

University of Worcester Travel Plan – 2026 to 2030

I Executive Summary

Travel is essential to the everyday activities of our students and staff, as well as connecting the University with the global academic community. However, it also contributes significantly to our environmental impact.

Our Travel Plan is a strategic document that confirms our commitment to encouraging and facilitating more environmentally conscious travel habits by students, staff and visitors to the University, in pursuit of our ambitions for Net Zero.

Since our first Travel Plan was developed in 2013, we have made measurable progress in reducing transport-related carbon emissions while embedding sustainable travel within institutional governance, campus infrastructure, and community partnerships.

I.1 Demonstrable Carbon Reduction

The University has achieved significant reductions in key Scope 3 travel emissions:

- Staff Business Travel: Reduced from 530 tCO₂e (2018/19 baseline) to 189 tCO₂e in 2024/25 - well ahead of the annual 8.4% reduction target. The University is significantly outperforming its target in this area.
- Student Travel to/from an Out-of-Term Address: Reduced from 9,457 tCO₂e (2022/23 baseline) to 5,609 tCO₂e in 2024/25 - almost a 50% reduction in two years, substantially exceeding the 5% annual reduction target.
- Staff & Student Commuting: Emissions have reduced from the 2018/19 baseline (8,190 tCO₂e) but remain above the 2024/25 target. Nonetheless, the post-pandemic rebound has been partially mitigated through continued hybrid working and behaviour change initiatives.

I.2 Infrastructure and Capital Investment

The University has invested significantly in transport infrastructure and measures that encourage and support behaviour change, with key successes including:

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- Installation of 100 electric vehicle charging points, including rapid chargers, positioning the University as the “Most EV Friendly University in the UK” (2024).
- Over 900 cycle parking spaces, secure storage, showers and lockers across campuses.
- Support for major active travel infrastructure including the Kepax Bridge (opened 2024) and the Henwick Road to Riverside route (opened 2023), significantly improving east–west pedestrian and cycle connectivity across Worcester.
- Active promotion of the city-wide Beryl bike hire scheme, including student discounts, replacing the University’s earlier in-house scheme.
- Real-time public transport information on campus and bus stop infrastructure upgrades.
- Installation of ANPR on University car parks (to be completed by Summer 2026) to allow for better management of access and parking.
- A number of student-led projects delivering demonstrable benefits, including the ‘Rail Trails’ health and wellbeing walks.

These interventions address both carbon reduction and wider health, accessibility and community objectives.

1.3 Governance and Cultural Embedding

Sustainable travel is now embedded within university governance through:

- Establishment of a Travel and Transport Steering Group reporting to the Sustainable Development Committee.
- Integration of travel into the Green Impact programme.
- Ongoing engagement with local authorities and community forums.
- Participation in the Modeshift STARS platform.
- Annual staff and student travel surveys to inform evidence-led decision-making.

This structured governance approach ensures that travel planning is iterative, data-driven, and responsive to behavioural trends.

I.4 Behavioural Change and Mode Shift

Encouraging trends include:

- Reduction in staff single-occupancy car commuting from a post-pandemic peak of 70% to 60%.
- Increased walking levels among staff (21%, higher than pre-pandemic levels).
- Strong awareness and growing engagement with sustainable travel initiatives.
- Significant willingness among both staff and students to consider car sharing, presenting future emission reduction opportunities.

GIS analysis of permit holder postcodes demonstrates substantial latent potential for further mode shift:

- 14% of staff permit holders live within walking distance.
- 34% of staff and 22% of students live within reasonable cycling distance.
- Nearly half of staff and one-third of students live within a 60-minute public transport journey.

This evidence base will support targeted interventions and a review of current car park permit criteria and costs.

Recognising that many commuters remain car-dependent, the University will continue to take an approach of:

- Reducing unnecessary car trips through incentives and infrastructure for alternatives.
- Reducing the carbon impacts of unavoidable car use through EV infrastructure and salary sacrifice schemes.
- Introducing ANPR systems to enable more robust, equitable parking management aligned with sustainability objectives.

This balanced approach mitigates carbon impact without undermining accessibility or inclusion.

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1.5 Wider Institutional Benefits

Beyond carbon reduction, the Travel Plan continues to deliver wider benefits including:

- Improved health and wellbeing through active travel initiatives and campus walking routes.
- Financial savings for staff and students through discounted transport schemes and salary sacrifice programmes.
- Strengthened partnerships with local councils and stakeholders.
- Enhanced campus development prospects through proactive transport impact management.

1.6 Conclusion

1.6.1 The University of Worcester has moved beyond aspirational sustainability commitments and delivered measurable carbon Scope 3 reductions, infrastructure investment, governance reform and engagement in travel and transport. Moving forwards, a series of actions have been identified to enhance those already taking place/delivered to date.

1.6.2 This is with the aim of continuing to make progress towards our targets, and support our students and staff to travel to and between campuses as easily, healthily and cost effectively as possible.

2 Introduction

2.1 Context

2.1.1 Transport is the largest emitter of carbon nationally, producing 29% of the UK's total emissions in 2023; a significant proportion of the university's own carbon emissions also come from transport. These include those arising from commuting, business travel, student placements and field trips, fleet vehicle trips, and travel associated with student journeys to/from an out-of-semester address.

2.1.2 The University has a long running commitment to encouraging and supporting sustainable travel options. In 2013 we launched our first Travel Plan, which formalised this commitment and outlined a range of measures to support staff and students to make informed travel choices and to measure the impact of our actions on an ongoing basis.

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2.1.3 The Travel Plan will play a key role in the University’s ambition to reduce our greenhouse gas emissions (including Scope 3) to Net Zero by 2030 and reflects the University’s alignment with the United Nations Sustainable Development Goals (UN SDGs).

2.1.4 This latest iteration of the Travel Plan covers the period 2026 to 2030; in addition to our focus on reducing carbon emissions from transport, this plan reaffirms our commitment to supporting staff and students to make informed travel choices, improving health and wellbeing, accessibility and inclusion and to delivering tangible measures that benefit our local community and environment.

2.2 Benefits

2.2.1 Encouraging and supporting the University community to choose more sustainable travel options has wide ranging benefits:

- ✓ **Environment:** encouraging a switch to ‘greener’ travel options, and continued support for hybrid working will help reduce Scope 3 emissions from transport, complementing the University’s Net Zero goals and improving local air quality.
- ✓ **Cost savings:** ensuring staff and students are well informed of offers and discounts available to them can help with recruitment and retention (by reducing travel costs) and alleviate cost-of-living concerns.
- ✓ **Health and well-being:** active travel is great for physical and mental health; increasing walking and cycling reduces absenteeism and staff and student turnover.
- ✓ **Inclusivity:** improving sustainable travel infrastructure and services ensures that those without a car can access their place of work or study as easily as possible.
- ✓ **Accessibility:** delivering improvements to campus infrastructure can improve access for all, included those with disabilities or impaired mobility.
- ✓ **Community:** demonstrating a proactive approach to travel planning can serve to encourage positive relations with the Council and those living or working in the local area.
- ✓ **Parking and congestion:** fewer people driving to the University means those with a need to park can do so more easily and routes around the campus are less busy.
- ✓ **Campus development:** minimising the transport impacts of existing university activities can support future development proposals.

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2.3 Challenges

2.3.1 Notwithstanding the above, the University faces a number of challenges in encouraging staff and students to travel to campus more sustainably:

- **Location of Worcester:** Whilst within the West Midlands region, Worcester is geographically remote from the major urban centre of Birmingham and its surrounds, public transport service frequency and coverage can result in significantly longer commuting times when compared to driving.
- **Commuter Students:** Around two-thirds of our students live at the same address during and out of term time and face a regular commute to campus; those living outside the local area are likely to have more limited active travel or public transport options and thus greater dependency on a car to get to campus. They are also likely to experience higher travel costs (albeit this can still be cheaper than taking on student accommodation in the city).
- **Placements:** Similarly, a high proportion of students undertake a placement as part of their course, and many require a car to access them. It is then increasingly likely that they will also drive to campus when not on placement.
- **Car Parking Availability and Management:** The University allows staff and students to park on campus (at St John's) for the equivalent of a minimal daily charge, meaning driving to campus offers a significantly cheaper option than public transport and, therefore, encouraging mode share can be difficult.
- **Timetabling:** Fragmented class times and later finish times can make public transport less feasible.
- **Financial Pressures:** Across the sector, Universities are increasingly experiencing financial pressure, resulting from a sustained period of frozen tuition fees and restrictions on international student recruitment. This means that funding available for sustainable transport initiatives and infrastructure is more limited (and consequently initiatives delivered may be less impactful).

2.4 Document Structure

Following this introductory section:

- **Section 3** provides a high-level summary of campus accessibility and barriers to encouraging more of our staff and students to travel sustainably.

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- **Section 4** considers how our staff travel to the University, their motivations and propensity to change, and sets out historic trends.
- **Section 5** discusses student travel patterns and how these have changed over time.
- **Section 6** compares year-on-year Scope 3 carbon emissions from travel and transport and assesses progress towards our targets.
- **Section 7** reviews progress to date in terms of actions delivered to date and identifies additional measures that will supplement these moving forwards, in the context of a review of permit holder access to campus.
- **Section 8** confirms how we will monitor and report on progress towards our targets and actions.

