



# Sustainable Travel at Anglia Ruskin (STAR) University

## 1. Introduction

Anglia Ruskin University (ARU) was awarded university status in 1992. Today, with a student population of 31,000, we are one of the largest universities in the East of England, and a large provider of part-time education. Our main campuses at Cambridge and Chelmsford attract students not only from the East of England but in increasing numbers from mainland Europe and from further afield.

'Concern for the environment' has been a core value of ARU for many years and in 2009 we were proud to be one of the first universities in the UK to achieve the international environmental management standard ISO 14001.

## 2. Reason for the Project

ARU has experienced substantial physical changes in recent years. Its Chelmsford campus moved from a town centre location in 2008 to a peripheral site, and the new 7,000m<sup>2</sup> Lord Ashcroft International Business School was added to its city centre Cambridge campus in 2011. These new developments have been accompanied by planning restrictions on the amount of car parking and requirements for travel plans. Moreover, its multi-campus nature and public commitment to environmental responsibility has required ARU to develop more innovative approaches to communication and travel and minimise the resources it devotes to travel and parking.

## 3. The solution developed: Sustainable Travel at Anglia Ruskin (STAR)

ARU has developed a package of measures to support its staff and students to communicate and travel without needing to bring a car onto its campuses.

- **Video conferencing**

We have reduced the need for staff to travel between the Chelmsford and Cambridge campus by offering video conferencing. We have approximately 20 rooms with video conferencing facilities.

- **Cycling & walking**

We offer a mix of covered and uncovered cycle storage on both campuses and carry out regular cycle counts. There has been a 22% increase in the number of cycle spaces on our Chelmsford campus since 2003 and over 300 cycle spaces relocated on our Cambridge campus to make more convenient and safer.

We joined Cyclescheme in 2010 and have processed 45 requests enabling staff to purchase bikes and equipment more cheaply and ARU to save on national insurance contributions.

There are showers available for cyclists and lockers are available on our Chelmsford campus. We have a bicycle user group which we use to send any updates and events to cyclists.

We have weekly lunchtime walks on our Chelmsford campus and regularly take part in the National Walk to Work Week and in 2012 offered free walking bags to individuals who signed up! Collectively we walked 369 miles and saved 63.51 kg CO<sub>2</sub> this year.



New cycle rack with lockers in our Chelmsford campus (check out our bike seat covers!)



Lunchtime Walk around our river walkway in Chelmsford

- **Public transport**

Both of our campuses are located close to the railway and bus stations enabling easy access. We offer our staff rail discounts and Chelmsford staff and students also benefit from discounts on bus travel. We also have a park and ride service that runs through the Chelmsford campus providing a convenient service. This September we are also offering a short hopper service where a trip to town will cost 50p each way.

### Park and ride service through campus



### New hopper service

## Park and Ride

### New 'Short Hop' Fare

From Tuesday 28 August

2012

**50p Single \***

Between **Anglia Ruskin University & the town centre.**

\* - only available from the bus driver.

Contact: Essex County Council - 0845 603 7831



- **Car sharing**

We have our own private car sharing group through Liftshare and currently have 212 members. We have dedicated car parking spaces for car sharers on our Chelmsford campus.

- **Car parking**

We removed car parking on our Cambridge campus in 2002 with the exception of disabled vehicles. In Chelmsford we introduced car parking charges in 2006 and a car parking exclusion zone in 2009 where any new students who lived within 3 miles were not permitted to bring their cars onto campus. In 2010 we took this further and all new staff and students were not permitted to bring their cars onto campus.

- **Communications**

We engage with staff and students using our 'I love green travel' campaign, and encourage sustainable travel through our travel guides which are given to all new staff. We use facebook, twitter, put messages on payslips, use information screens, intranet, website, posters in car parks and have regular articles in our staff and student magazines. We hold travel roadshows, Dr Bike sessions and attend Fresher's fairs and have printed dayglo slap wraps and bike seat covers which we give away to cyclists.

We invited the Energy Savings Trust to one of our events and they brought their driving simulator and gave out 10 free eco driving lessons to staff and students including our facilities team who drive a post van between campuses every day! This was very popular and gave people the chance to rethink their driving habits!

