Environmentall Sustainability Team

University of Salford MANCHESTER

Sustainable Travel Plan

University of Salford Sustainable Travel Plan 2025 - 2030

December 2025

Version 3.2

Environmental Sustainability Team

University of Salford MANCHESTER

Document Control Information

Author	Summary of Changes	Version	Authorised & Date
B. Bennett	Update of carbon data	V3.2	Not required 28th April 2026
W Salt	Update of document with 2025 survey data and update on action plan	V3.1	Matthew Mealing – Associate Director Campus Experience 4th December 2025
E.Goodchild / Z.Pegg	Update of national and local policies, available travel data and action plan.	V2.1	Matthew Mealing, Associate Director Campus Services 28th June 2024
R.Bennett	Creation of document	V2.0	Environmental Projects Board 10th June 2021
A.Binder	Creation of document	V1.7	Stephen Talboys, Director of Estates June 2013

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1. Introduction

1.1 The University of Salford is committed to providing a high-quality, accessible, and sustainable campus environment for all members of its community. Travel plays a fundamental role in shaping that experience, influencing not only how people move to, from and around campus, but also the wider environmental, social, and economic impacts of our activity.

1.2 Most of the University's administrative buildings are located on A6 Salford Crescent, opposite the Peel Park campus. Since 2010, the University has also provided learning and teaching space at MediaCity UK at Salford Quays, around 1.6 miles (2.6 kilometres) southwest of the Peel Park campus.

1.3 As of academic year 2024/25, the University has around 2,442 staff and 23,363 students. The University has three campuses in Salford: Peel Park, Frederick Road, and MediaCity UK. The main Peel Park campus is around 1.5 miles (2.4 kilometres) from Manchester city centre on the banks of the River Irwell, adjacent to Peel Park. The Frederick Road campus is located to the immediate west of the Peel Park campus but is separated from it by a railway line, creating a distinct geographical divide between the two campuses.

1.4 This Travel Plan sets out our approach to managing travel across the University estate, supporting a shift towards more sustainable, inclusive, and healthy travel choices. It aligns with our broader environmental ambitions, including the commitments outlined in the University's *Sustainability Strategy*[1], and supports the University's contribution to net zero carbon targets, improved wellbeing, and community connectivity.

1.5 Our goal is to reduce reliance on single-occupancy car journeys, promote low and zero-carbon alternatives, and ensure that travel is considered as an integral part of the wider campus experience. The Plan reflects the latest data, priorities, and opportunities for improvement, informed by feedback from students and staff through our most recent travel surveys.

1.6 This is a working document. Its purpose is not only to guide infrastructure investment and travel policy, but to support cultural change and embed sustainable travel into the day-to-day life of the University and enabling everyone to make informed, practical choices about how they travel.

1.1 The Sustainable Travel Plan

1.7 A Travel Plan is a long-term management strategy that seeks to deliver sustainable transport objectives through positive action. This Travel Plan is a dynamic document that will change and adapt with the changing circumstances of the University and the environment in which it operates.

1.8 This document will act as a framework from which more detailed plans will be developed to enable a long-term strategy for the promotion and facilitation of sustainable travel by our university staff and student population and visitors.

[1] www.salford.ac.uk/environmental-sustainability/strategy

1.9 The Travel Plan aims to reduce the number of private car trips when a more sustainable alternative is possible. The aim is to increase the use of sustainable travel modes where possible, without alienating particular users or groups with specific needs.

1.10 The Travel Plan involves the development of a package of measures, initiatives, and targets that in combination will enable the University to reduce the environmental impact of the travel we generate from all modes of transport.

2. Context and Policy

2.1 The University of Salford

2.1 At the University of Salford, we continue to take a proactive approach to encouraging more sustainable modes of travel. This aligns with our broader commitments to wellbeing, inclusivity, social justice, environmental responsibility, and economic resilience.

Health and Wellbeing

2.2 Supporting the wellbeing of our staff and students remains central to our values. Active travel, such as walking, wheeling, and cycling, not only supports physical health but contributes to mental wellbeing. These forms of travel offer a practical and healthy way to reach the campus while incorporating daily movement. The use of public transport also provides time for reading, resting, or preparing for the day, supporting work-life balance and mental clarity. As part of our approach to creating a health-enabling environment, the Travel Plan promotes access to travel options that enhance everyday wellbeing.

Inclusivity

2.3 At the University of Salford, we are committed to equality of opportunity for all and continue to prioritise equality, diversity, and inclusion across every aspect of University life. Within the context of travel, this means ensuring our facilities and information are designed with accessibility in mind so that people of all backgrounds and abilities can travel to, from, and across campus with confidence. By removing physical and cultural barriers to participation, the Travel Plan supports an environment where sustainable travel is not only encouraged but is genuinely available to all members of our University community.

Social Justice

2.4 Social justice is a broader theme of our University Strategy, and sustainable travel has a direct role to play in advancing it. Access to affordable, safe, and reliable travel is fundamental to participation in education, work, and community life. Transport choices can either widen or reduce inequality, depending on how they are provided and supported. By prioritising low-cost public transport, safe walking and cycling routes, and fair access to electric vehicle infrastructure, the Travel Plan helps to reduce inequalities and ensure that no one is excluded from campus opportunities because of how they travel. In this way, sustainable transport is not just an environmental or economic issue but a matter of fairness and equity.

Environment

2.5 We acknowledge the climate emergency and are committed to taking meaningful action. Transport is a major contributor to both global carbon emissions and local air pollution. As a signatory to the Greater Manchester 2038 net zero target, we are working towards an 81% reduction in our Scope 1 and 2 carbon emissions by 2030. The way we manage travel to, from and across our campus is critical to achieving these goals. By reducing dependency on single-occupancy vehicles and prioritising low-emission alternatives, we aim to create a greener, more accessible campus.

Economic

2.6 Sustainable travel modes continue to offer cost-effective alternatives for students, staff, and visitors. Public transport season tickets, cycle-to-work schemes and electric vehicle options help reduce the financial burden of commuting. The University offers season ticket loans and cycle purchase support to help make these choices more accessible. We also recognise the

role of hybrid and remote working in reducing the need to travel, which can benefit both individuals and the institution through lower travel costs and reduced environmental impact.

2.7 The actions in this Travel Plan build on existing good practice and align with current national, regional, and local policy priorities as summarised below.

2.2 National Policy

Transport Decarbonisation Plan

2.8 The UK Government's Transport Decarbonisation Plan (TDP), published in 2021, sets a clear ambition for net zero emissions from transport by 2050. The plan highlights the need for urgent action, supported by shifts in public behaviour, industry collaboration and significant investment. Transport remains the largest source of domestic greenhouse gas emissions in the UK, and the TDP outlines the steps required to address this challenge across all modes of travel.

2.9 More recently, the Government has supported plans to improve walking, cycling and public transport infrastructure through investment programmes like Active Travel England and the Bus Service Improvement Plans (BSIPs). These programmes underpin a national shift towards sustainable travel choices.

National Planning Policy Framework (2025)

2.10 The National Planning Policy Framework (NPPF) continues to place sustainable transport at the heart of development planning. Chapter 6, 'Promoting Sustainable Transport', emphasises the importance of reducing the need to travel by car and prioritising access for all users. It states that developments should give priority to pedestrian and cycle movements, and provide access to high-quality public transport networks, with transport infrastructure designed to support healthy and inclusive communities.

Delivering Travel Plans through the Planning Process (2009)

2.11 Travel Plans remain a key tool to support these goals. Guidance on developing and implementing effective Travel Plans is provided through the Department for Transport, Sustrans, and ACT TravelWise, with the principles of the DfT's 'Good Practice Guidelines - Delivering Travel Plans through the Planning Process' (2009) still relevant. While formal guidance has not been updated since, the principles outlined remain relevant and are commonly used by local authorities and practitioners. The Travel Plan pyramid, illustrated in the guidance, highlights the importance of location, site layout, management, supporting services and effective promotion in driving behaviour change.

2.3 Local Policy

Greater Manchester Clean Air Plan (2022)

2.12 Air quality remains a public health priority for Greater Manchester. The city-region is working towards compliance with legal limits for nitrogen dioxide by 2026. Measures include investment in electric buses, improvements in traffic management, and support for zero-emission taxis and freight vehicles. The Be.EV charging network continues to expand across Greater Manchester, with rapid charge points now available on both the Peel Park and Frederick Road campuses.

Greater Manchester Transport Strategy 2040

2.13 Greater Manchester aims for 50% of all journeys to be made by walking, cycling or public transport by 2040. In the city centre, the goal is for 90% of morning peak trips to use these

sustainable modes. These targets support clean air, carbon reduction and a more liveable urban environment. The University, as part of the TfGM City Centre Transport Strategy, plays a role in achieving these outcomes through improved campus connectivity, reduced car use, and support for walking and cycling.

Salford Local Plan - 'A Fairer City' (2023)

2.14 Salford City Council's Local Plan outlines how the city will grow sustainably. Under Policy ED4, the University is expected to:

- Increase the proportion of journeys made by public transport, walking and cycling.
- Enhance pedestrian and cycle connectivity across and beyond the campus.
- Reduce car dominance and the land area used for parking.

2.15 Other key policies supporting this Travel Plan include:

- CC1 (Climate Change) - prioritising sustainable movement and minimising car use.
- HH1 (Supporting Better Health) - promoting physical activity through active travel.
- A1 to A4 (Transport) - enabling modal shift, prioritising pedestrians, and cyclists, supporting public transport and ensuring inclusive access for all.
- A8 & A10 - supporting sustainable car parking and electric vehicle infrastructure.

2.4 Campus Connectivity Plan

2.16 The University's approach to estate development is now guided by the Campus Connectivity Plan. This plan focuses on improving how people move to, from and across campus in ways that are sustainable, inclusive, and future-ready. It reflects our commitment to designing a campus that prioritises people over vehicles and integrates seamlessly with surrounding neighbourhoods and transport networks.

