The measures for parking aim to achieve the following positive benefits:

- Prioritise parking for those with greatest need;
- Prioritise parking for those with fewest alternative options;
- Raise revenue to support alternatives to the car and thereby reduce pressure on car parks;
- Reduce conflict due to shortage of parking availability.

The following measures will be introduced as the outcomes of the TravelSmart measures:

1. Changes to parking charges as follows:

Group	Annual Price (£)
All students	132*
Staff grade A - G	132
Staff grade H - J	226
Staff grade S1 - S4	402
Staff grade S5 - S6	840
Staff grade S7	1200

\* As the higher charge is only being implemented from January 2013, students buying annual permits in the first term will pay a proportionate amount of £113 in academic year 2012/13.

2. Restriction of parking for undergraduate students.

For all undergraduate students joining UWE In academic year 2013/14 onwards, parking will only be permitted at Frenchay in exceptional circumstances. These criteria are still being finalised but are likely to include:

- a. Disability;
- b. Child care or other caring commitments;
- c. Placements specifically requiring car travel;
- d. Students living at home outside the Bristol urban area (See Figure 1 on page 8).

## 8. Consultation

In February 2012 the TravelSmart proposals were put to consultation online at [www.uwe.ac.uk/facilities/transport/travelmart.shtml](http://www.uwe.ac.uk/facilities/transport/travelmart.shtml)

In total 429 people responded formally and other commented on the proposals in meetings with the UWE Transport department.

The following table indicates how UWE responded to comments received.

You said...	We did...
<p>You had concerns over the new cost of parking under the proposals and why it should apply to Frenchay campus only</p>	<p>Because the requirement for a 25% cut in parking only applied to Frenchay Campus Masterplan, originally the changes were only proposed to affect that campus. However all campuses will benefit from the revised bus service, parking and cycle improvements and in time all campuses will migrate to Frenchay and need to meet the same target – therefore the charges will now apply to all campuses.</p> <p>We researched travel costs and according to the AA a 5km return journey to UWE in an average car has variable costs £1.45 a day, plus fixed costs of £1.30. The current price of Wessex bus tickets compares favourably with this figure.</p>
<p>You said that the number of buses are not sufficient to cater for growing demand, are unreliable or expensive</p>	<p>This year we have increased the Wessex Fleet by another five vehicles – accommodating over 350 extra passengers at peak times. More close management of service failures and timetable has resulted in significant improvements compared with 2010/11 academic year.</p>
<p>You were concerned about the effect of the proposals on staff morale and recruitment/retention.</p>	<p>HR statistics have shown that since the first travel plan was introduced five years ago the % of staff citing travel difficulties as a reason for leaving UWE has dropped dramatically. The most contentious issue for staff was the 3km exclusion zone and this is not now being taken forward.</p>
<p>You thought that introducing higher parking charges at the same time as £9k fees will deter students from applying.</p>	<p>The proposals will only restrict parking for future students.</p> <p>There is no evidence from other Universities that raised parking charges affects student recruitment. In contrast, prospective students rate parking facilities of relatively low importance compared to public transport and other facilities.</p> <p>Student surveys suggest that overall accessibility is much more important, this includes whether buses are reliable or have to sit in congestion, standard of facilities, journey times and frequencies of buses to key locations and whether campus has good nearby facilities. A survey of accommodation at Swansea showed that availability of parking ranked 12th out of 13 factors when choosing where to live. Of the twelve most important factors for students choosing where to study, “quality of public transport” was seventh but parking did not feature at all in the list, being cited as an “other, less important factor”.</p> <p>Significant research including the 2010 HEFCE report indicates that good quality transport links to campus is a high priority for prospective students, particularly amongst those wishing to study STEM subjects. There is research evidence that strongly indicates that this is the main priority and that students subsequently then choose the method of transport that is most likely to fulfil. Therefore if the bus service is inadequate, they or their parents may consider car purchase.</p> <p>Additionally, the master plan will place greater pressure on the bus services which for a significant proportion of students are their only realistic option for travelling to campus. The % of students who rely on buses is greater than the % who drive to UWE.</p> <p>It is therefore vital that UWE continues to offer a good quality transport link in the form of an expanding Wessex Red service as well as upgraded cycle, motorcycle and parking facilities. Overall, satisfaction levels on Wessex Red (based on independent surveys) easily outstrip most other bus providers in the</p>

	<p>South West and thus funding is necessary to ensure the service can grow and maintain high standards. To prevent funds being diverted away from the provision of academic studies the alternative is to fund sustainable travel through increased parking charges.</p> <p>Additionally the travel smart group were all agreed that we cannot restrict parking without providing good alternatives and the improved bus service and cycling facilities are required for this reason.</p>
You said that the exclusion zone proposals were discriminatory	We could not see any basis for this conclusion. Many other public sector organisations (locally including the NHS and MOD) as well as other Universities have introduced such measures.
You saw the 3km exclusion zone as too simplistic	We recognised the particular difficulties in introducing the 3km radius at this time. We did consider introducing an exclusion zone based on 'true' distance but this is highly complex and arguable, as it depends on the particular mode of transport and on whether there are other stopping points en route. Therefore the 3km radius is not taken forward.
You agreed that we need to reduce dependence on cars.	The need for this stems fundamentally from the need to secure UWE's future masterplan – we cannot and will not be permitted to intensify traffic levels at Frenchay. As a leading organisation in the sustainability field we also need to 'practice what we preach'.