3 Campus Accessibility

3.1 Walking, Wheeling & Cycling

- 3.1.1 Based on the most recent travel surveys in the 2024/25 academic year, 21% of staff and 25% of students (not residing on campus) walk to the University, as their principal commuting mode, whilst 7% of staff and 1% of students cycle.
- 3.1.2 Worcester is a compact city meaning, for many, it is easy to walk around, and for the most-part, the University is well-connected with the city centre on foot; the walk between St John’s Campus and City Campus takes around 25 minutes. The River Severn does, however, act to lengthen some east-west movements, as illustrated in **Figure 3.1**, albeit this has been dramatically improved in recent years as a result of the Kepax Bridge.
- 3.1.3 Cycling within the city is impacted by one-way traffic restrictions around Bridge Street, particularly, which negatively impact the ease of movement (**Figure 3.2**). Once on campus, however, there is plenty of cycle parking including a mix of secure parking with swipe card access, partially covered and uncovered stands. Similarly, shower and locker facilities are available.
- 3.1.4 The city also benefits from a Beryl bike hire scheme (including e-bikes), with several hire locations across the St John’s, City and Severn campuses.

Figure 3.1 – Walking Catchments

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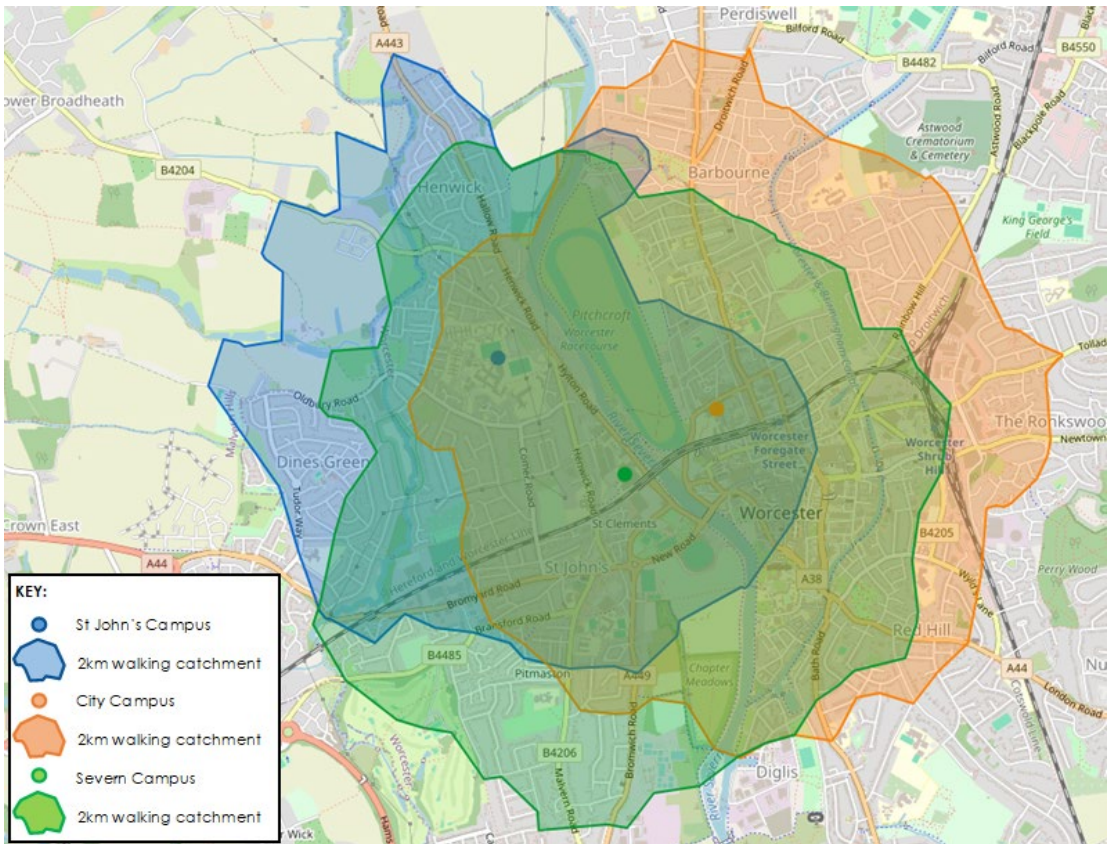
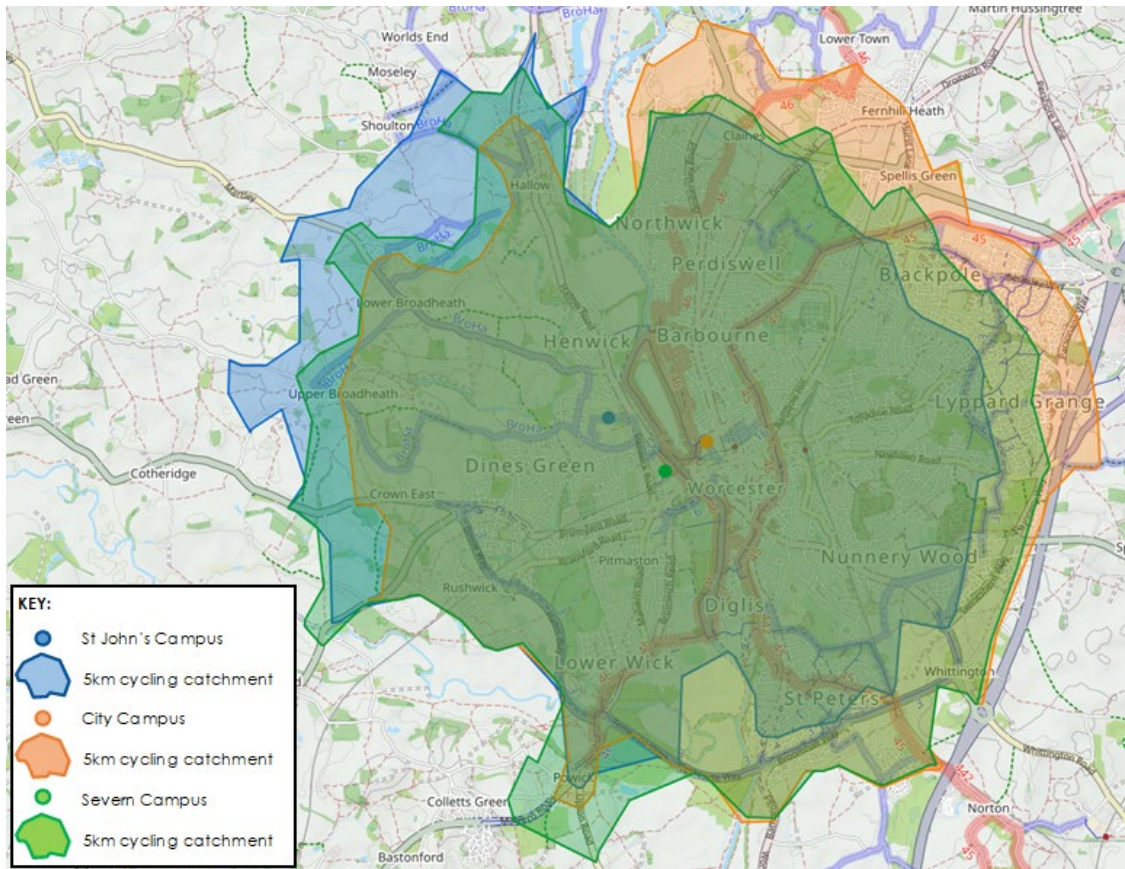


Figure 3.2 – Cycling Catchments

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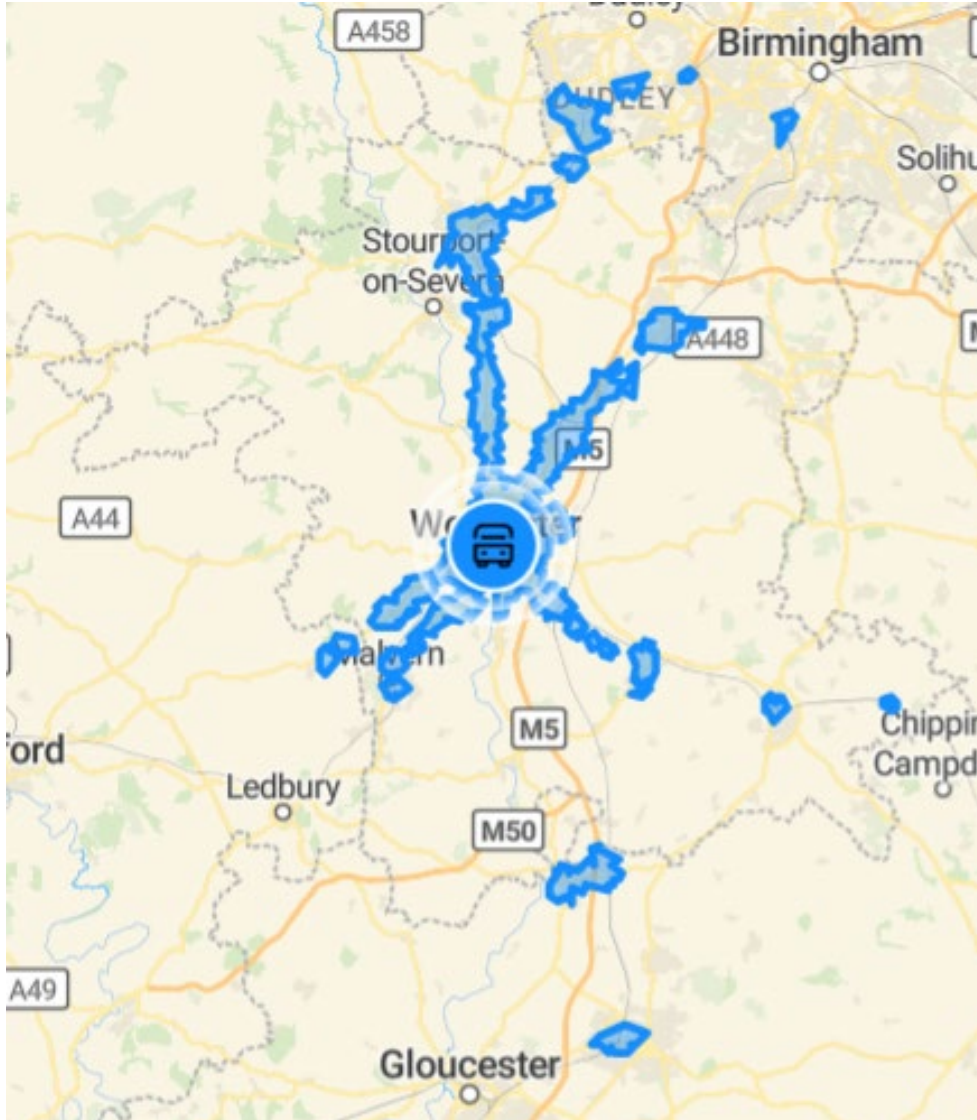