2.17 Key features of the plan include:

- Improved pedestrian and cycling routes across the Peel Park and Frederick Road campuses.
- A reduction in surface car parking, with consolidated parking in multi-storey facilities such as Irwell Place and Frederick Road.
- The development of a potential Crescent Transport Hub, enhancing access to rail, bus, and active travel options.
- Upgraded public realm and green spaces to support wellbeing and biodiversity.
- Traffic calming measures and better east-west connections across campus.

2.18 The Campus Connectivity Plan aligns with local and regional policy ambitions, and supports the University's sustainability, health, and inclusivity goals.

2.19 We are committed to anticipating and responding to emerging trends in mobility and sustainability:

- **Electric Vehicles** (EVs): We continue to invest in EV infrastructure, in line with the national plan to phase out petrol and diesel cars.
- **Autonomous Vehicles**: As the first UK University to operate an autonomous vehicle, we are exploring new models of low-emission campus transport.
- **Mobility as a Service** (MaaS): The integration of transport options through digital platforms can reduce car ownership and increase shared mobility.

- **Consolidated Logistics**: Grouping deliveries and using transport hubs will help reduce trips and lower emissions.
- **Smart Cities**: We support the use of sensor data and digital tools to improve transport management and user experience.

2.5 Partnerships

2.20 Delivering our Travel Plan depends on effective partnerships. Internally, we must continue engaging staff and students in co-creating a more sustainable campus. Externally, we will work closely with Salford City Council, Salford Students Union, Network Rail, Transport for Greater Manchester, local businesses, and community organisations to deliver shared transport goals. We will monitor progress and report transparently, in line with our Sustainability Communications and Engagement Strategy.

3. Access By Travel Modes

3.1 Travel by Foot

3.1 The pedestrian environment at the University has seen some significant improvements in recent times as a consequence of specific development projects, including a wide, level, traffic-free route through the centre of Peel Park campus, which creates a positive pedestrian experience. However, this contrasts with other areas of the Peel Park / Frederick Road campus where there are narrow footpaths and indirect routes that are problematic for those with limited mobility, e.g. to Salford Crescent station from the Peel Park campus.

3.2 Feedback from the travel survey identified uneven surfacing, lack of consistent lighting and insufficient wayfinding / signage as issues for those walking to / around campus, leading to concerns around personal safety. These concerns are compounded by on-campus building works (such as those associated with the closure of Mary Seacole car park to construct a new health clinic building) that have temporarily introduced more circuitous routes for pedestrians.

3.3 Areas within a 30-minute (roughly 2km) catchment of the main campus (taken from Salford Crescent station, as an indicative central point) are illustrated in Figure 3.1. Analysis of staff and student postcodes from 2025 postcode data suggests around 5% of staff and 15% of students live within this catchment during term time.

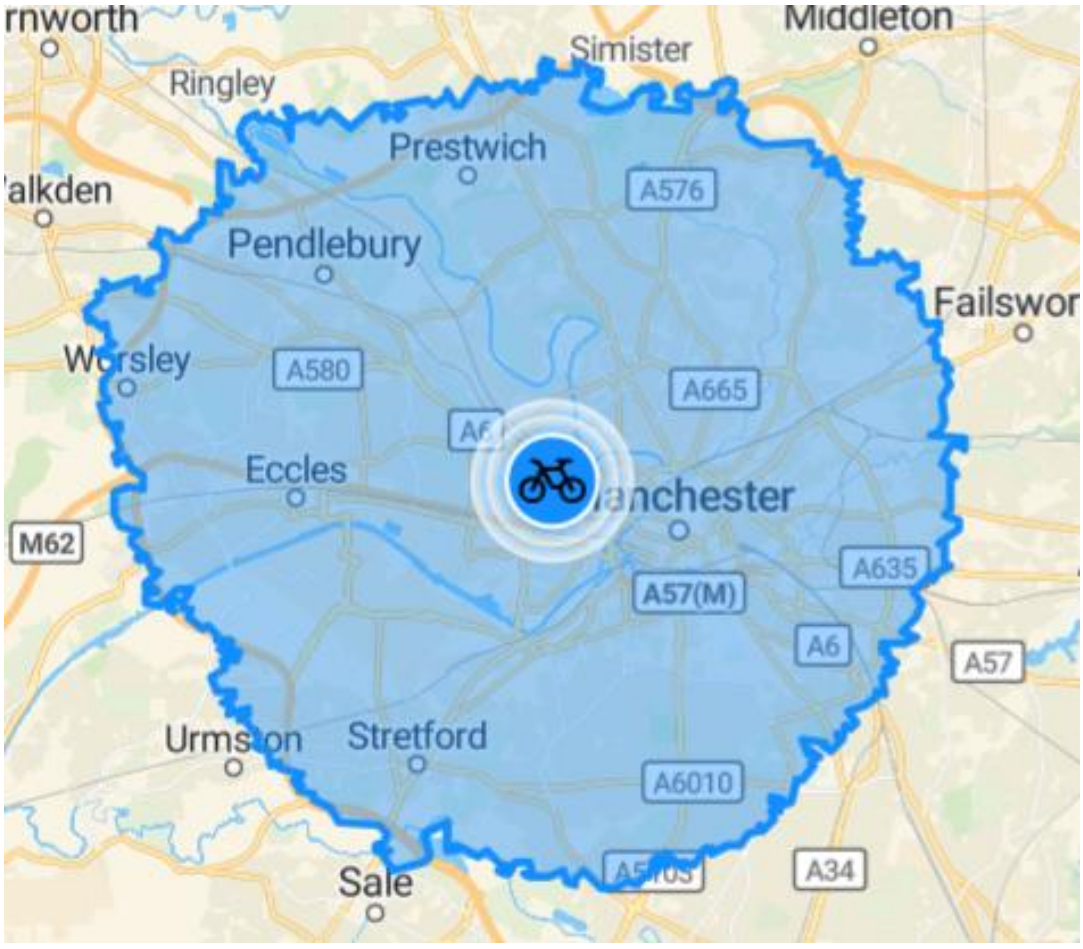
Figure 3.1 - 2km Walk Catchment

3.2 Travel by Cycle

3.4 The University has over 400 cycle parking spaces, many of which are within secure stores requiring ID access. There is also dedicated visitor cycle parking, in a series of Sheffield stands; all cycle parking locations can be found on the campus map. At MediaCity UK, secure parking is provided in a Cycle Hub; staff and students are required to register and purchase Cycle Hub membership to make use of the facility (staff are able to reclaim the costs of this externally provided service but currently this is not available to students).

3.5 Areas within a 30-minute cycle ride can be seen in Figure 3.2. Analysis of staff and student postcodes from the 2025 travel survey suggests around 17% of staff and 37% of students live within a 5km catchment during term time.

Figure 3.2 - 30-minute Cycle Catchment



3.3 Travel by Public Transport

3.6 Salford Crescent train station is situated between the Peel Park and Frederick Road campuses, connecting the University to Manchester city centre and beyond (key connections from Salford Central are shown in Figure 3.3. The station is on the Manchester to Preston line and is one of the busiest in Greater Manchester. There are up to 16 services an hour on a typical weekday.

Figure 3.3 - Direct train services to / from Salford Crescent

3.7 Improvements to the station are currently underway to provide a third platform, with a view to reducing congestion through the station and improving customer experience.

3.8 The Crescent is served by frequent bus services, with circa 1,400 services per day (both ways) and 88 services in the AM peak hour (both ways). Regular bus stops are located along the masterplan frontage onto The Crescent and the route also benefits from bus priority measures in the form of bus lanes and traffic signal hurry calls. The existing services provide a comprehensive coverage of some local and regional areas, including Manchester city centre, western areas of Salford, Bolton, Leigh, and the Trafford Centre.

3.9 Bus Rapid Transit also serves the routes V1, V2, and V4, that provide frequent services between Leigh and Manchester city centre. Towards the north of the masterplan, Frederick Road is also a bus route with a service that connects to the local residential areas around Charlestown and Lower Broughton. Bus service 50 connects the masterplan area to the University's campus at MediaCity UK.

3.10 Staff and students who present a University ID are currently permitted to use the number 50 and 51 service for free Monday to Friday between 05:00 and 21:00, for travel between the Peel Park, Frederick Road, and MediaCity campuses. This service operates with a 10 - 15 minute headway.