The final proposals will be communicated fully with students and staff at the start of academic year 2012/13.

## 9. Financing the Plan

The principle sources of finance for the travel plan are:

- Parking revenue (from staff, students, contractors);
- Income from bus fares and passes on Wessex Red.

Wessex Red currently operates with a shortfall of some £250k per annum (including all items such as marketing, staff costs, etc). The remainder of the funding is through parking revenue.

The remaining parking revenue is invested in other sustainable transport measures including car sharing, cycle facilities, marketing activities etc.

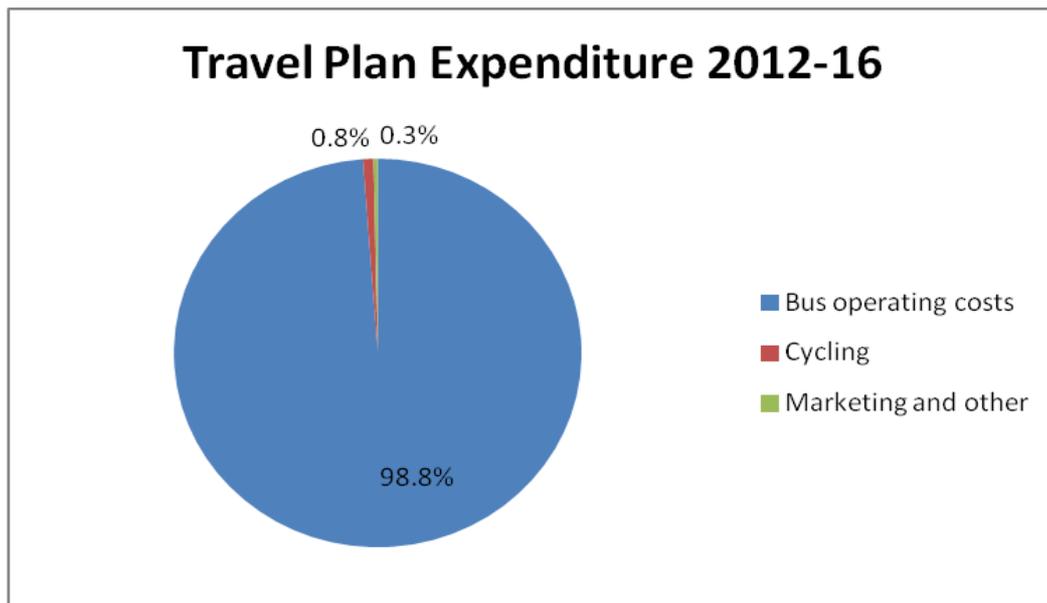


Figure 5 - Sources of expenditure for UWE travel plan (2012-2016)

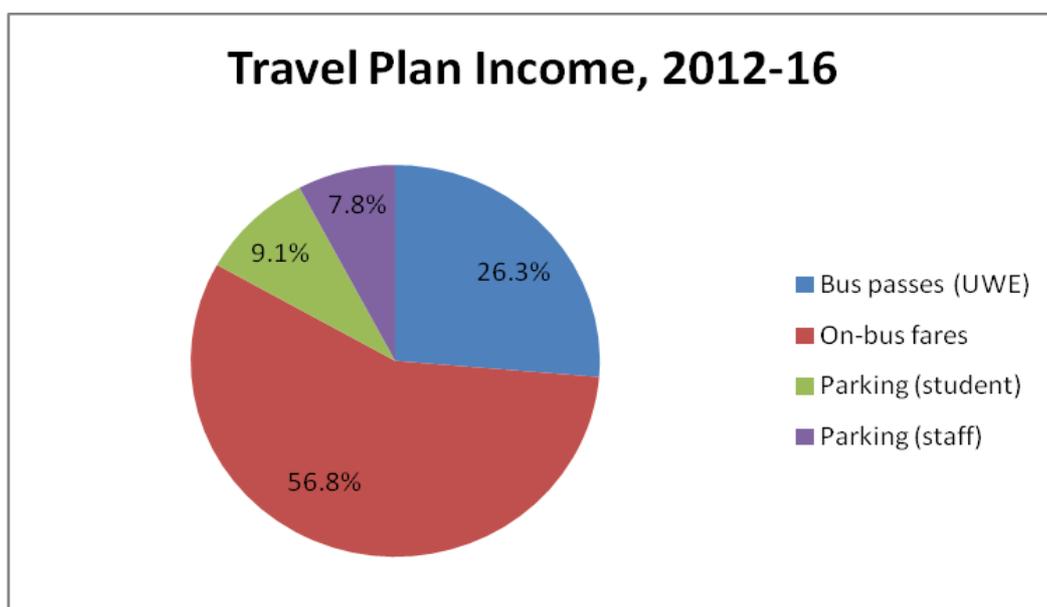


Figure 6 - Sources of income for UWE travel plan (2012-2016)