3.2 Public Transport

3.2.1 The city centre is reasonably well-served by public transport, with much of the suburban area of Worcester, along with Droitwich Spa and Malvern accessible within a 60-minute journey time (in the morning peak), as illustrated in **Figure 3.3**.

Figure 3.3 – 60-Minute Public Transport Catchment from Foregate Street Station

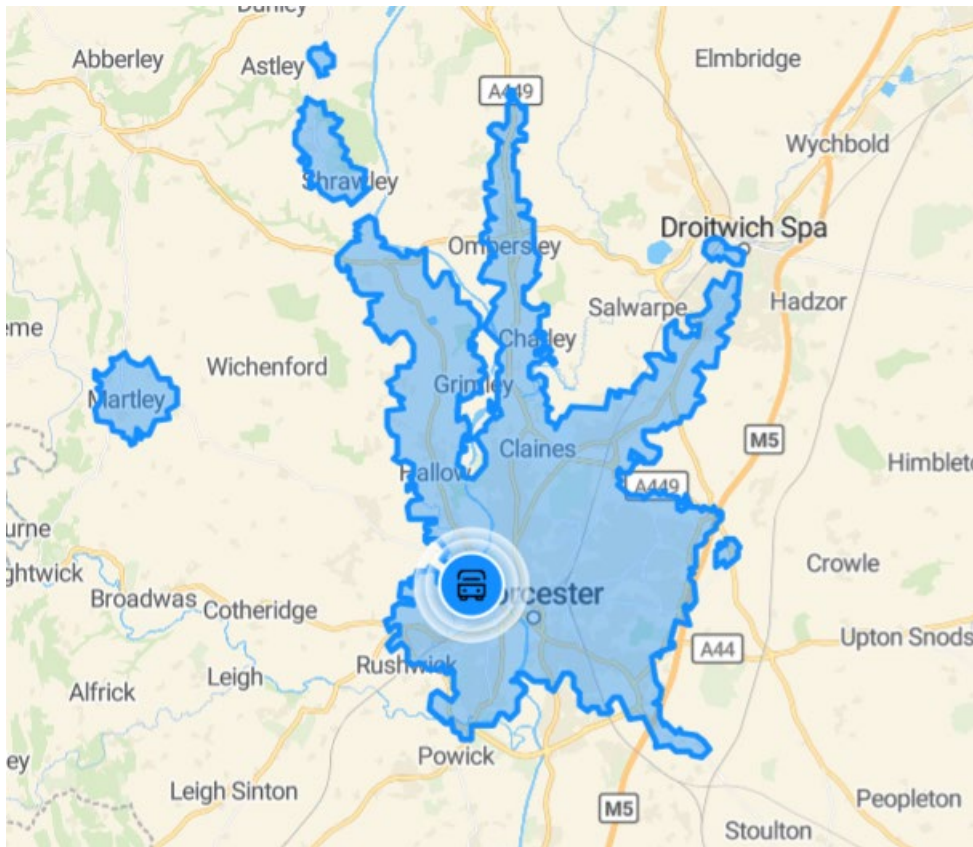
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3.2.2 Locations within 60-minutes of the St John's Campus by public transport are more limited, concentrated on a corridor to the northwest of the city (Figure 3.4)

Figure 3.4 – 60-Minute Public Transport Catchment (from St John's Campus)

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3.2.3 Public transport connections to other urban centres within the West Midlands region can be infrequent, slow and/or costly.

3.3 Car Parking

3.3.1 The University currently has over 1,400 car parking spaces across its estate, with c.900 of these at the St John's campus and 200 at Severn Campus; there is no car parking at City Campus. All staff and students can apply for a permit, albeit this does not guarantee a parking space. In the 2025/26 academic year 2,124 permits were issued, including 738 to staff and 1,297 to students (as well as 89 'other' permits). Pay and display options are also available.

3.3.2 ANPR is due to be installed on all sites by Summer 2026; this will allow the University to improve compliance and ensure community users pay the relevant parking charges, thereby increasing revenue.

3.3.3 Parking permit charges are currently low in comparison to public car parks in the city and this likely contributes to the fact that 60% of our staff and 40% of students drive alone to campus.

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3.3.4 Our ability to meet our carbon reduction targets requires a robust (and equitable) approach to car park management, but it is essential that this is delivered alongside initiatives that support and facilitate alternative travel options and that we do not lose sight of the fact that, for a range of reasons, many of our staff and students will continue to need to drive to campus. That is not to say that we shouldn't take action to reduce the environmental impact of these trips.

3.3.5 Indeed, we have installed 100 EV charging points at the Severn Campus (including 6no. 50kwh chargers), for use by staff, students and the general public and offer an EV salary sacrifice scheme to staff.

4 Staff Travel

4.1 Overview

Characteristics of Respondents

4.1.1 The 2024/25 staff travel survey received a total of 231 completions, representing a response rate of 23%. Respondents were characterised as follows:

- 65% of staff work in Professional Services, 31% are Academics, and the remaining 4% work in other roles.
- Over three-quarters work full-time, with 20% being part-time.

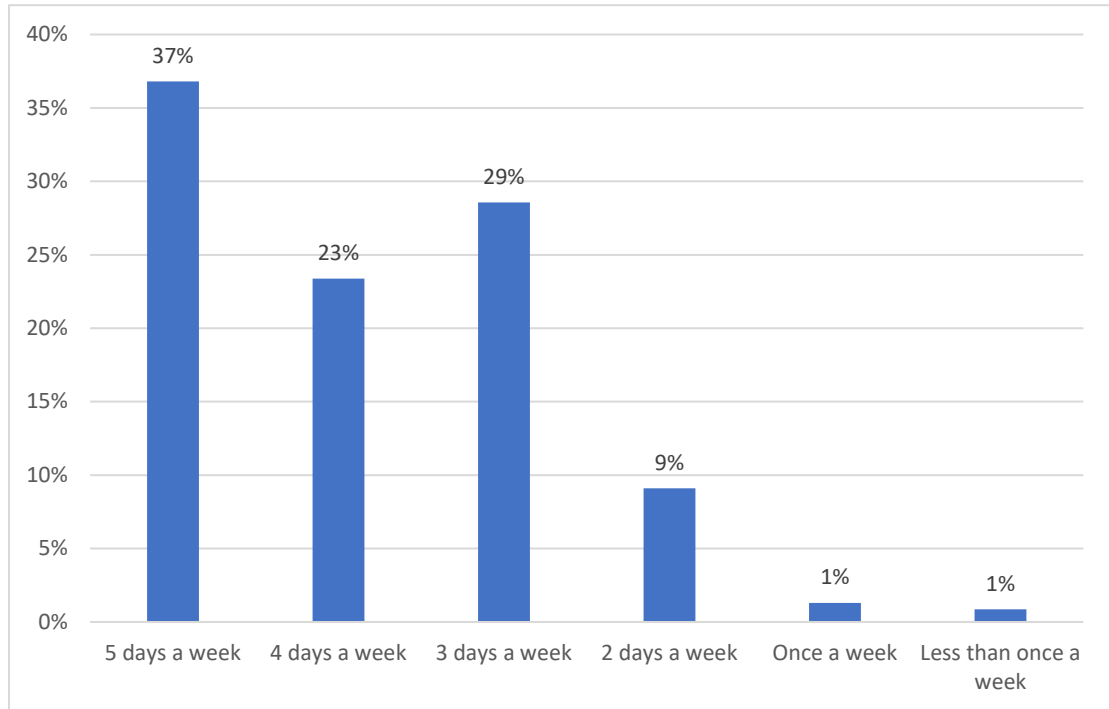
4.1.2 The following provides an overview of the key findings.

4.2 Day-to-Day Commuting

4.2.1 Respondents were asked about the number of days they travel to campus in a typical week (**Figure 4.1**). 89% of staff commute to campus three days a week or more. The average is 4 days a week.