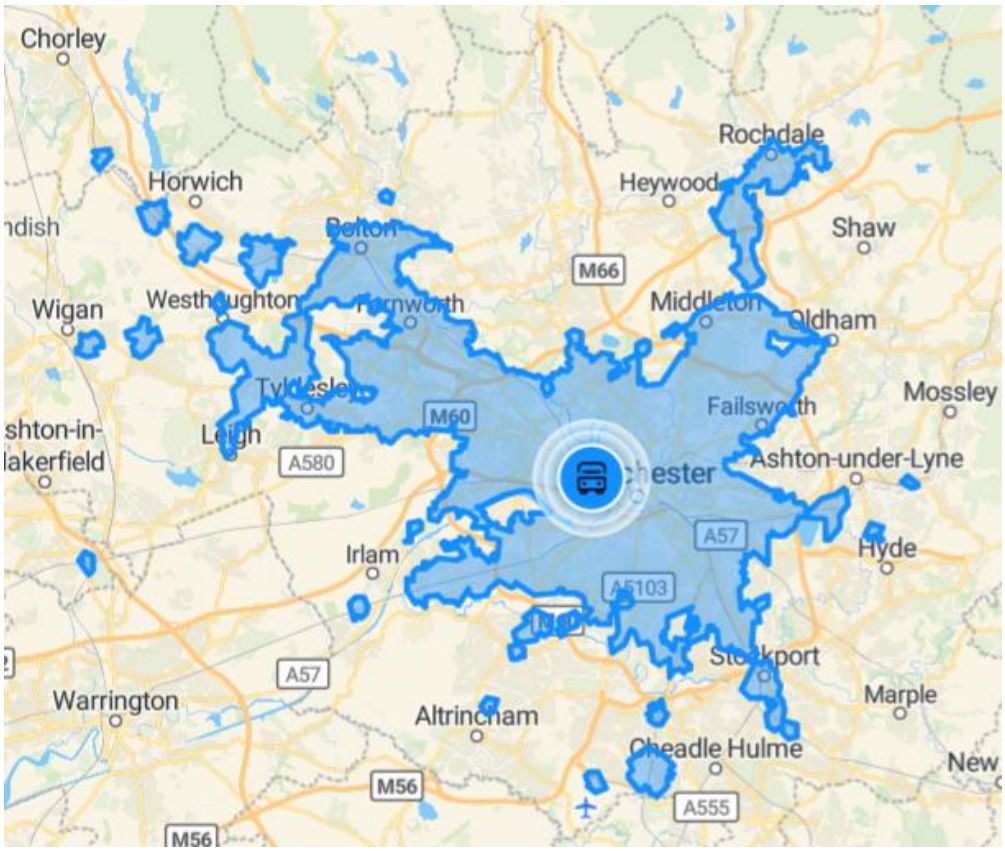
3.11 Season tickets are available for public transport and System One Travelcards offer a range of tickets for combined bus and train travel. The University operates a loan scheme for staff who purchase a season ticket through salary sacrifice.

3.12 For those based at MediaCity UK, there is a tram stop directly outside the campus building. This stop is on the blue line, with services operating between Eccles and Ashton-Under-Lyne,

every 12 minutes during the day. There is the opportunity to interchange with rail services at Deansgate or Picadilly (on services towards Ashton-Under-Lyne).

3.13 Figure 3.4 shows the areas that can be reached in a 45-minute public transport journey from the Peel Park / Frederick Road campus. Postcode data analysis from the 2025 travel survey suggests that 43% of staff and 67% of students live within a 45-minute public transport journey to / from campus.

Figure 3.4 - 45-minute Public Transport Catchment (during weekday morning peak)



3.4 Travel by Car

3.14 Figure 3.5 illustrates the same 45-minute catchment but for drive and train (i.e. a combination of driving to a local station from a home address and then travelling by train for the remainder of the journey).

3.15 This analysis illustrates that public transport offers a realistic and reasonable journey time for a large geographical area. It is also apparent from the analysis that accessibility from the north of Manchester by public transport is better than from the south (except for Stockport and Heald Green).

3.16 For comparison, Figure 3.6 shows a 45-minute catchment by car alone. Results from the 2025 travel survey indicate that 55% of staff and 72% of students live within a 45-minute drive of their main campus, suggesting that approximately 45% of staff drivers and 28% of student drivers travel more than 45minutes to campus by car and hence are more reliant on car travel.

3.17 The following section explores the existing transport provisions available at the University.

Figure 3.5 - 45-minute Drive and Train Combination Catchment (during weekday morning peak)

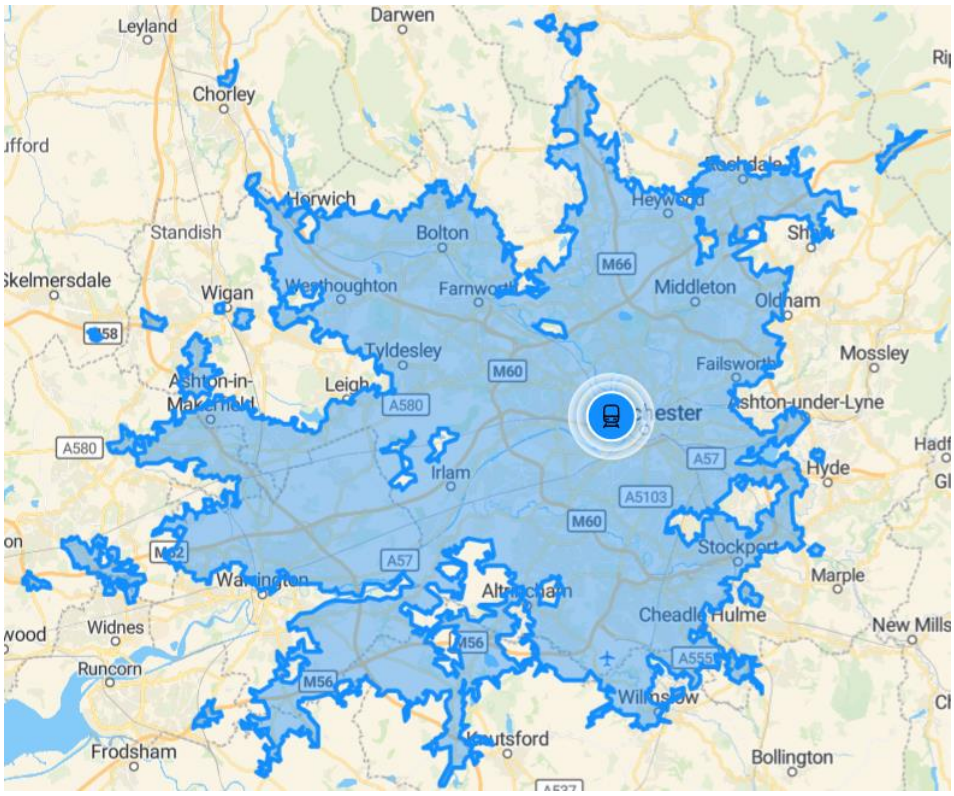
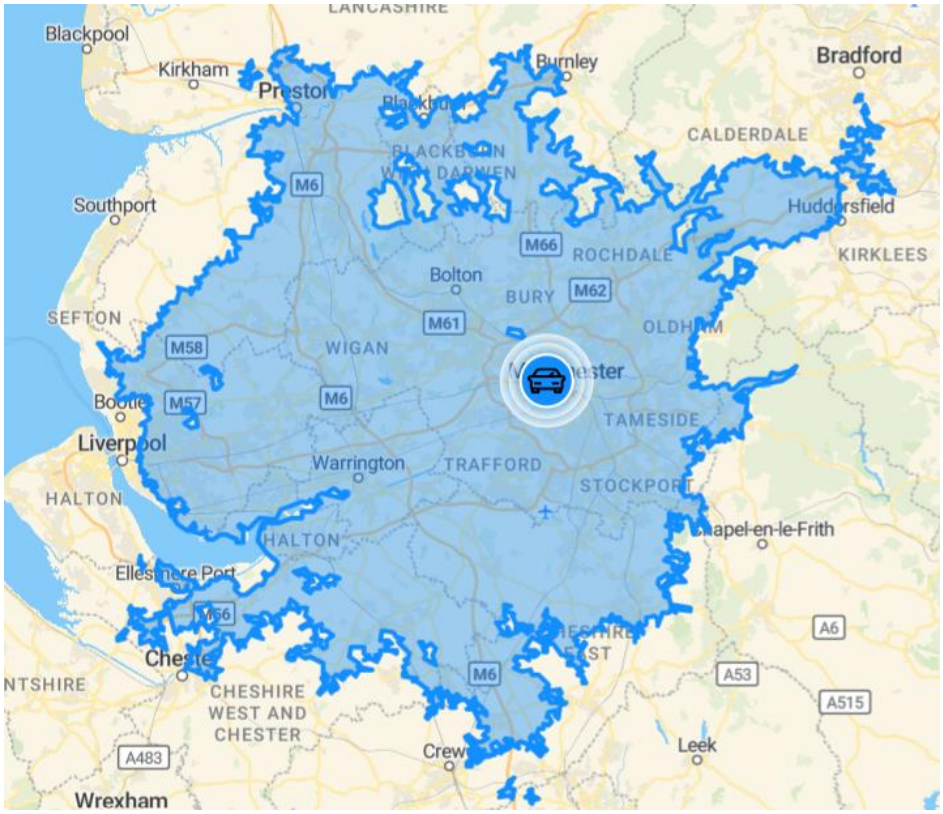


Figure 3.6 - 45-minute Drive Catchment (during weekday morning peak)

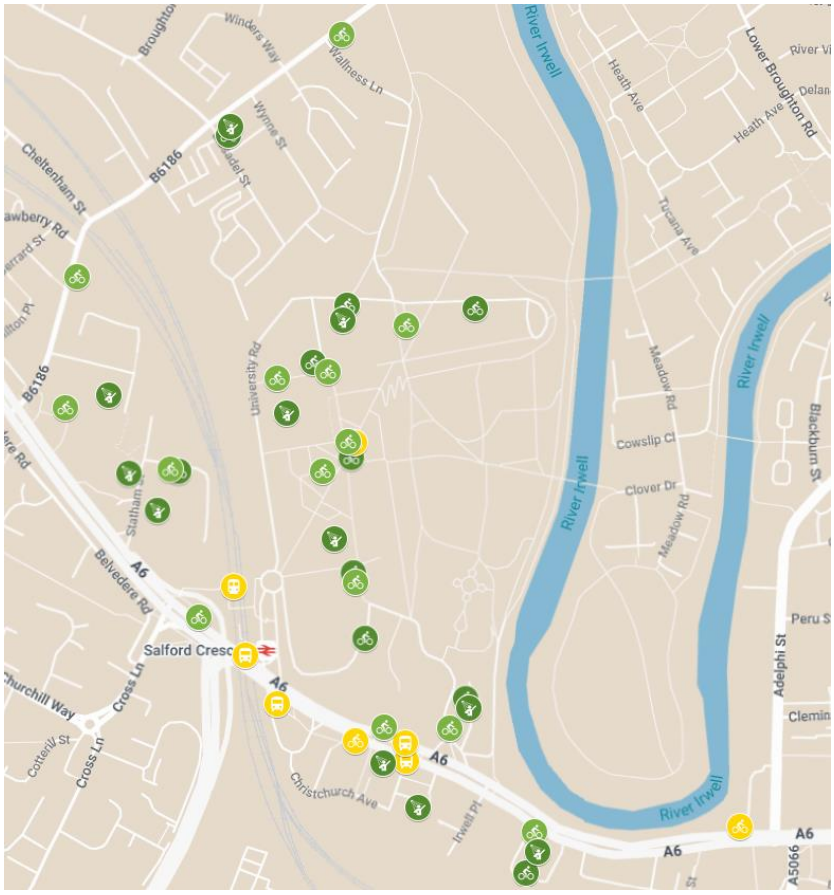


4. Current Transport Provisions

4.1 Cycle Parking

4.1 The University currently has 414 cycle parking spaces in the areas shown on the map below. Shower facilities are also available in the locations as shown in Figure 4.1 below.

