

SUSTAINABILITY NEWSLETTER



Loughborough University



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The University Travel Plan

Welcome to this special edition of the newsletter, produced to update you on progress being made with the University's Travel Plan (TP) and some important changes and benefits to the new scheme.

Over the last 18 months we have been through a campus wide consultation process. Staff, student and tenant surveys have been conducted and focus groups undertaken.

The Executive Leadership Team has endorsed the new strategy and it has been presented at all relevant University committees over the last 12 months.

The story so far: The Travel Plan & its Successes...

The Travel Plan sets out a management strategy to deliver the University's sustainable travel objectives through a package of measures which promote and encourage more sustainable travel choices through behaviour change. It is also integral to the campus landscape master plan, future development on campus and a requirement of local authority planning conditions.

The overall aim of the Travel Plan is to ensure that Loughborough University is an accessible University for staff, students and visitors without negatively impacting on the surrounding area.

The primary aim of the Travel Plan set in 2010 was to encourage 'active' travel (walking & cycling), reduce single vehicle occupancy and satisfy HEFCE requirements for the reporting on and reduction of travel related carbon emissions. It has shown success in implementing shift to more sustainable modes of travel and shift to lower emission vehicles.

Headline Results

- 10% of staff influenced by the strategy to change their mode of travel.
- A reduction in SOV with an increase of 6.75% in staff over same period.
- 11% increase in occasional user car parking permits over the duration of the CPMS.
- 50% less parking permits issued to students with 1% reduction in student numbers over the same period.
- An increase in the use of electric or hybrid vehicles
- An increase of 4.5% more staff now cycling
- 707% shift to the <100 lower emissions vehicle band
- 1.3 million on campus trips on the Kinch bus since April 2012

Find the plan in detail [here](#)

What's changing?

The general scope of the TP will remain the same. It will continue to support the overarching University strategy in support of embedding sustainability into our processes operations and developments in line with the University Strategy, Building Excellence.

The revised plan will increase emphasis on the Health & Wellbeing of all staff, students and tenants by continuing to encourage 'active' travel on campus, improving the road network to reduce congestion and provide a safe environment for pedestrian and cyclists.

The University will continue to actively persuade staff, students and visitors to change their travel habits in favor of more sustainable modes whilst ensuring that any restrictions placed on travelling onto the campus are matched with positive actions to support other modes of travel.

Mode	Target	Target value
Car	Staff driving to work alone by car	47%
Walking	Staff who walk to work	22%
Cycling	Staff who cycle to work	17%
Public Transport	Public transport users	9%
Car Sharing	Staff who share (driver or Passenger)	25%

Case Study - Jenny



Regular readers of the Sustainability Newsletter may remember my article on 'Albert', my new family bike. As part of the launch of the updated Travel Plan I thought I'd share my experiences, and hopefully tempt a few people out there to look alternative means of transport.

Family or cargo bikes as they are often known are popular in Europe as a cost effective and convenient mode of transport for the whole family or for transporting loads locally. These family bikes are becoming more popular in cities across the UK to avoid traffic, parking and car running costs.

When you factor in annual cost of running a car such as road tax, MOT, fuel, insurance, services and parking, cycling really does start to stack up. I estimate a saving off around £1,200 a year!!

Albert has been part of our family for 9 months now. I can honestly say he is a real head turner! My daughters and I use him around 3-4 times a week, in all weathers for our journey to nursery, shopping trips to the supermarket, into Loughborough or with the scooters to the park. I regularly take him out instead of the car as it is far more convenient being able to park him in the town centre or right outside the nursery. I estimate we must have clocked up around 300+ miles so far.

If family bikes or cycling with children is something that interests you please let me know. I would be happy to have a chat or arrange a test ride with Albert.

Jenny Sawbridge



SmartGO Loughborough....

SmartGO Loughborough focuses on transforming business travel and commuting by delivering financial, health and environmental benefits for employees at the University

This package of transport incentives and discounts aims to encourage more environmentally-friendly methods of travel. With offers available from companies such as Halfords, East Midlands Trains and Arriva, there are ways for everyone to save money on their travel.



Discounts Available:

Arriva
10% OFF
Season
Tickets

50cycles
10% OFF
E-Bikes

Halfords
Up to 15%
OFF bikes &
accessories

**National
Railcards**
15% OFF

**East Midlands
Trains**
Up to 15%
OFF Season
Tickets

Centrebus
10% OFF
Season
Tickets

**CrossCountry
Advance
Fares**
10% OFF

Want to find out more??

SmartGO, Halfords and Nissan will all be on campus to provide information on the benefits with opportunities to try the Nissan LEAF.

June 7th – East Park

June 9th – West Park



Driving Greener

University staff can save a massive £5,935 on buying or leasing a Nissan LEAF EV.