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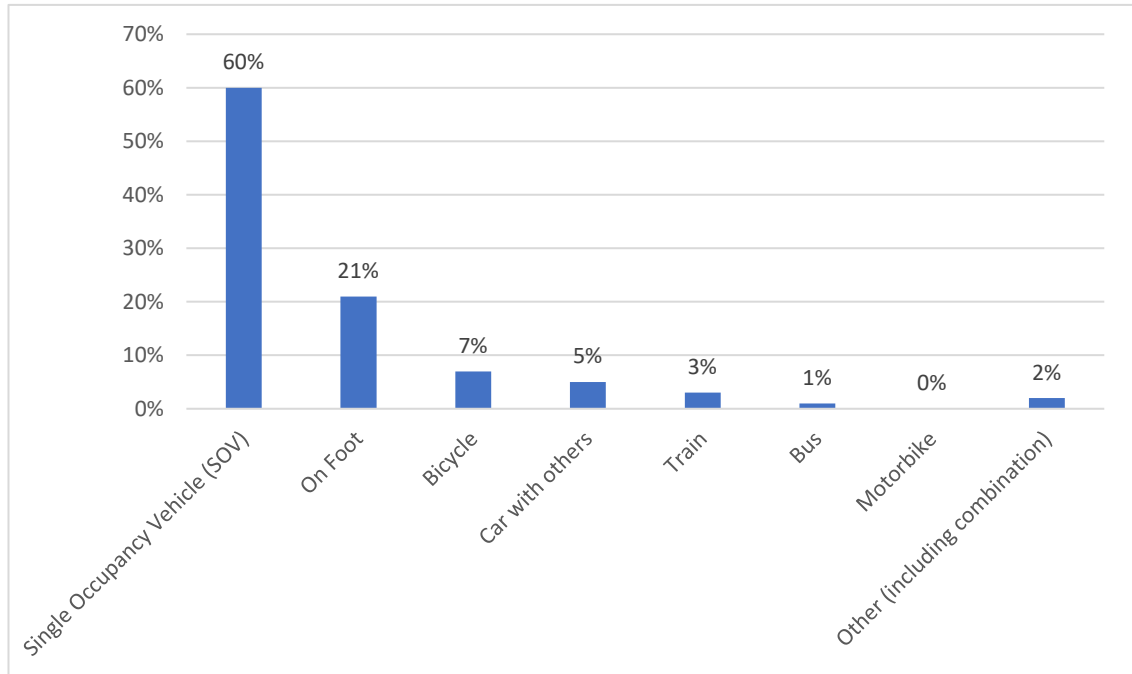
Figure 4.1 – No. of Days on Campus in a Typical Week



4.2.2 The most popular mode of staff commuting (based on usual mode) continues to be car alone (60%), followed by commuting on foot (21%) and then bicycle (7%), as illustrated in **Figure 4.2**.

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Figure 4.2 – Main Mode of Commuting, Staff (2024/25)



4.2.3

Notably, the proportion of staff travelling by car alone has reduced following a post-pandemic peak of 70% in both 2021/22 and 2022/23 (up from 66% in 2018/19); this is particularly encouraging.

Figure 4.3 - Main Mode of Travel (Comparison)

Mode of Travel	Year			
	2018/19	2020/21	2022/23	2024/25
Bus	4%	3%	2%	1%
Bicycle	9%	9%	7%	7%
On Foot	17%	16%	17%	21%
Train	4%	3%	4%	3%
Motorbike	0%	1%	0%	0%
Car alone	66%	70%	70%	60%
Car with others	4%	4%	7%	5%
Other (including combination)	-	-	-	2%

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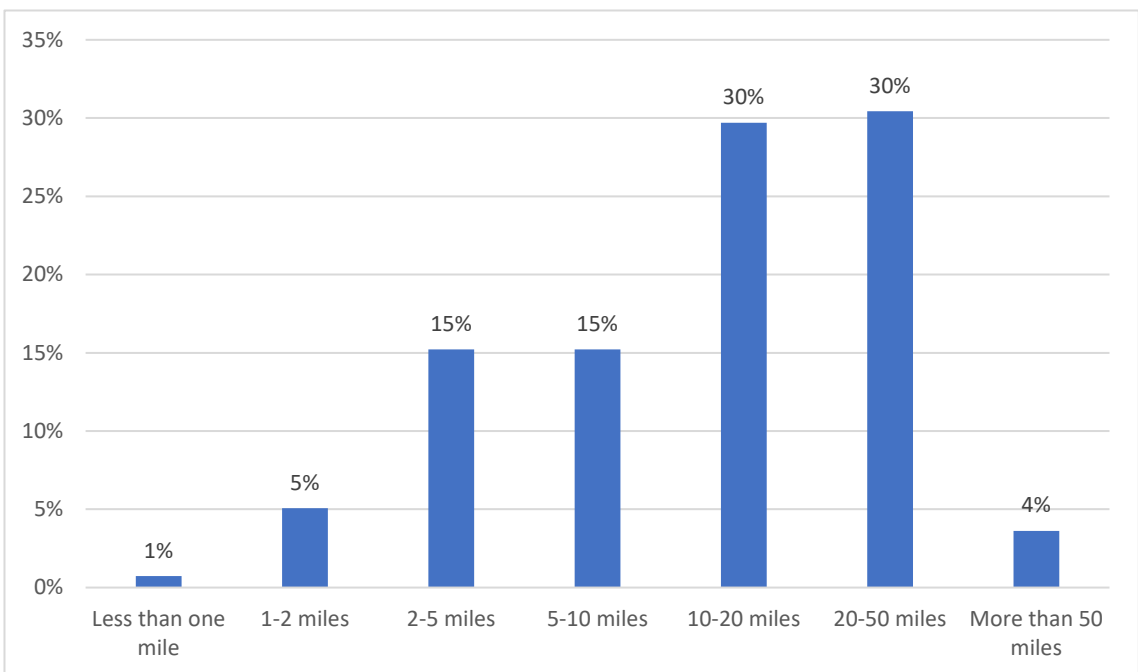
4.2.4 The data also suggests that:

- The proportion of staff travelling on foot has increased and is higher than pre-pandemic levels.
- The proportion of staff cycling remains consistent with 2022/23 levels at 7%, having reduced from 9% in previous years.
- The proportion of staff who travel by bus has continually decreased, from a peak of 10% in 2013 to just 1%.
- Whilst lower than in 2022/23, the proportion of staff car sharing exceeds pre-pandemic levels at 5%.

CAR USERS

4.2.5 Those travelling by car alone were asked to estimate the distance they commute to campus. **Figure 4.4** summarises the results from the 2024/25 survey, whilst **Figure 4.5** compares this with previous years.

Figure 4.4 – Commuting Distance for Staff Lone Car Drivers (One-Way), 2024/25



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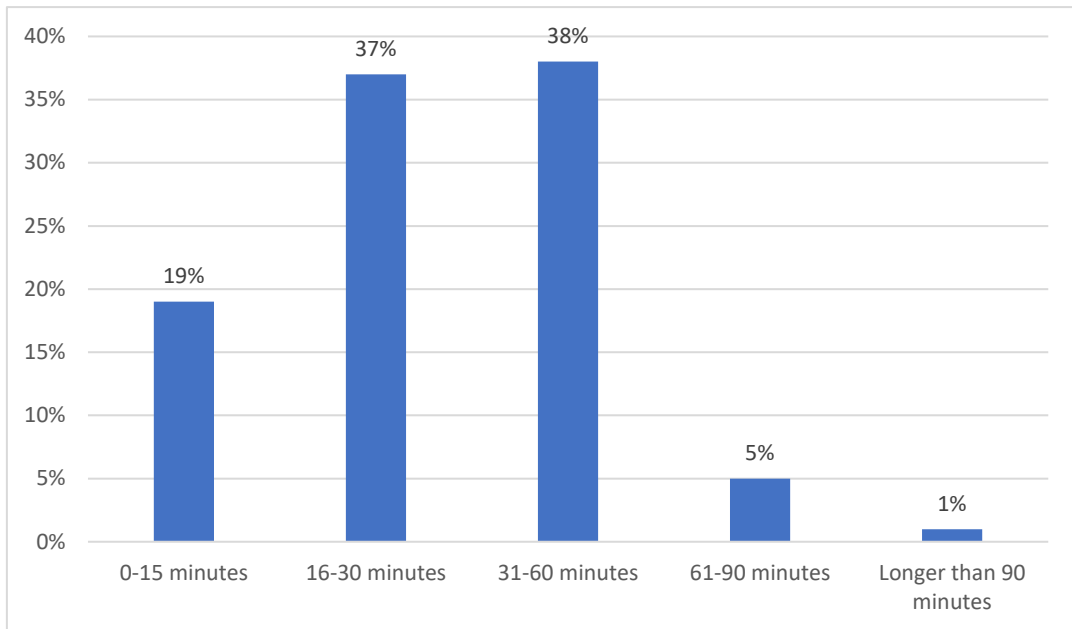
Figure 4.5 - Commuting Distance for Staff Lone Car Drivers (One-Way), Trends

Distance Travelled	Year			
	2018/19	2020/21	2021/22	2024/25
Up to 1 mile	3%	1%	2%	1%
Over 1 mile and up to 2 miles	3%	4%	3%	5%
Over 2 miles and up to 4 miles	13%	11%	13%	15%
Over 4 miles and up to 10 miles	25%	33%	28%	15%
Over 10 miles and up to 20 miles	24%	23%	23%	30%
Over 20 miles and up to 50 miles	28%	22%	26%	30%
Over 50 miles	5%	4%	4%	4%

- 4.2.6 In 2024/25, 64% of those that drive alone live over 10 miles from campus; this compares with 54% in 2021/22, 49% in 2020/21 and 57% in 2018/19. Conversely, 6% live within 2 miles, which is broadly consistent with previous years.
- 4.2.7 Lone car drivers were also asked to indicate how long their commute to campus typically takes; **Figure 4.6** summarises the results. Nearly half of lone car drivers have a commute of 30 minutes or less, with 94% having a journey time of an hour or less.