Figure 4.1 - Cycle Parking and Supporting Facilities Map



4.2 Cycle Hire

4.2 The University has a number of Starling Bank bike hire stations on and around the campuses, with others in the Manchester, Salford, and Trafford areas. These offer a PAYG solution for students and staff commuting from the local area or travelling between campuses during the day. They can also be used by students living on campus to reach local amenities.

4.3 Information on their use is available from TfGM who provide a count of journeys passing through the campus together with a list of the top 10 stations where these journeys started or ended. There were 896 journeys during September 2025 with the majority starting or ending from the Library Café (294) followed by Salford Crescent Station (178). These journeys tended to be to and from central Manchester or Media City.

4.3 E-Scooters

4.4 Lime currently operates an e-scooter hire scheme, as part of a Department for Transport trial, with the trial currently planned to run until May 2026. There are several dedicated parking locations in and around campuses; again, these can be viewed on the campus map. Lime e-

scooters can be accessed via Uber, require no account credit, and thus provide easy access for staff and students alike.

4.4 Motorcycle Parking

4.5 There is currently little provision for motorcycle parking which would require users to park in the car parking spaces, however the intention is for this to be installed at Frederick Road multi story car park.

4.5 Car Parking

4.6 The University has just over 2,000 car parking spaces across its Peel Park and Frederick Road campuses; parking operates on a first-come, first-served basis and the University offers permit parking and pay and display options. Parking at MediaCity UK is provided in a multi-storey car park (outside of the University's ownership).

4.7 Parking is controlled by parking charges that are in operation between 9am and 6pm. Parking can either be paid for on a casual user basis (by Pay & Display or Pay by Phone) or by purchasing annual sessions (permits) from the University.

4.8 A car parking survey was undertaken by Curtins in February 2024 as part of a planning application for the new Health Clinic, indicated that the maximum demand was 1600 spaces, a slight reduction from the previous 2019 survey recorded at 1,738 spaces. This total, whilst reduced, now represented 89.7% of the existing capacity due to a reduced level of supply because of the Mary Seacole car park closure, indicating an increased pressure on car parking availability.

4.9 Construction work is currently underway to create a new Multi-Storey Car Park at Frederick Road Campus. The new car park will be on two levels (Ground and First Floor), supplying 478 car park spaces in total, which represents an increase of 138 spaces, including additional Electric Vehicle Charging Points and disabled Blue Badge spaces. A further multi-storey car park is also planned for Irwell Place.

Blue Badge Car Parking

4.10 Of the parking spaces available, approximately 3% are accessible parking spaces. Blue Badge Holders, who use a motor vehicle to enable them to travel to and from the University, are exempt from any car parking fees, however, must always display a blue badge clearly on their vehicle.

Electric Vehicle Charging Facilities

4.11 Public Electric Vehicle charging points are provided at Frederick Road, Energy House 2, Crescent House (council-owned), and Newton car park. Across these locations there is a total of 8 connectors all with 7kw output, which is considered fast and can charge the average EV in 4-6 hours.

4.12 There are also 6 connectors specifically for Estates use and 6 for research use only by Energy House Labs.

University Vehicles

4.13 The University of Salford has a relatively small fleet of University vehicles, based in the Estates and Facilities Division. These vehicles are used in a range of tasks around the three campuses including estates maintenance works, post collection and delivery, manual handling and portering and security coverage.

4.14 Of 25 vehicles, 12(48%) are currently electric vehicles. Whilst the number of fleet vehicles is relatively low, the carbon emissions from these vehicles are part of the University Scope 1 emissions and contribute to local air pollution. Low or Zero Carbon Vehicles are considered as priority in the replacement of University Vehicles subject to functional capability and funding availability (full life costings considered).

Figure 4.3 - University of Salford Estates and Facilities Electric Vehicle (March 2021)

5. Travel Data Key Findings

5.1 A staff and student travel survey was undertaken in December 2024 / January 2025. This survey was aimed at capturing feedback on current travel patterns and reasons behind travel choices, understanding the barriers and opportunities to more sustainable travel options, as well as determining the popularity of incentives to encourage behaviour change.

5.1 Travel Survey Results Summary

5.2 This latest survey builds upon previous surveys and includes postcode analysis to better understand the proximity of students and staff to campus and the potential for more sustainable travel choices.

5.3 Analysis of home postcodes shows that 55% of staff and 72% of students live within a 45-minute drive of campus, with 57% of staff and 72% of students living within a 60-minute public transport journey. This means that 43% of staff and 28% of students live more than a 60-minute public transport journey from the campus and this needs to be considered as part of the travel plan.

5.4 Meanwhile, 17% of staff and 37% of students live within cycling distance (5 km), and 3% of staff and 15% of students live within walking distance (2 km).

5.5 The accessibility review undertaken as part of this survey work highlighted significant potential to increase active and sustainable travel based on distance alone.

5.2 Student Travel Headline Results

5.6 The 2024/25 survey received responses from 1,702 students, a 7.3% response rate - the highest ever for a student travel survey at the University.

5.7 Table 5.1 below provides a summary of the mode shares of students since surveys began, with Figure 5.1 presenting this in graphical form for 2025.

5.8 **Key findings include:**

- Bus use is now the most popular mode, with 40% of students commuting this way - an increase of 15 percentage points since 2019[2].
- Walking has declined from 36% in 2019 to 21% in 2025, though still represents over a fifth of student trips.
- Car use (alone) has remained relatively stable at around 15%.
- Cycling has declined to just 1%, down from 4% in 2019 and 5% in 2014.

5.9 Overall, 82% of students now commute by sustainable modes, a very small decrease from 2019 (83%) but well above the 75% recorded in 2014.

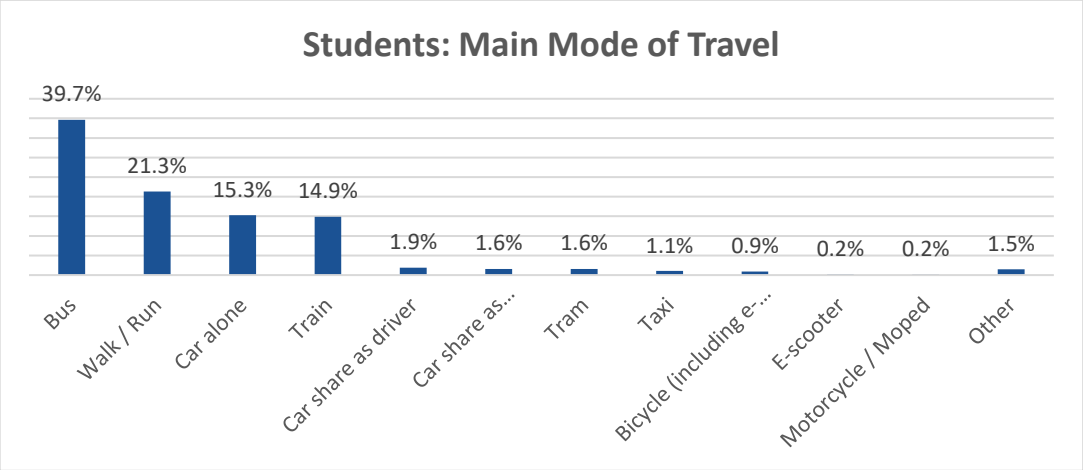
5.10

[2] **2019 survey results to be treated with caution due to low response rate and a reduced level of confidence in the results.**

Table 5.1 - Student Mode Share by Year

Mode	2009	2011	2014	2019	2025
Walking	23%	28%	20%	36%	21%
Cycling	2%	4%	5%	4%	1%
Bus	21%	27%	30%	25%	40%
Train	15%	18%	18%	16%	15%
Metrolink	1%	2%	2%	2%	2%
Taxi	0%	0%	0%	0%	0%
Car (alone)	26%	16%	22%	14%	15%
Car Share (own car/driver)	6%	1%	1%	0%	2%
Car Share (other car/passenger)	6%	2%	2%	0%	1%
Other	1%	1%	0%	3%	3%
Response Rate	4%	3%	3%	1%	7.3%
Combine Car Use	**38%**	**19%**	**25%**	**14%**	**18%**
Combined Sustainable Modes	**61%**	**79%**	**75%**	**83%**	**82%**

Figure 5.1 - Student Main Mode of Travel (2025 Travel Survey)



5.11 This shift has likely driven by the continued affordability of the University-subsidised no. 50 bus service, combined with better integration of regional public transport under the Bee Network. The location of student residences also plays a significant role - those living on or near campus are more likely to walk or use the 50-bus service.

5.12 Student interest in electric vehicles is growing: 7% already use an EV or plug-in hybrid, and over half of petrol/diesel drivers are considering switching in the next three years.