As part of the University's commitment to sustainable transport, all University staff are eligible to **sign up for FREE** to the SmartGO Loughborough network.

The recently-announced Nissan partnership gives SmartGO members a £5,935 discount in addition to the current £4,500 Government EV grant, resulting in a huge £10,435 saving off a brand-new LEAF! With over 9,000 charging points nationwide, there has never been a better time to switch to driving an Electric Vehicle.

Benefits include:

- Drive for only 2p per mile, saving you £1,000s per year on fuel!
- Zero Emissions – no road tax or congestion charge
- Extended Range LEAF gives average of 120-130 miles. How many miles a day do you drive?
- New Extended Range LEAF from just £219 per month
- Standard range LEAF from just £199 per month

To see more on this deal and all other discounts available, **sign up for FREE** to the SmartGO Loughborough network (note: "Employers Contact Email" is E.R.Brown@lboro.ac.uk) and see how much money you could save!

Case Study – Kevin: Going Fully Electric With SmartGO

I was driving a Toyota Prius plugin, which don't get me wrong was a very nice car and certainly a lot more environmentally friendly than my Range Rover that I had prior to the Prius. I was always tempted by going completely electric since I trialed an electric smart car through the sustainability team and Cenex 4 years ago.

Things have come on a long way since then I always liked the looks and gadgetry of the Nissan Leaf but could never afford to go that final furlong and I also admittedly suffered from some range anxiety. I had never contemplated a brand new vehicle but was interested to see the 30kwh Leaf being produced this year which added that more comfortable range to the vehicle.

Then the SmartGO initiative came along, with SmartGO I could get over £5,500 off a new Nissan Leaf, this combined with the then £5000 government grant got me thinking as to whether I could get an offer that I couldn't resist. After a few hours with the Nissan dealer and a decent trade in on my Prius I ended up with that offer that I couldn't refuse.

So here I am driving a top of the range Leaf and never going back to a petrol station, unless they have a quick charge station or a mars bar in there of course.

Kevin Walmsley

EV Charging on Campus

Plug-in electric vehicles (PEVs) have significant environmental advantages over conventional petrol or diesel-powered cars, including reduced carbon-based greenhouse gases and improved air quality. There is also significant reduction in running costs.

The University is committed to encouraging this fast growing area of the transport market. EV users on campus are eligible for free parking permits and have access to free charging while on site.

As part of the revised Travel Plan and Car Park Management Strategy the University is committed to significant investment over the next 5 years in EV charging. This includes upgrading all of the 18 charge points currently on campus and installing new charge points across campus.

Travel Plan Target:

Treble the number of electric vehicle parking permits from 37 to 111.



Why not save money and share your journey?

Travelling by car with other people is an easy way to cut your CO2 emissions and save money at the same time. Setting up informal arrangements with family, friends and colleagues, or joining up to the University's Car Share Scheme are both good ways to start car sharing.

The University has its very own car share scheme that enables members of staff to search for colleagues doing a similar journey to work to arrange to share their journeys. The number of days in which you car share is completely up to you, it could be as little as once per week or every day. As well as the environmental benefits there is also a significant financial saving to those who car share. More info can be found at lboro.ac.uk/carshare.

If every car commuter used an alternative on just one day a week, car usage levels would be reduced by 20% with immediate effect – meaning there'd be 400 less cars searching for the limited spaces on campus.

Travel Plan Target:

Reduce the proportion of staff driving alone as their main mode of travel to the University, from 54.5% to 47%

Kinchbus Shuttle Service

Buses are great way to get around the town without having to jump into your car. Using buses over cars can have a huge environmental impact.

Free bus travel

The 5 minute campus shuttle service provides free travel for all staff and students across the University campus. Since its launch in April 2012 there have been over 1.1 million trips within campus. That's an average of just under 40,000 trips per month. Do you know what free access you have? Did you know your visitors can travel for free within the campus? For more information and when you can travel free visit [here](#).

Travel Plan Target:

Increase the proportion of staff who are public transport users from 7.5% to 9%.



Campus Cycling

Cycling is good for your body and mind in many ways. Regular cycling can help reduce your stress levels, shed those extra pounds and improve your overall fitness. With spring right here, there has never been a better time to get on your bike, whether you're commuting to work or just cycling in your leisure time.

There are huge environmental benefits as well. A bike takes 6.2 tonnes less carbon than a car to make, helps reduce congestion and improves air quality.

Buying a bike is easy, check out the [Cycle2Work Scheme](#) or visit our onsite bike shop [COGZ](#). The University has signed up to Halfords Cycle2work scheme and all staff can gain access to a brand new bicycle and safety equipment whilst making fantastic savings of up to 42%.

We are currently reviewing the provision of cycle facilities on campus so please let us know if there are particular areas on campus that you feel need improving. All feedback will be used in developing the Cycle Masterplan.