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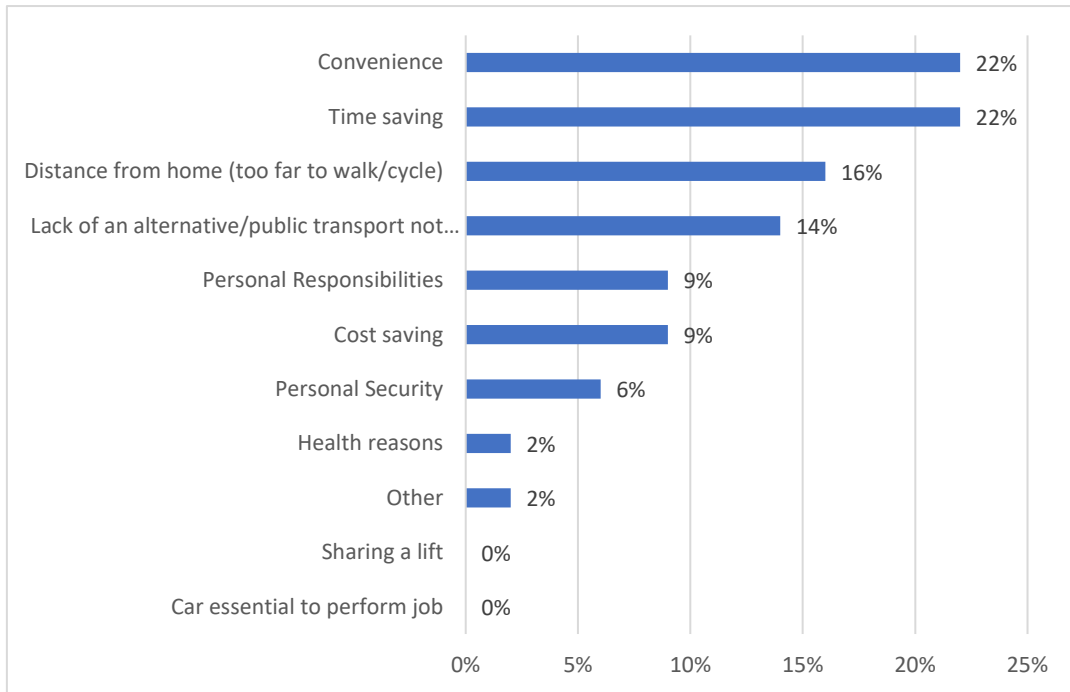
Figure 4.6 – Journey Time for Lone Car Drivers (One-Way), 2024/25



4.2.8 Car drivers were also asked the reasons why they travel by car alone (**Figure 4.7**). The principal reasons are convenience, journey time (compared with other options) and distance; lack of public transport options also features commonly.

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Figure 4.7 – Reasons for Commuting by Car, 2024/25



4.2.9 Comparing this with previous years, convenience and time savings have both increased in popularity, whilst distance from home is significantly less popular as a reason in 2024/25; this is despite an increase in the proportion of car drivers living further from campus. Personal responsibilities has also reduced considerably.

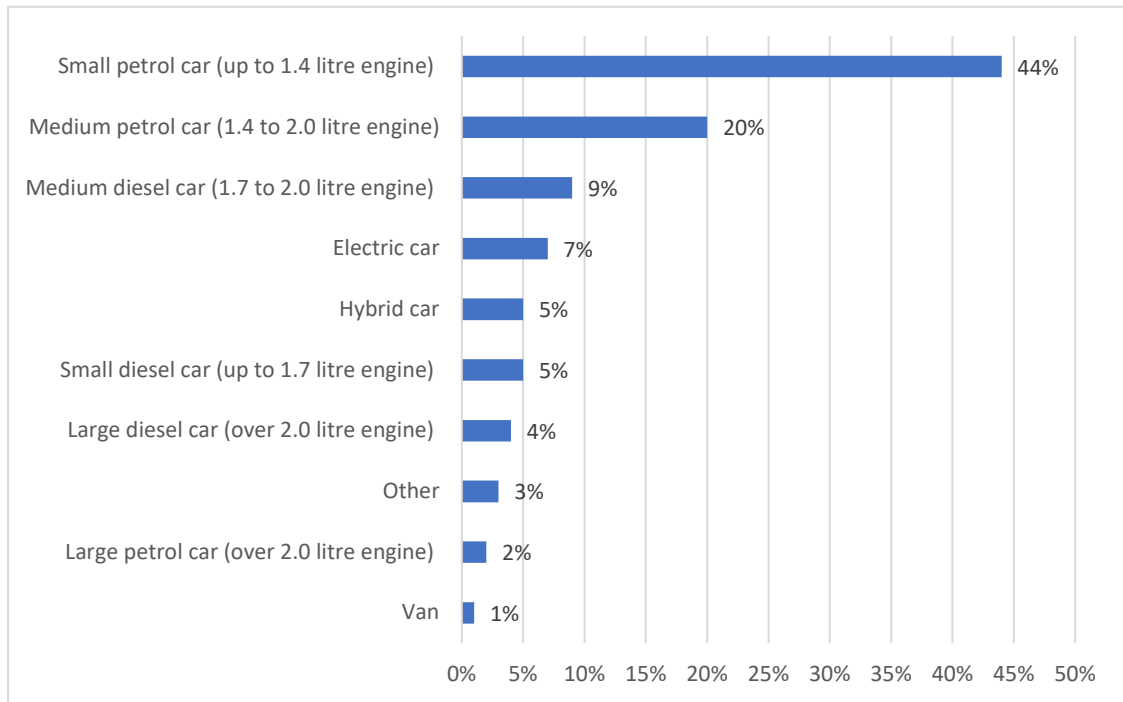
Figure 4.8 – Reasons for Commuting by Car, Trends

Reason	2018/19	2020/21	2021/22	2024/25
Convenience	12%	15%	15%	22%
Time saving	15%	15%	15%	22%
Distance from home (too far to walk/cycle)	28%	27%	25%	16%
Lack of an alternative/public transport not available	12%	15%	9%	14%
Personal Responsibilities	19%	18%	21%	9%
Cost saving	3%	1%	3%	9%
Personal Security	1%	1%	2%	6%
Health reasons	3%	3%	3%	2%
Other	9%	5%	7%	2%

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4.2.10 Of those that drive to work, 94% have a university parking permit. **Figure 4.9** confirms the engine type of those that drive to campus.

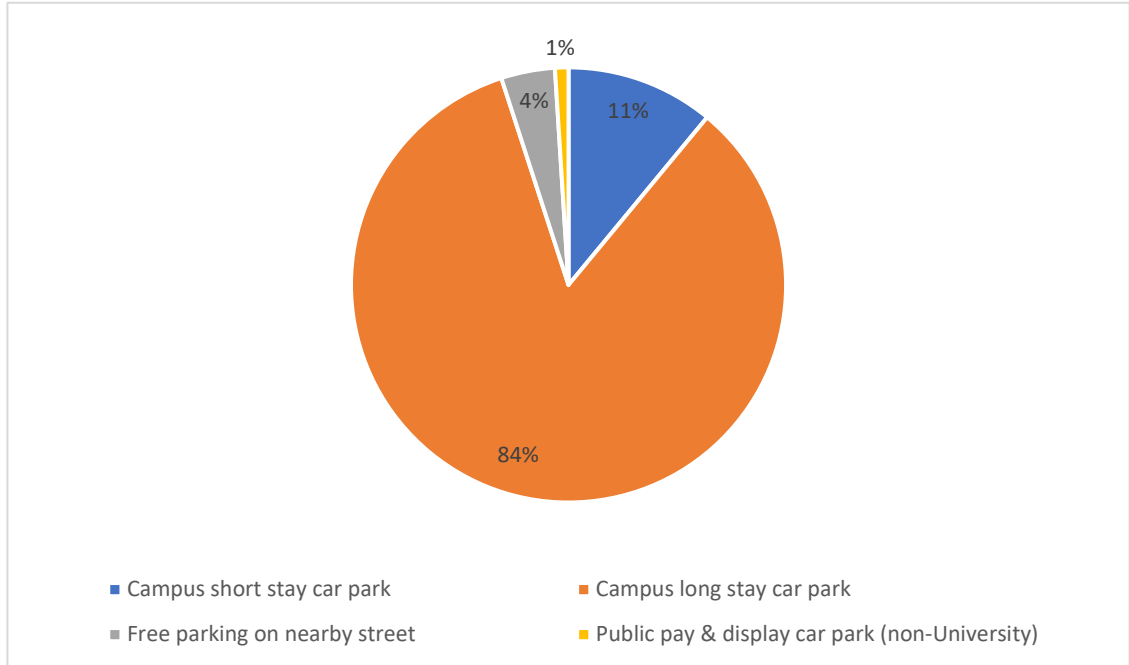
Figure 4.9 – Staff Car Drivers, Engine Type (2024/25)



4.2.11 Petrol cars with engines up to 2.0 litres remain the most common among staff, accounting for 64% of vehicles driven to campus. Electric and hybrid vehicles account for 12%.