5.13 Placement travel is a growing source of emissions, with car use for placements slightly higher than for commuting.

5.3 Staff Travel Headline Results

5.14 The staff travel survey received 975 responses (a 40% response rate), providing a robust dataset.

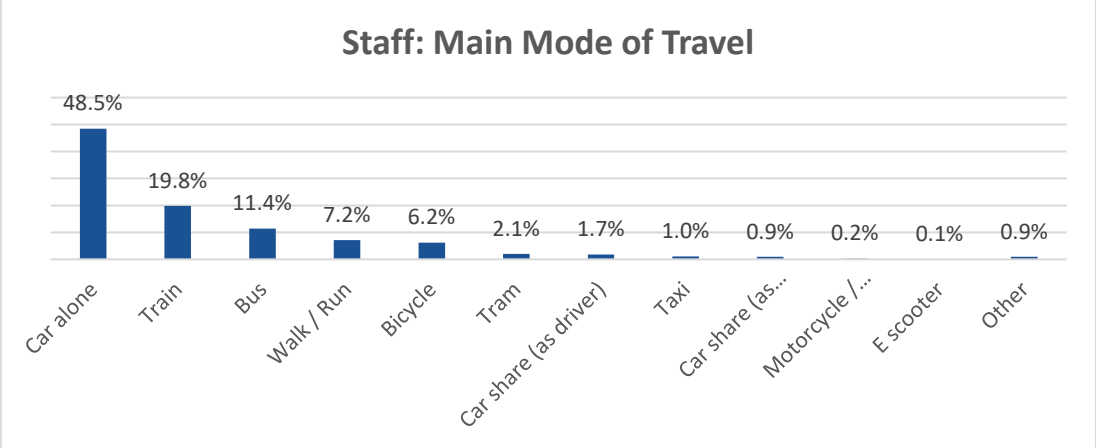
5.15 Table 5.2 below provides a summary of the mode shares of staff since surveys began.

Table 5.2 - Staff Mode Share by Year

Mode	2009	2011	2014	2019	2025
Walking	17%	6%	6%	7%	7%
Cycling	3%	6%	12%	9%	6%
Bus	10%	9%	10%	10%	11%
Train	17%	20%	19%	19%	20%
Metrolink	1%	2%	1%	3%	2%
Taxi	1%	0%	0%	1%	0%
Car (alone)	40%	47%	46%	41%	49%
Car Share (own car/driver)	6%	5%	3%	3%	2%
Car Share (other car/passenger)	3%	4%	2%	1%	1%
Other	1%	1%	1%	5%	2%
Response Rate	19%	35%	21%	25%	40%
Combine Car Use	**49%**	**56%**	**51%**	**46%**	**52%**
Combined Sustainable Modes	**48%**	**43%**	**48%**	**48%**	**46%**

5.16 Figure 5.2 presents this information in graphical form for 2025.

Figure 5.2 - Staff Main Mode of Travel (2025 Travel Survey)



5.17 **Key observations include:**

- Car alone remains the dominant mode, with 49% of staff commuting this way - up from 41% in 2019.
- Sustainable mode use has slightly declined, from 48% in 2019 to 46% in 2025.

- Train use remains strong, accounting for 20% of staff travel.
- Cycling has decreased from 9% to 6%, and walking has plateaued at 7%.

5.18 Car sharing has declined further, with only 3% of staff sharing a journey (as driver or passenger), continuing the long-term downward trend.

5.19 Although car dependency remains high, 13.4% of staff commute by active modes, and over 30% use public transport. Staff based at MediaCity UK are the most likely to commute by sustainable means, while those at Frederick Road are the most likely to drive alone.

5.20 The survey also showed that over half of lone car drivers are open to alternatives - particularly if incentivised with better public transport, safer walking routes, or improved cycling facilities. Among existing active travellers, improved safety, lighting, and end-of-journey facilities were cited as key areas for investment.

5.4 Distances To Campus

5.21 Table 5.3 illustrates that 1% of staff and 5% of students that live within a 2km walk of their main campus, commute by car alone. As do 8% of staff and 16% of students who live within reasonable cycling distance (5km).

Table 5.3 - Potential Staff & Students Within Journey Time Catchments

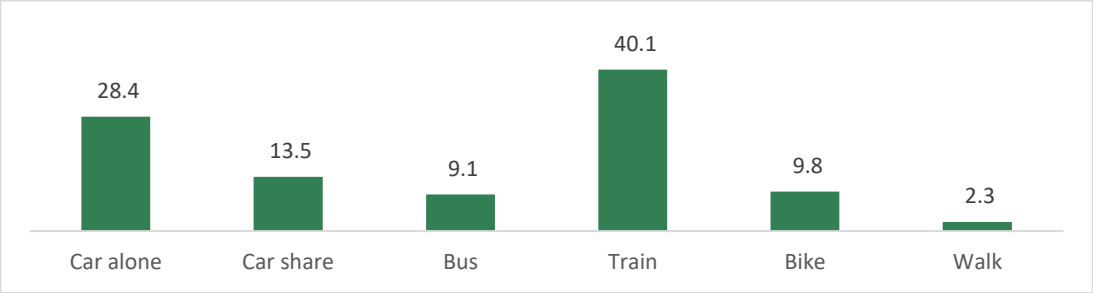
	All Modes*				Car Alone**			
	Staff		Students		Staff		Student	
	%	No.	%	No.	%	No.	%	No.
2km or less	3%	99	15%	3,003	1%	12	5%	179
2km - 5km	14%	414	22%	4,314	7%	83	11%	393
6km - 10km	20%	572	18%	3,600	20%	237	18%	643
10km - 20km	23%	683	19%	3,784	23%	272	25%	894
20km - 30km	12%	339	16%	3,207	18%	213	19%	679
30km - 50km	13%	375	10%	2,076	14%	166	11%	393
Over 50km	15%	432	0%	52	10%	107	6%	250
Total	100%	2,914	100%	20,036	100%	1,184	100%	3,575

**Based on UoS dataset postcode data **Based on 2025 Travel Survey postcode dataset*

5.22 It was also identified within the travel surveys that 24% of staff and over 50% of students that currently drive to campus alone could travel by public transport with a journey time of 45 minutes or less.

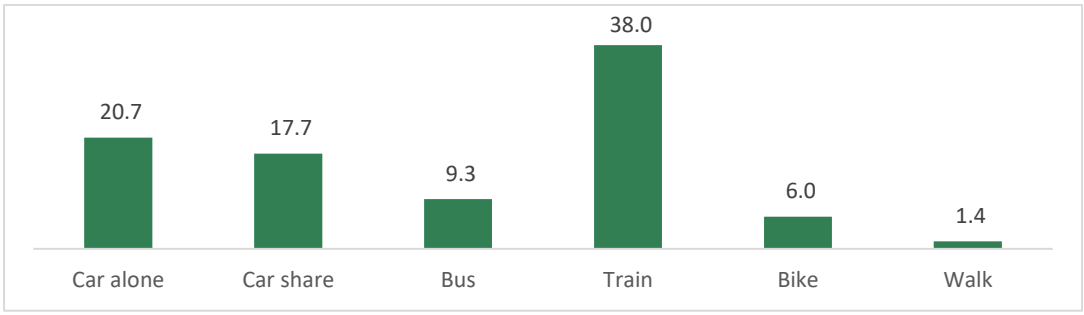
5.23 Figure 5.3 illustrates the average one-way distance that staff commute to campus, by mode. This confirms that those that travel by train, typically commute the furthest, with an average journey length of 40.1km (25 miles). This is followed by car alone; interestingly, the average distance by bike is 9.8km (6 miles), slightly further than the average by bus (9.1 km, 5.7 miles).

Figure 5.3 - Average Staff Commuting Distance, By Mode (KM, One-Way) (2025 Travel Survey)



5.24 For comparison, Figure 5.4 illustrates the average one-way distance that students commute to campus, by mode. As is the case with staff, those that travel by train, typically commute the furthest (and a similar average distance to staff commuters by train), with an average journey length of 38km (24 miles). This is followed by car alone and then car share.

Figure 5.4 - Average Student Commuting Distance, By Mode (KM, One-Way) (2025 Travel Survey)



Carbon Impact of Commuting

5.25 The commuting-related carbon emissions for the University are significant:

- Staff commuting contributes approximately 1,360 tCO_2e per year, averaging 570 kg CO_2e per staff member.
- Student commuting generates 6,803 tCO_2e per year, or 290 kg CO_2e per student.

5.26 This reflects an 18% reduction in student commuting emissions and a 32% reduction in staff commuting emissions since the 2018/19 baseline, driven largely by increased hybrid working and changes to carbon conversion factors. However, single-occupancy car use remains the largest contributor to emissions - accounting for nearly 78% of staff commuting emissions and 37% of student emissions. However, caution is required when comparing scope 3 carbon emissions as these reductions will in part be due to lowering carbon conversion factors.

6. Five Key Themes

6.1 This chapter provides a more in-depth review of the latest staff and student travel survey undertaken in December 2024 and January 2025. The findings offer a valuable opportunity to better understand existing travel behaviours across our campuses and provide evidence to support the development of appropriate, targeted measures to promote more sustainable travel choices.

6.2 The insights presented here go beyond headline trends to identify **five key themes** identified through the data.

6.3 These themes are intended to inform the direction of future interventions and policy decisions that will support a more accessible, inclusive, and sustainable travel environment at the University of Salford.

1) Single Car Use has Increased for Staff

6.4 Travel survey data shows that car use continues to represent the single largest share of commuting trips to the University for staff. In 2025, 52% of staff journeys were made by car (alone or shared), a figure broadly consistent with 2014 levels and lower than the peak seen in 2011 (56%). For students, car use has fallen significantly over time, from 38% in 2009 to just 15% in 2025. While this is a positive shift, student car use at Salford remains higher than comparator institutions that enforce more restrictive parking policies.