We have a staff competition called Green Impact where staff can engage in environmental activities and win an award. They must promote sustainable travel to visitors as part of the travel criteria. We have given our teams a Corporate umbrella to use when walking during lunchtimes or to meetings.

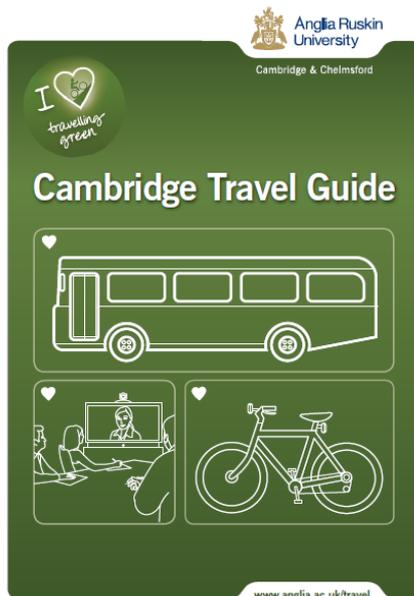
Dr Bike session– June 2012



Energy Savings Trust driving simulator



Travel Guide



Poster for staff



- **Partnerships**

We are a founding member of the Cambridgeshire Travel for Work Partnership (TfWP) which allows us to get support and network with other organisations in the area. We have regular meetings with local residents in Cambridge and have addressed issues of concern to them, such as reducing student parking in Cambridge.

We also work closely with Essex County Council's travel team and are a member of their accreditation scheme. We worked with the Council to plan the routing of the new Park & Ride service through our Chelmsford campus in April 2011.

- **Travel surveys**

We hold bi-annual travel surveys of staff and students across campuses to monitor effectiveness of the project. The results are presented in a travel report which is available on our website.



#### 4. Project outcomes

- Our recent travel survey was undertaken in 2011 and we have seen a reduction in driving alone. On our Chelmsford campus 50% of staff and 51% of students drove alone in 2009 and in 2011 this had reduced to 41% and 30% respectively. There were increases in cycling, walking and park and ride.

On our Cambridge campus 14% of staff drove alone in 2011 compared to 26% in 2002. Cycling is the most popular mode of transport for staff (33%) and walking (28%) for students.

- There is a financial and environmental benefit by using videoconferencing as during the academic year 2010-2011 there were 10,500 video conference calls made from all our campuses. (Chelmsford, Cambridge and Peterborough. We have therefore assumed that if 50% of all calls made were between our Chelmsford and Cambridge campus this would save us £425,250 in travel costs and approximately 292,950 kg CO<sub>2</sub> (This was based on an average car emitting 27.90 kg of CO<sub>2</sub> for a 90 mile trip x 2 people = 55.8 kg of CO<sub>2</sub> x 5250 meetings).
- The car park management in Chelmsford is self financing as the income pays for the running of the car parks such as the barriers and pay machines.
- The removal of car parking has enabled us to develop 7,000m<sup>2</sup> of new teaching space in Cambridge and there are plans to develop one of our Chelmsford car parks into new teaching and research space in 2013.
- We have received recognition for our efforts and were awarded the 'Distinguished Achiever' award in 2012 by TfWP and Gold award in 2010 by Essex County Councils Travel Accreditation scheme. We have also been ranked a first in the People and Planets Green League.

**Collecting our TfWP Distinguished Achiever Award (the highest)**



**Essex County Council Travel Accreditation Gold Award**



## **5. Lessons learned & next steps**

- Since adopting the travel plan it has constantly evolved and requires dedicated co-ordination. We have found our HR department to be instrumental in getting our information across through employee guides and staff inductions. We have also worked closely with our Sports Department in running events such as lunchtime walks and events for walk to work week.
- We intend to promote the social benefits of walking, cycling and car sharing more including the lunchtime walks. We also plan to organise bike rides for staff and students.
- We will extend our travel plan measures to our new Peterborough campus in 2012/13 and reduce the drive alone rates and increase the use of car sharing, and public transport.
- We have started to use facebook and twitter to engage with students in the green travel agenda and would like to use this more effectively.

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