4.2.12 **Figure 4.10** indicates that the majority of drivers without a permit park in the campus long stay car park (84%), whilst 11% use the short stay parking on campus. Four percent of staff park on nearby residential streets, likely as a consequence of car parks on campus being full or to avoid paying to park.

Figure 4.10 – Parking Locations (Non-Permit Holders)



4.2.13

As shown in **Figure 4.11**, over three quarters of lone car drivers never car share, just 4% do so often. This is despite 19% of staff indicated that they would consider car sharing, with a further 37% indicating they might consider it (**Figure 4.12**).

Figure 4.12 - Frequency of Car Sharing amongst Lone Car Drivers

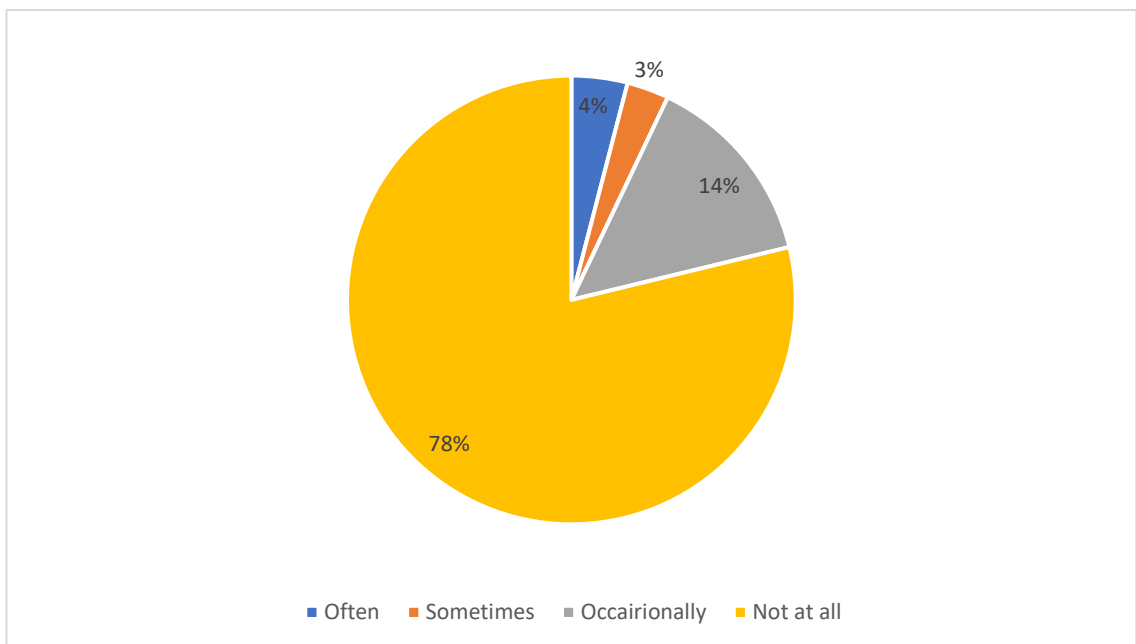
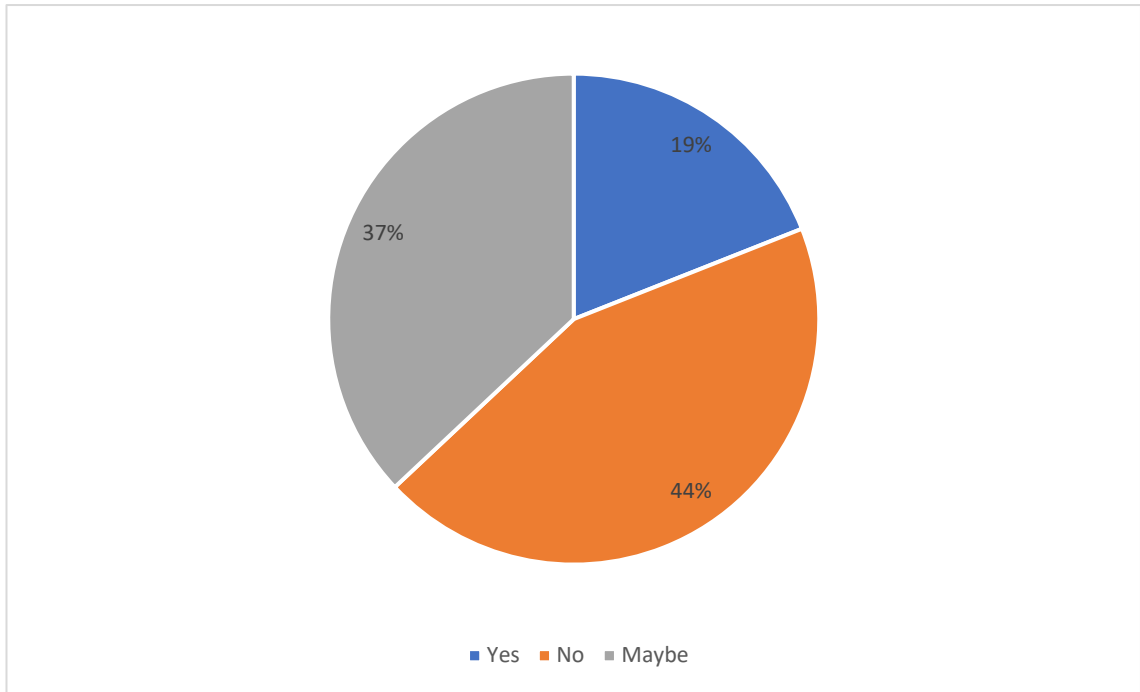


Figure 4.13 – Consideration of Car Sharing amongst Lone Car Drivers

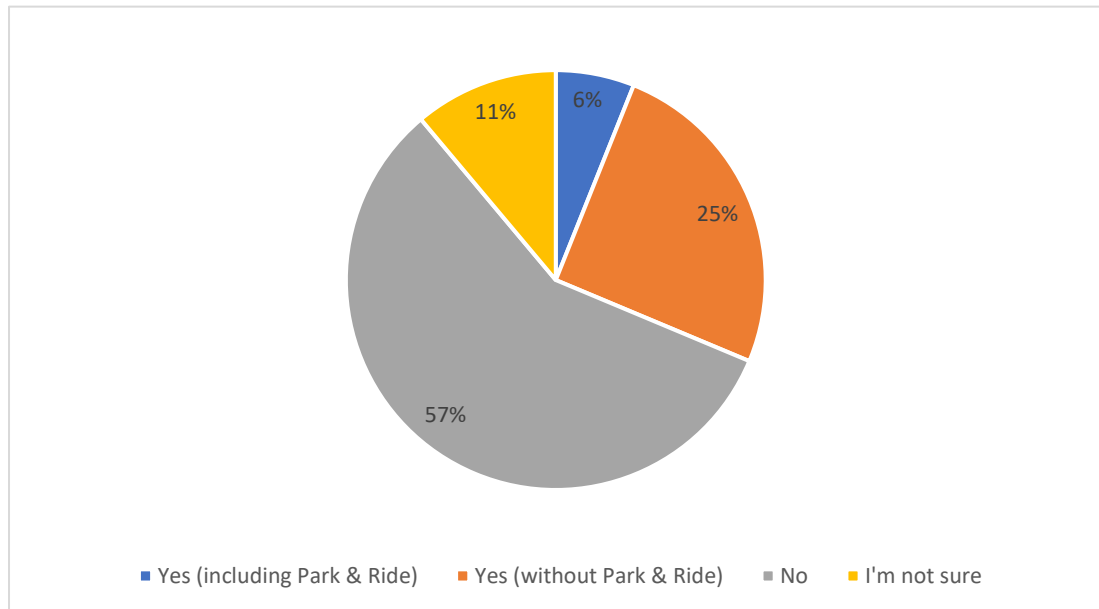


PROPENSITY FOR MODE SHIFT

4.2.14 The survey sought to understand how feasible staff consider commuting by public transport (Figure 4.14) and active travel modes (Figure 4.15).

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Figure 4.14 – Perceived Feasibility of Commuting by Public Transport (All Staff)

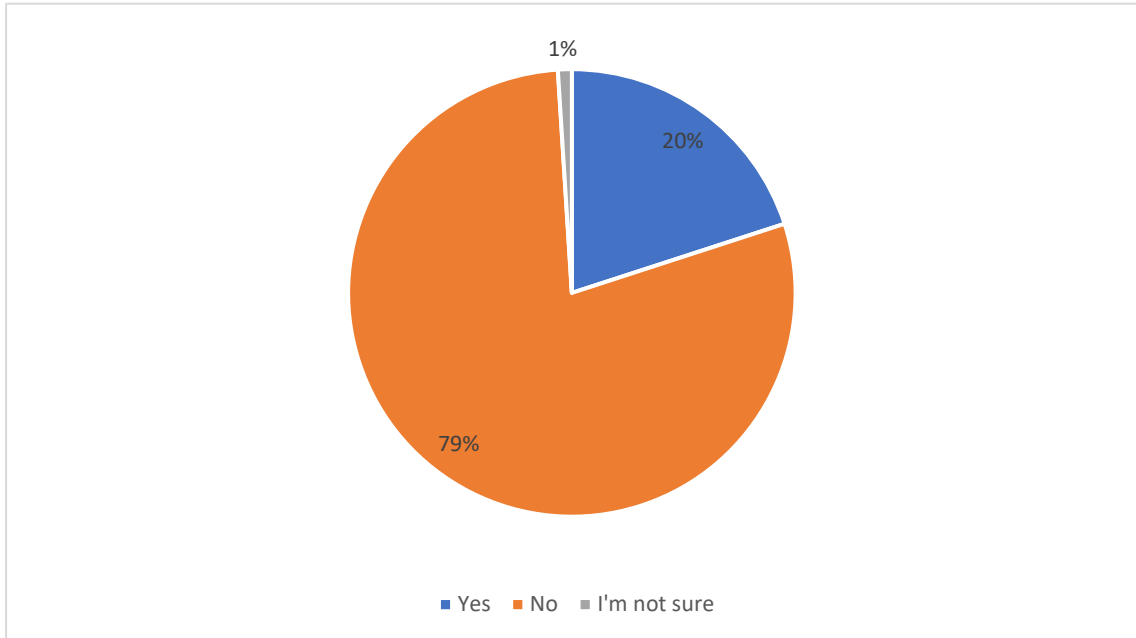


4.2.15 Over half of all staff consider travelling by public transport to be infeasible; however, 31% suggest they could travel by public transport (assuming this includes Park & Ride).