6.5 The data also highlights the steady decline of car sharing amongst both staff and students. Among staff, car share participation has fallen from 9% in 2009 to just 3% in 2025. Among students, it has reduced from 12% in 2009 to only 3% in 2025. This suggests that, while total car use has remained relatively stable, a greater proportion of car trips are now single-occupancy.

6.6 Despite this, there remains a clear opportunity for modal shift. Postcode analysis shows that a significant proportion of current drivers live within feasible distance of the University by sustainable modes:

- **1%** of staff and **5%** of students drive alone from within walking distance (2km).
- **16%** of students and **8%** of staff drive alone from within 5km, a distance comfortably cyclable.
- **24%** of staff and over **50%** of students that currently drive to campus alone could travel by public transport with a journey time of 45 minutes or less.

6.7 Survey responses further suggest that half of lone car drivers would be willing to switch if better options were available. The most cited barriers were public transport cost and reliability, a lack of car sharing opportunities, and insufficient facilities for cycling and walking. Addressing these barriers is therefore key to reducing the dominance of car travel.

2) Active Travel isn't Reaching its Potential

6.8 The survey results show a fall in active travel between 2029 and 2025, particularly among students:

- Walking in students declined from **36%** in 2019 to **21%** in 2025, consistent with the data from 2014 which is the most reliable comparable dataset due to response rates.
- Cycling use has slightly reduced among both students (from 4% to **1%**) and staff (from 9% to **6%**). However, the number of students using sustainable modes has

broadly remained constant with both staff (from 48% to 46%) and students (from 83% to 82%) implying that those that were previously using active travel may have moved to public transport.

6.9 It is possible that perceptions of safety, winter weather, and limited on-campus facilities (such as showers, lockers, and secure storage) have contributed to the decline, although improved local public transport may also have contributed.

6.10 Survey respondents identified key improvements that would encourage greater uptake of active travel:

- Better-lit pedestrian routes and improved personal security.
- More visible and segregated cycle infrastructure (and supporting facilities).
- Investment in e-bike facilities and charging infrastructure.

6.11 There is also a growing number of students using e-bikes, but the current estate offers no formal provision for their storage or charging.

3) Public Transport Continues to Play a Key Role

6.12 Public transport remains a primary means of travel to the University, with:

- **40%** of students travelling by bus.
- Around **31%** of staff travelling by bus or train.

6.13 The University-subsidised '50' bus remains well used and highly valued by students, particularly those living in on-campus and nearby accommodation. However, reliability and journey time remain concerns for many staff. Those commuting from South Manchester in particular reported limited service options and expressed support for more direct routes.

6.14 Among staff and students who currently drive, cost and reliability of public transport were the most frequently cited barriers to change. However, a considerable number said they would reconsider their travel mode if service levels were improved.

4) Travel Patterns are Shaped by Campus Geography and Working Practices

6.15 The University operates across three distinct sites: Peel Park, Frederick Road, and MediaCityUK. Travel behaviour varies significantly across these locations:

- Staff at **MediaCityUK** are the **most likely to travel by public transport or active modes**, reflecting the site's better integration with the Metrolink and pedestrian networks.
- Staff at **Frederick Road** are the **most likely to drive alone**, likely due to the site's physical separation, the nature of courses offered on this campus, and the availability of on-site parking.
- **Peel Park** shows a more **balanced modal share** but is impacted by large numbers of commuter students who drive from areas not well served by public transport.

6.16 The survey also showed that over **60%** of staff are working hybrid patterns, typically attending campus **three days a week**. Campus activity is concentrated **Tuesday to Thursday,** creating peaks in travel demand on these days.

5) Uptake of Electric Vehicles is Growing

6.17 The data shows that **9%** of staff and **7%** of students now drive either a battery electric vehicle or a plug-in hybrid.

6.18 Results from the Travel Survey indicated the following attitudes towards Electric Vehicles and potential uptake. It was recorded that **50%** of petrol or diesel car users are considering switching to an EV before **2030**.

- Feedback suggests that **30% of students** that currently drive a petrol or diesel vehicle would look to switch in the next 3 years, with a further **23%** suggesting they might do so.
- Feedback suggests that by 2030, **17% of staff** drivers intend to switch to an EV, with a further **33%** possibly doing so.

6.19 Despite this increasing demand, users rated the current provision of EV infrastructure on campus poorly. Most cited issues with availability, speed, and ease of use of charging points. Current facilities are concentrated at a small number of locations and offer reasonable charging speeds.

6.1 Survey Insight Summary

6.20 The 2024/25 Travel Survey provides a valuable dataset which offers important insights into the travel patterns and preferences of the University community. While the survey identifies a number of positive trends, including strong support for public transport and an openness to more sustainable modes, it also highlights areas where renewed focus is needed.

These include addressing excessive car use, reversing the decline in active travel, supporting the uptake of EVs, and recognising the differing needs of each campus location. The Travel Plan must now build on these insights to ensure the University continues to deliver on its commitments to sustainable, inclusive, and healthy travel for all.

6.2 Opportunities for Sustainable Change

6.21 By combining the travel survey data obtained with the postcode data mapping analysis it is possible to assess where the greatest opportunities for modal shift exist across key sustainable travel modes. Comparing current modal splits with the theoretical potential (based on reasonable journey time and distance thresholds), this section highlights where there is clear scope to increase uptake and where geographical constraints may limit the effectiveness of future interventions.

6.22 This additional assessment is intended to help focus resources on areas with the most realistic potential for behaviour change based on the survey data.

Cycling: High Potential

- Many students (and some staff) live within a cyclable 2-5km range but do not currently cycle. There is therefore a good opportunity for modal switch by those able to do so.
- Barriers are largely infrastructural or cultural, not distance based.
- Investment in facilities, storage, e-bike support, and safe routes could unlock considerable growth together with increased awareness of their existence.

Public Transport: High Potential

- Many current drivers fall within a reasonable public transport catchment (≤45 minutes).
- Improvements in route coverage, reliability, and affordability (especially through Bee Network integration) would be influential.
- A high priority for short- to medium-term intervention.

Walking: Low to Moderate Potential

- Natural ceiling due to geography and time thresholds; only a small subset lives within 2km.
- Still worth improving conditions (lighting, footpaths, personal safety) for those who already walk or might switch.
- Primarily relevant for students living on or adjacent to campus.
- Limited scope to influence modal shift beyond current levels.

Electric Vehicles: Moderate Potential

- Around half of petrol/diesel drivers are considering switching to EVs within the next 3-5 years.
- Current on-campus charging infrastructure is limited, poorly rated, and unevenly distributed; a key barrier to wider adoption.
- Moderate opportunity to support mode transition within the car user group, but limited impact on reducing overall car use unless combined with broader demand management.
- Growing uptake among staff and students, with 9% of staff and 7% of students already driving EVs or plug-in hybrids.

6.23 Table 6.1 below summarises (ambitious) potential modal splits that could be achieved based on the analysis undertaken. These targets do not account for the reluctance of users to change, which is noted as a key (psychological) barrier in practice. However, they do provide an informed 'maximum' from which to work towards when formulating future objectives and measures to achieve such.

Table 6.1: Analysis of Current and Potential Modal Splits

Mode	Current Modal Split	Potential Modal Share	Key Observations
Public Transport *(within 60 mins)*	Staff: 33% Students: 57%	Staff: up to 57% Students: up to 72%	Strongest opportunity for modal shift. Many current drivers live within a 45-60 min PT catchment. Focus areas include South Manchester and service reliability.
Cycling *(within 5 km)*	Staff: 6% Students: 1%	Staff: up to 17% Students: up to 37%	Significant untapped potential, particularly for students living nearby. Requires investment in infrastructure, security, and e-bike support.

Walking *(within 2 km)*	Staff: 7% Students: 21%	Staff: 3% Students: 15%	Limited opportunity due to small catchment and existing high levels of walking, particularly amongst staff, some of whom must travel further than 2km. Still relevant for local students. Key barriers include lighting, footway condition and safety perceptions.
Electric Vehicles	Staff: 9% Students: 7%	Demand Driven	Moderate opportunity to support mode transition within the car user group, but limited impact on reducing overall car use unless combined with broader demand management which, it is recognised, would mitigate carbon impact and air quality.
Reduction in Car-Use *(Within 60mins via Public Transport)*	Staff: 52% Students: 18%	Staff: 43% Students: 28%	Data indicates that a lot of students already travel over 60mins via Public Transport, which has been applied as a 'realistic' threshold for journey times. This may appear to limit potential scope for further PT uptake but the fact that students already do so could be interpreted as a positive indicator of willingness to travel by PT.

7. Objectives and Targets

7.1 Aims and Approach

7.1 This Travel Plan is informed by the latest travel data, national and local policy, and the University's ongoing commitments to health, equity, and sustainability. Building on the insights set out in Sections 5 and 6, this section outlines how we intend to respond to the opportunities for sustainable change across our campuses.

7.2 The overarching aim is to reduce dependency on single-occupancy vehicles, support a shift towards more sustainable modes of travel, and ensure our approach is fair, inclusive, and responsive to the needs of our community. In doing so, we seek to enable a campus environment that is healthier, more accessible, and aligned with wider environmental goals.

7.2 Using Travel Insights to Inform Action

7.3 The 2024/25 Travel Survey results have provided valuable evidence to inform the next phase of our strategy. In particular, the data shows:

- A continued reliance on car travel among staff, with 49% commuting alone by car (despite many living within reasonable distance of public transport or active travel routes).
- A mixed picture in active travel. Cycling rates have fallen slightly in recent years amongst staff and students, with walking rates generally being maintained across both students and staff.
- A clear willingness among both staff and students to consider more sustainable options, provided the right infrastructure and support is in place.

7.3 Strategic Objectives

7.4 The following objectives will guide the delivery of this Travel Plan:

- **Support a shift to sustainable travel**, particularly for those able to do so and with viable alternatives to car travel.
- **Reduce the environmental impact of commuting and business travel**, in line with our carbon reduction commitments.
- **Ensure fairness and inclusion**, recognising the differing travel needs of staff, students, and visitors.
- **Promote health and wellbeing**, by supporting more active modes of travel and a safer campus environment.
- **Deliver infrastructure and policies that are future-ready**, adaptable to emerging technologies and mobility trends.

7.4 Targets

7.5 Specific targets have been established as part of the Campus Sustainability Plan and will be managed within the Environmental and Energy Management System. These targets are set out in Table 7.1 below.

Table 7.1 –Core Focus Areas and Associated Targets

Focus Area	Target	Target Year	Baseline
Student Sustainable Travel	85% of students commuting by sustainable modes (walking, cycling, public transport)	2030	82% (2025)
Staff Sustainable Travel	50% of staff commuting by sustainable modes	2030	46% (2025)
Electric Vehicle Charging	5% of total parking bays fitted with active EV charging infrastructure, in adherence to the Electric Vehicle Charging Position Paper (2025)	2030	2–3% (2025 estimate including for EV bays delivered as part of Frederick Road MSCP)
Cycle Parking Provision	Improve quality as per the standards set out in the Cycle and Active Travel Facilities Standards Paper (2025) Aim for 500 spaces (2030) with new spaces to be delivered through capital projects	2030 / 2035	414 spaces (2025); 0% accessible
Business Travel Emissions	Net Zero by 2038	2038	1,321 tCO_2e (2018/19); 627 tCO_2e (2022/23)
University Fleet	50% low/zero emissions by 2025/26; 95% by 2030	2030	40% electric vehicles (2025)
Parking Management Reform	Review of parking charges and eligibility. Aim to maintain car parking spaces but not increase much beyond current level.	By 2027	Current system unmanaged

7.5 Car Parking as a Key Lever for Change

7.6 At present, car parking on campus operates on a largely unmanaged, first-come-first-served basis. While this has provided a degree of flexibility, it has also led to increasing pressure on available space, perceptions of unfairness, and limited ability to influence travel behaviour.

7.7 There is now a clear need to transition towards a more structured and equitable approach to parking management; one that supports the University's broader commitments and aligns with national and local policy, including:

- **The Transport Decarbonisation Plan (2021)**, which highlights the need to reduce private car use as part of the UK's net zero ambitions.

- **The Greater Manchester Transport Strategy 2040**, which sets a target for 50% of trips to be made by walking, cycling or public transport.

- **Salford's Local Plan (2023)**, which specifically calls on the University to reduce car dominance, enhance walking and cycling, and prioritise sustainable access (Policy ED4, CC1, and A1–A4).

7.8 A more effectively managed parking system would enable:

- **Greater equity**, ensuring priority is given to those with limited alternatives, specific needs, or longer distances to travel.

- **Better alignment with sustainability goals**, reducing demand and proactively encouraging shifts to alternative modes.

- **Improved efficiency and transparency**, helping users make informed choices while reducing daily stress and uncertainty.

- **The transition will be carefully phased** and guided by engagement, impact assessments, and the principles of fairness and accessibility.

7.6 Implementation Principles

7.9 To support delivery of the above, our actions will be underpinned by the following principles:

- **A balance between incentives and restrictions** – prioritising investment in facilities, services, and access to alternatives before applying controls.

- **Policy alignment** – ensuring consistency with the University's Sustainability Strategy, Campus Connectivity Plan, and local/national frameworks.

- **Evidence-led** – using data to guide interventions, monitor impact, and support transparency.

- **Phased delivery and engagement** – ensuring any major changes are carefully introduced, with appropriate consultation and transition support.

- **Embedding fairness and inclusivity into decision-making,** so that parking policies reflect the diverse needs of staff and students and do not disadvantage those with the least choice of alternatives e.g. informed by Equity Impact Assessment.

8. Action Plan Areas

8.1 This Action Plan sets out a coordinated programme of measures to be delivered during the five-year lifetime of the Travel Plan. The Action Plan will be reviewed and updated over the lifetime of the document and is regarded as 'dynamic' in this respect.

8.2 The actions are designed to address the key themes identified through the most recent travel surveys and policy review, ensuring that the University continues to make progress towards its longer-term aims of accessibility, inclusivity, and carbon reduction.

8.1 Modes and Themes

8.3 The measures are grouped by mode and theme, reflecting the structure of the Travel Plan: Active Travel, Public Transport, Car Use, Electric Vehicles, Business Travel, and University Fleet. Each action is described with clear responsibilities, milestones, completion targets, monitoring arrangements, and a record of progress to date. This structure provides both accountability and flexibility, allowing the University to track delivery over time while adapting to emerging opportunities.

8.4 The actions respond directly to the evidence gathered. For example, the decline in walking and cycling is met with a renewed focus on improving the quality of cycle parking, end-of-journey facilities, and safety of routes. The continued importance of public transport is reflected through commitments to improve communication, awareness, and advocacy with transport providers. The persistence of single occupancy car trips is addressed through demand management, eligibility reviews, and new incentives for car sharing. The rapid growth of electric vehicle ownership is supported by planned expansion of charging infrastructure and workplace EV schemes. Business travel and the University fleet are tackled through clear decarbonisation targets and operational improvements.

8.5 Taken together, this Action Plan forms a practical blueprint for change. It provides a clear pathway for delivering visible improvements in the short term, such as communication campaigns and cycle facility upgrades, while also embedding longer-term shifts through policy reforms, investment in infrastructure, and engagement with partners such as Transport for Greater Manchester and Salford City Council.

8.2 Responsibilities and Monitoring

8.6 Delivery of this Action Plan will be overseen by the Environmental Sustainability Team in close collaboration with the Sustainability Office, Student Experience, HR, and external partners. Full details relating to responsibilities and monitoring are provided in Table 8.1 below.

8.7 Progress will be reviewed annually through travel surveys, monitoring indicators, and reporting to the University's sustainability governance structures.

Table 8.1 – Action Areas

Ref	Criteria	Owner	Key Milestones	Expected Completion	Monitoring Method	Progress to Date
Active Travel						
AT1	Cycle parking quality and provision, including non-standard cycle bays and e-bike charging	Accountable: Associate Director Campus Experience Responsible: Environmental Sustainability Manager / Travel Development Officer/Head of Capital Projects	1. Complete campus-wide cycle parking and facilities quality audit (including non-standard needs and power availability). 2. Write and agree with Environmental Projects Board/Student Experience an updated Cycling and Active Travel Facilities Standards Policy which includes existing as well as new facilities. 3. Produce a plan with intermediate milestones /expected completion for implementing the above standards policy. 4. Pilot upgraded secure bays with e-bike charging and accessible stands where feasible. 5. Review as part of the Campus Connectivity Plan new buildings and facilities which should provide cycle parking as a standard.	Short term: audit complete 2026. New developments 2027 onwards. First stage of Standards Policy complete by 2028 Potential pilot schemes 2028 onwards.	Monthly cycle space audit; occupancy and security incident checks; annual user satisfaction survey.	Baseline 412 cycle spaces (2025) with a further 150 planned as part of new developments, currently no formal accessible or e-bike charging provision campus-wide.
AT2	End-of-journey facilities (showers, lockers, drying) and route safety (lighting, signage)	Accountable: Associate Director Campus Experience Responsible: Environmental	1. Deliver improved wayfinding and personal safety measures on key routes. 2. Facilities quality audit with photographic log as part of cycle parking audit completed under AT1.	Audit 2026. Quick wins 2026-27. Capital upgrades phased 2027–2028.	Facilities audit outcomes; shower / locker utilisation; annual user satisfaction survey; incident reports.	Upgraded signage and wayfinding has been implemented across Campus in 2025; Facilities patchy

		Sustainability Manager / Travel Development Officer	3. Identify and implement quick wins where feasible (lighting, signage, lockers etc.). 4. Review need for and budget for any major upgrades scheduled with capital planning assessment to be made. 5. Review as part of the Campus Connectivity Plan new buildings and facilities which should provide changing facilities as a standard.			across campus; audit recommended.
AT3	Active travel behaviour change and incentives	Accountable: Associate Director Campus Experience Responsible: Transport Development Officer / Sustainability Communications & Engagement Officer	1. Maintain and grow Cycle User Group and cycling champions. 2. Hold regular bike repair workshops e.g. Dr Bike, maintenance stations and subsidised D-locks. 3. Pilot points-based rewards (e.g. BetterPoints or STAXI style) and taster e-bike trials. 4. Working with SCC and TfGM for high quality segregated cycling facilities along Crescent to Frederick Road Campus from central Manchester and a continuous safe link to MCUK from Peel Park Campus. 5. Work with TfGM to ensure data on Starling Bike Hire is collated and analysed. Ensure bikes are in good condition and investigate whether incentives can be provided.	Ongoing engagement activities 2026 onwards, internally and externally event days etc. Investigate a potential pilot rewards scheme 2026 to incentivise sustainable travel.	Frequency of events; uptake of Cycle to Work; rewards scheme uptake; modal share in biennial travel survey.	Cycle User Group active; Dr Bike and maintenance events run periodically. Optimal points / incentive scheme to be considered and discussions to be held.
Public Transport						