4.2.16 Considering active travel (**Figure 4.15**), 20% of all staff suggest they could walk or cycle, with a further 1% unsure.

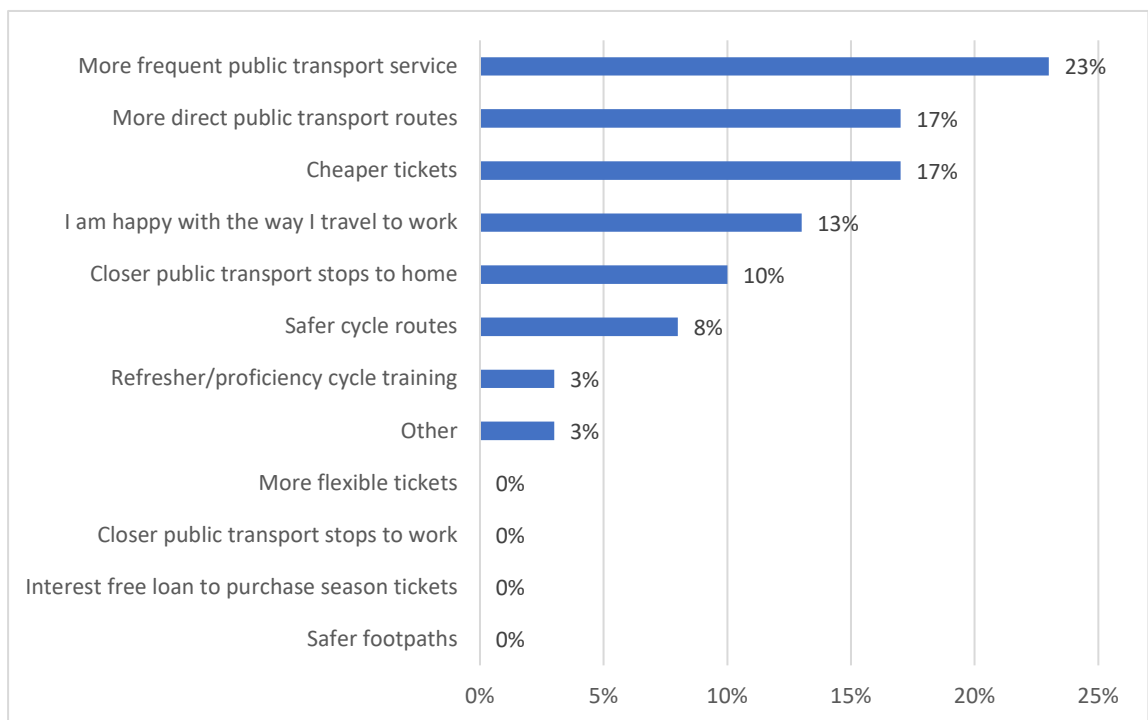
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Figure 4.15 – Perceived Feasibility of Commuting by Active Travel Modes (All Staff)



4.2.17 Staff were asked to select initiatives most likely to encourage them to commute by a more sustainable mode of travel. **Figure 4.16** presents the results from the 2024/25 survey, while **Figure 4.17** compares these findings with those from previous surveys.

Figure 4.16 – Popularity of Incentives to Encourage Sustainable Modes Amongst All Staff



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Figure 4.17 - Popularity of Incentives to Encourage Sustainable Modes (Trends)

	2018/19	2020/21	2022/23	2024/25
More direct public transport routes	16%	19%	22%	17%
More frequent public transport service	20%	20%	24%	23%
Closer public transport stops to home	19%	15%	18%	10%
Closer public transport stops to work	13%	15%	12%	0%
Interest free loan to purchase season tickets	0%	0%	0%	0%
Cheaper tickets	24%	18%	23%	17%
More flexible tickets	10%	8%	10%	0%
Safer cycle routes	27%	24%	27%	8%
Refresher/proficiency cycle training	4%	2%	4%	3%
Safer footpaths	9%	8%	7%	0%
I am happy with the way I travel to work	52%	53%	52%	13%
Other	0%	0%	0%	3%

4.2.18 In 2024/25, just under a quarter of all staff indicated that ‘more frequent public transport services’ would encourage them to adopt sustainable modes of travel. This is closely followed by ‘more direct public transport routes’ and ‘cheaper tickets’, each with 17%. These three incentives have remained the most consistently favoured options across all previous survey years.

4.2.19 Just 13% of people said they were ‘happy with the way they travel’ which is a significant decrease since 2018/19, when over half of staff reported being satisfied with their travel arrangements; there would be merit in understanding the reasons behind this in future surveys.

AWARENESS OF EXISTING INITIATIVES

4.2.20 The University have several schemes in place to encourage and support sustainable travel options. Staff were asked to indicate their awareness of the Beryl Bikes hire scheme (**Figure 4.18**) and the First Bus Commuter Travel Club (**Figure 4.19**).

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Figure 4.18 – Staff Awareness of the Beryl Bike Hire Scheme

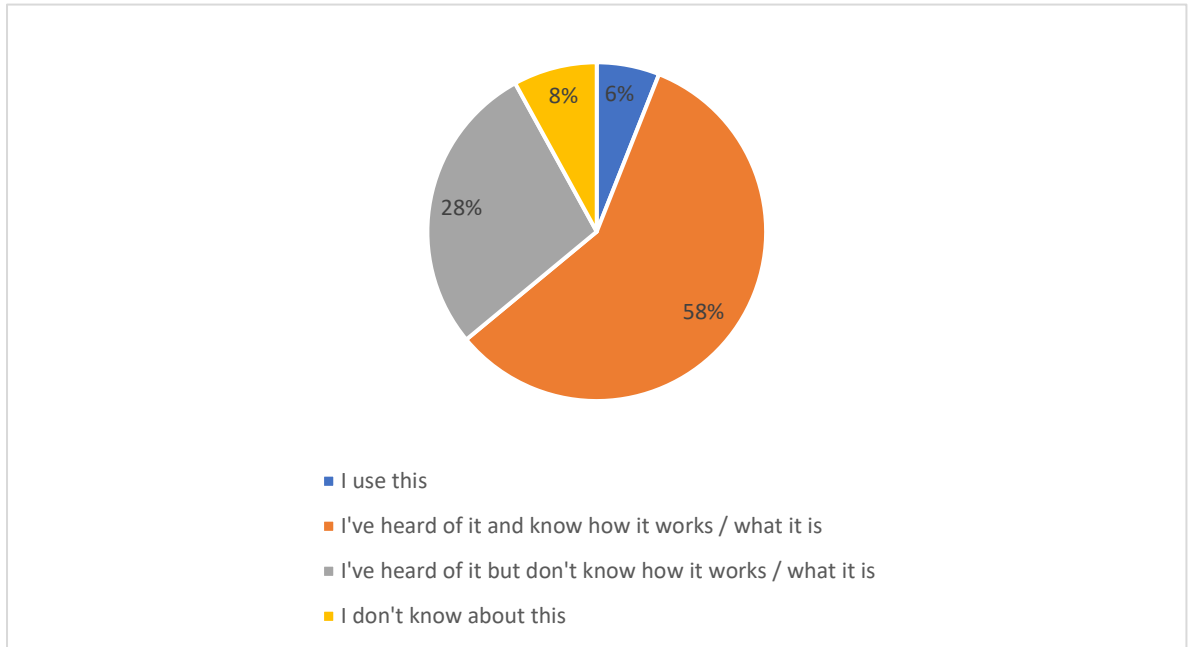
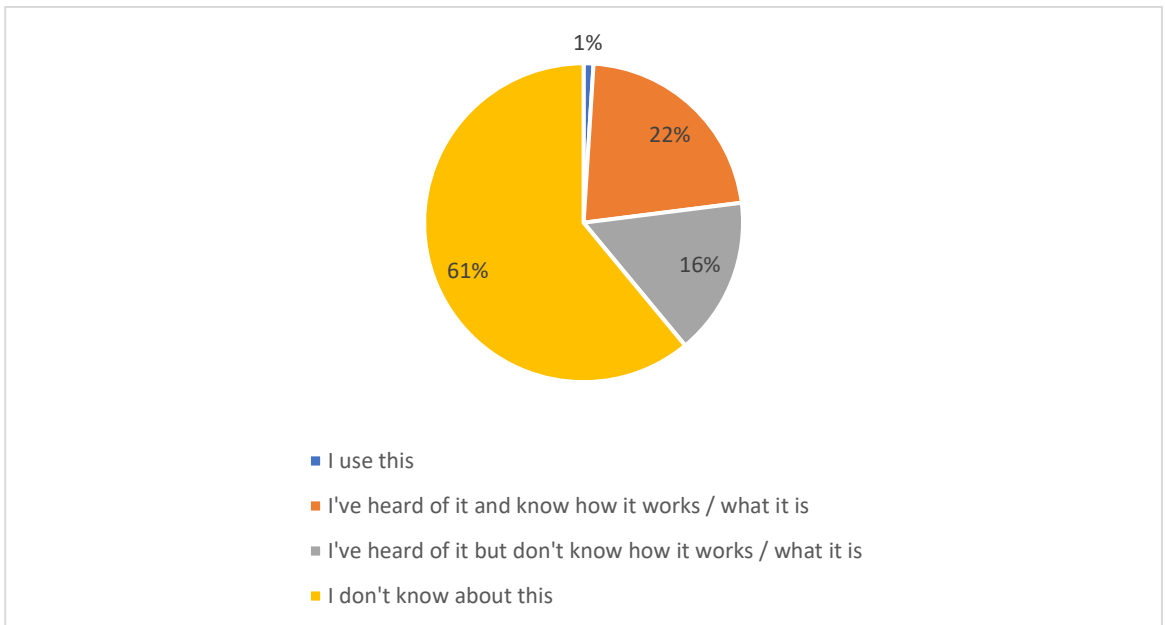