PT1	Promotion and awareness of Bee Network, 50 bus and integrated fares	Accountable: Associate Director Campus Experience Responsible: Transport Development Officer / Sustainability Communication & Engagement Officer	1. Refresh online travel hub and centralise PT info. 2. Include Bee Network fare guidance and season ticket loan promotion. 3. Explore the establishment of a unique 'Travel Brand' which is recognisable to users to assist in communication of information. This could include the use of a recognisable 'Travel Mascot'.	Relaunch 2026. Annual travel campaigns each academic year (2026 onwards). Exploration and decision on Travel Brand / Mascot 2026.	Web analytics; campaign reach metrics; season ticket loan uptake; travel survey awareness questions; no. 50 bus usage data provided via TfGM.	Survey shows many users unaware of existing offers; subsidised 50 bus remains heavily used by students and has been re-provided for 2025/2026 academic year.
PT2	Temporary incentives to encourage modal shift from car to public transport	Accountable: Associate Director Campus Experience Responsible: Travel Development Officer / HR	1. Consider running a "Public Transport taster" pilot, offering free tickets for a week, or Starling bike credit to target car drivers who might switch to a multi-modal option including public transport. 2. Evaluate cost per switch and retention. 3. Consider longer term / scaled roll-out or integration into rewards scheme. Exploration of alternative staff benefits that could be utilised to help to facilitate modal switch objectives.	Pilot 2026. Evaluation 2026-27. Longer term facilitation 2027 onwards.	Pilot uptake; percentage retaining PT use at 6 and 12 months; cost per converted commuter.	Potential offers and options to be discussed with TfGM and / or points-based rewards scheme providers (e.g. BetterPoints or STAXI style).
PT3	Service improvements advocacy, focused on poorly served catchments (e.g. South Manchester)	Accountable: Associate Director Campus Experience Responsible: Transport Development Officer	1. Share postcode survey findings with TfGM and SCC to facilitate opportunity identification. 2. Convene operator meetings to explore direct links or timetable adjustments.	Data from Travel Surveys to be shared 2026. Negotiations and pilots 2026 onwards.	Improved services introduced; passenger counts on targeted routes.	Negotiations with TfGM in 2025 successfully ensured the no. 50 bus service has been retained for the 2025/2026 academic year. Other opportunities to be explored in collaboration with

						TfGM / SCC on review of the data share.
Car Use						
CU1	Car parking eligibility and management (demand management / pricing)	Accountable: Associate Director Campus Experience Responsible: Transport Development Officer and Support & Registrations	1. Align parking pricing with modal objectives. 2. Review staff and student parking eligibility (distance thresholds, salary bands, medical exemptions etc. subject to assessment at the relevant time). 3. Implement new eligibility and enforcement policy. 4. Review long-stay parking locations and reallocate for active travel infrastructure, green spaces, or alternative development opportunities.	Policy finalised 2026, implemented before Irwell Multi-Storey Car Park opens.	Number of permits issued; modal share of commuters; annual travel surveys; appeals and exemptions log; parking occupancy and turnover; parking revenue; modal shift indicators.	Car Park Management Review is currently being undertaken (2025). Parking demand nearing capacity at peak periods.
CU2	Car parking review and incentivising alternatives	Accountable: Associate Director Campus Experience Responsible: Transport Development Officer / HR	1. Review staff permit pricing, Park-Us options and discounts. 2. Explore the viability of introducing discounted parking for verified car sharers. 3. Trial preferential parking for EV car sharers as a transitional incentive.	Review 2026, phased implementation 2026–2028.	Staff permit numbers; car park usage data; car share registrations and verified shared trips.	Park-Us app in use, daily rate cited in prior plan.

CU3	Car sharing promotion and infrastructure	Accountable: Associate Director Campus Experience Responsible: Transport Development Officer / Sustainability Communications & Engagement Officer	1. Relaunch car share platform and match service for staff. 2. Offer priority parking bays for verified car sharers and discounted rates. 3. Run annual promotional drives tied to rewards scheme.	Relaunch 2026. Incentives live 2026–2027. To be monitored thereon.	Car share registrations; bay usage; reduction in single occupancy car trips in surveys.	Long-term decline in car share noted in surveys; focussed attention needed here.
Electric Vehicles						
EV1	EV charging network expansion and user experience improvements	Accountable: Estates & Facilities Director Responsible: University Engineer / Travel Development Officer / Carbon & Energy Manager / Head of Capital Projects	1. Map existing chargers and user pain points. 2. Produce an EV policy that also takes into account Estates and Research Chargers. 3. Install additional chargers at dispersed locations, including rapid chargers at key hubs. 4. Ensure all new buildings are installed with appropriate EV charging facilities as per the Sustainable Construction Policy.	Mapping 2026. Installations phased 2026–2030.	Number of connectors; utilisation rates; charger fault reports; user satisfaction survey.	Currently c.24 connectors (12 public, 12 research/fleet); user experience rated poorly from Travel Surveys.
EV2	Workplace EV incentives and planning for future adoption	Accountable: Associate Director of Campus Experience Responsible: Travel	1. Promote workplace EV leasing schemes and salary sacrifice for EVs. 2. Align charging rollout with forecasted EV adoption.	Scheme promotion 2026. Ongoing integration to 2030.	Number of employees using EV schemes; EV commuting share; charging demand forecasts.	Survey shows growing interest in switching to EVs; substantial latent demand.

		Development Officer / HR Rewards / Sustainability Communications and Engagement Officer				
Business Travel						
BT1	Business travel policy with modal hierarchy and reduction targets	Accountable: Associate Director of Sustainability Responsible: Travel Development Officer	1. Draft and approve formal business travel policy prioritising remote meetings, rail, and deterring domestic flights. 2. Develop a system incentivising low carbon business travel. 3. Set and publish annual reduction targets.	Policy drafted 2026. Integration 2026–2027.	Annual business travel carbon reporting; number of flights vs rail trips; policy compliance audits.	Business travel emissions reduced since baseline; need to lock in gains.
BT2	Business travel monitoring and perpetual improvement	Accountability: Associate Director of Sustainability Responsible: Travel Development Officer	1. Improve capture of business travel data in procurement and travel booking. Make carbon data visible during travel booking/options. 2. Annual review of travel emissions and corrective actions. 3. Promote low-carbon travel options via procurement frameworks. 4. Establish policy on carbon offsetting for business travel.	Data improvements 2026. Annual reporting ongoing.	Quality of travel data; year-on-year emissions trends; cost savings.	Baseline 1,321 tCO_2 in 2018/19; 627 tCO_2 in 2022/23.
University Vehicles						

UV1	Fleet decarbonisation and operational alternatives	Accountable: Estates & Facilities Director Responsible: University Engineer / Transport Manager	1. Maintain target of 50% EV by 2025 and increase to 95% by 2030 where operationally feasible. 2. Add further cargo bikes and e-bikes for operational use where deemed necessary. 3. Maintain procurement protocol prioritising low emission vehicles.	EV targets for 2030.	Fleet composition audit; fuel use and mileage reporting; operational cost comparison.	Fleet currently c.40% EV.
UV2	Fleet usage optimisation and pool vehicle strategy	Transport Manager	1. Explore the introduction of a pool vehicle booking platform and encourage shared use. 2. Replace low-utilisation vehicles with pooled EVs or cargo bikes.	Exploration of pilot pool booking 2026. Ongoing right-sizing to 2030.	Vehicle utilisation rates; number of pooled vs assigned vehicles; scope 1 emissions.	Fleet rationalisation in early stages but good progress made to-date.

9. Delivery

9.1 Financing

9.1 Efforts for funding will be made through existing programmes, such as the Campus Masterplan and Estates Long Term Maintenance. Applications for capital and revenue funding for projects will made through the business case process via the Strategic Portfolio Group.

9.2 Small grants from external bodies have been utilised for certain projects and these opportunities will continue to be explored. Funding for projects that cross over and meet the objectives of other parts of the University will be sought from the parties that will share in the benefits.

9.3 To establish a stable and regular programme of interventions, a proposal for a dedicated travel plan budget will be put forward.

9.2 Leadership and Governance

9.4 The previous Travel Plan has been embedded across the University to provide the best opportunity for the for the aims and objectives to be met. This will approach will continue to be adopted for this latest iteration of the Travel Plan.

9.5 Senior strategic leadership and ownership of the plan will continue to be provided through the Environmental Projects Board, reporting to the University Sustainability Board and Strategic Portfolio Board as required via the Sustainability Office to ensure alignment with the University Strategy and obtain the necessary priority and drive.

9.3 Communication and Marketing

9.6 To support delivery of this Travel Plan, we will prioritise a programme of communication, engagement, and awareness-raising activities to ensure that staff, students, and visitors are informed about the full range of sustainable travel options available to them.

9.7 The 2024/25 Travel Surveys highlight that a significant number of staff and students remain unaware of many existing travel initiatives offered by the University and its partners. This includes a lack of awareness around key schemes such as the Cycle to Work programme, the subsidised 50 bus service, EV charging facilities, and public transport fare caps available through the Bee Network. Similarly, relatively few respondents were familiar with the travel support information hosted on the University's website or the journey planning tools provided by Transport for Greater Manchester.

9.8 This evidence points to a clear need to improve visibility, consistency, and accessibility of travel communications across digital platforms, physical signage, staff induction materials, student welcome information and day-to-day messaging.

9.9 To address this, we will work across departments to ensure travel messaging is embedded into wider University communications. This will include:

- Updating and relaunching the University's online travel information hub;
- Incorporating sustainable travel information into recruitment, induction, enrolment, and HR onboarding processes;
- Improving signage and physical information points across all campus locations;
- Collaborating with TfGM, Salford City Council, and local operators to share live service information and promotional material; and

- Ensuring travel content is integrated into existing Sustainability communications channels.

9.10 In addition, opportunities for academic engagement will continue to be supported. Live student briefs, collaborative research and pilot project evaluation will be explored through the Healthy Active Cities Research Group and other relevant academic partners. This approach not only supports the promotion of sustainable travel but also helps embed the University's broader sustainability values into the learning experience.

9.11 By strengthening the communication of sustainable travel options and linking this with improvements to infrastructure and policy, we will support greater visibility, awareness, and uptake across our University community.