Figure 4.19 – Staff Awareness of the First Bus Commuter Travel Club

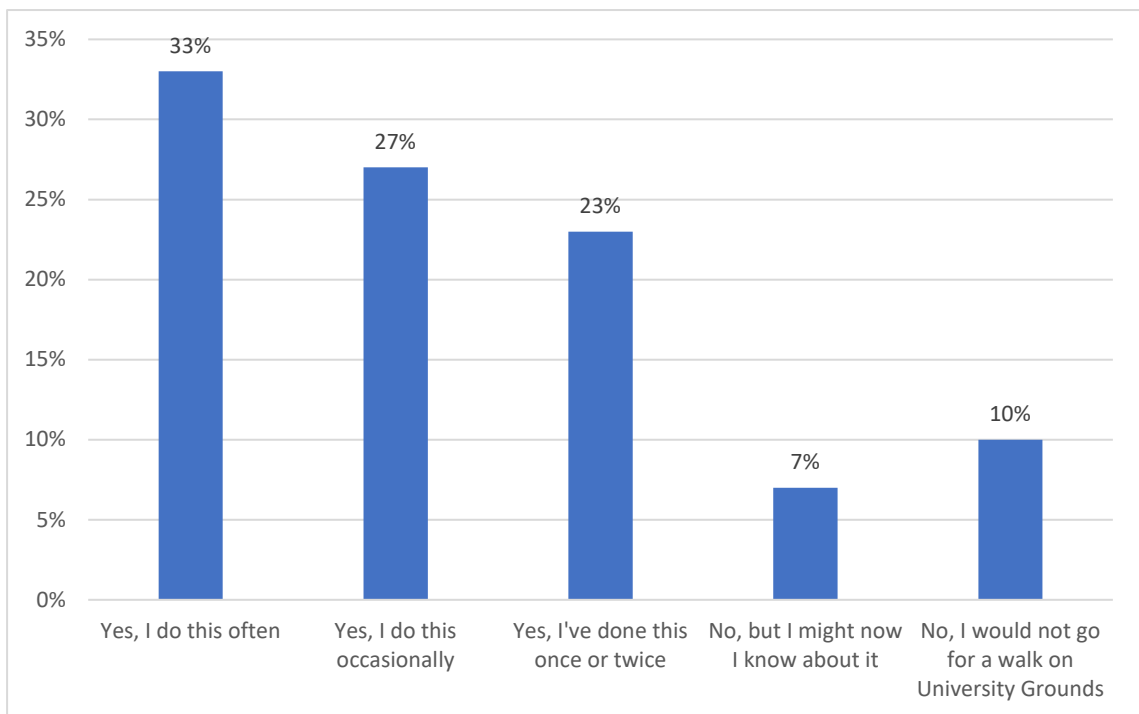


4.2.21 39% of staff are aware of the First Bus Commuter Travel Club, though just 1% have made use of it. 86% of staff are familiar with the Beryl Bikes scheme and 6% reporting active use.

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4.2.22 **Figure 4.20** shows that one-third of staff reported that they often use the ‘University Mile’ or walk around campus grounds for leisure, relaxation, or wellbeing purposes, and 27% said they do so occasionally, with 23% having done so once or twice. Encouragingly, 7% indicated that they might begin doing so now that they are aware of the opportunity.

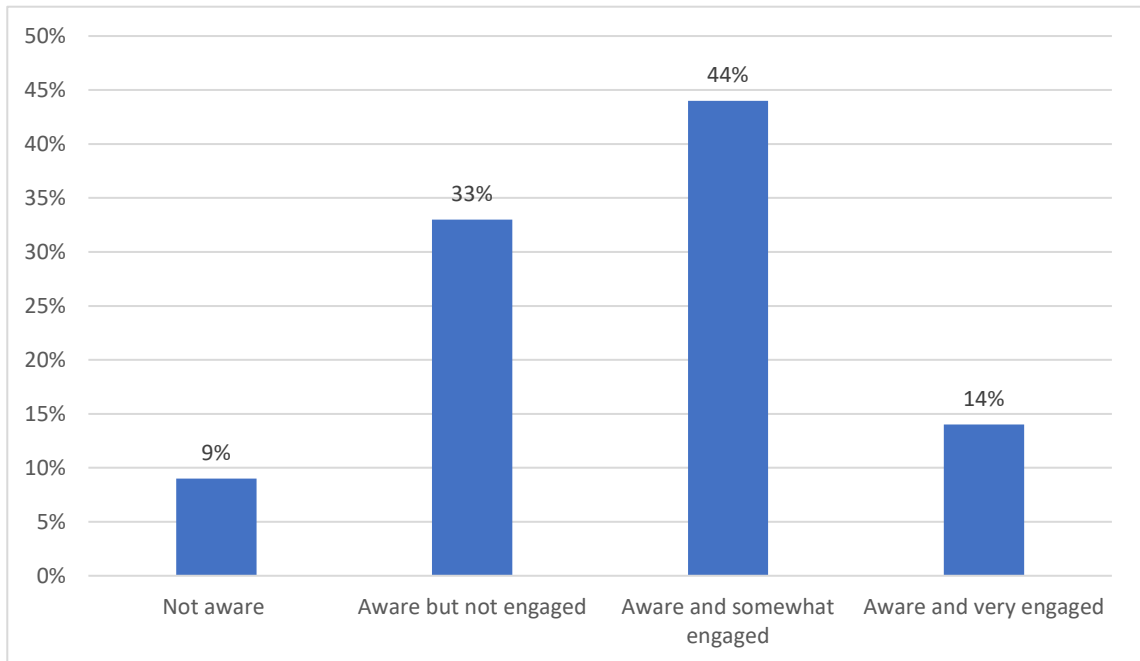
Figure 4.20 - Use of the ‘University Mile’ and Campus Grounds for Walking, Meetings, or Relaxation



4.2.23 Staff were asked about their level of knowledge of and engagement in the University’s efforts to encourage sustainable travel, more generally. As can be seen in **Figure 4.21** below, over half of staff (58%) are aware of and are either very engaged (14%) or somewhat engaged (44%) in them. Just 9% are not aware at all, with a further third being aware but not engaged at all.

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Figure 4.21 – Awareness of the University’s Efforts to Encourage Sustainable Travel



FREE-TEXT FEEDBACK THEMES

4.2.24 Staff were asked to leave any additional comments they may have about travel to the University. The key themes are summarised below.

Public Transport Themes

- Public transport is not cost effective.
- Public transport is unreliable.
- Some staff have no public transport options available to them.

Active Travel Themes

- The opening of Keepax Bridge has been good at encouraging more active travel.
- Offer staff-only showers.
- There is poor pedestrian/cyclist infrastructure between campuses.
- Dangerous driving in the local area makes it unsafe for cyclists.

Car-Based Themes

- Driving is the only feasible option for many staff members (e.g. time restrictions / parental responsibilities).
- EV chargers are out of use on campus and need fixing.
- Parking permits are too expensive.
- The University should introduce a platform to arrange car sharing.

Working Patterns

- Suggestions of reducing the number of days required to commute into campus were common (e.g. introducing more remote work/meetings).

5 Student Travel

5.1 Overview

Characteristics of Respondents

5.1.1 The survey was completed by 163 students, equating to a response rate of 2%. Respondents were characterised as follows:

- One-quarter of respondents are international students.
- 95% of respondents are full-time students and 5% study on a part-time basis.
- 86% of students are studying at undergraduate level, 8% at postgraduate and 6% are studying a foundation degree.

5.2 Day-to-Day Commuting

5.2.1 The survey asked students about their main (usual) commuting mode to university, i.e. the mode they use most often, for the longest part of their journey. The results can be seen in **Figure 5.1**, with a comparison in previous years in **Figure 5.2**. These are not directly comparable, due to a change in the question wording in 2024/25 to include 'I live on campus' as an option.

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Figure 5.1 - Main Mode of Commuting to Campus

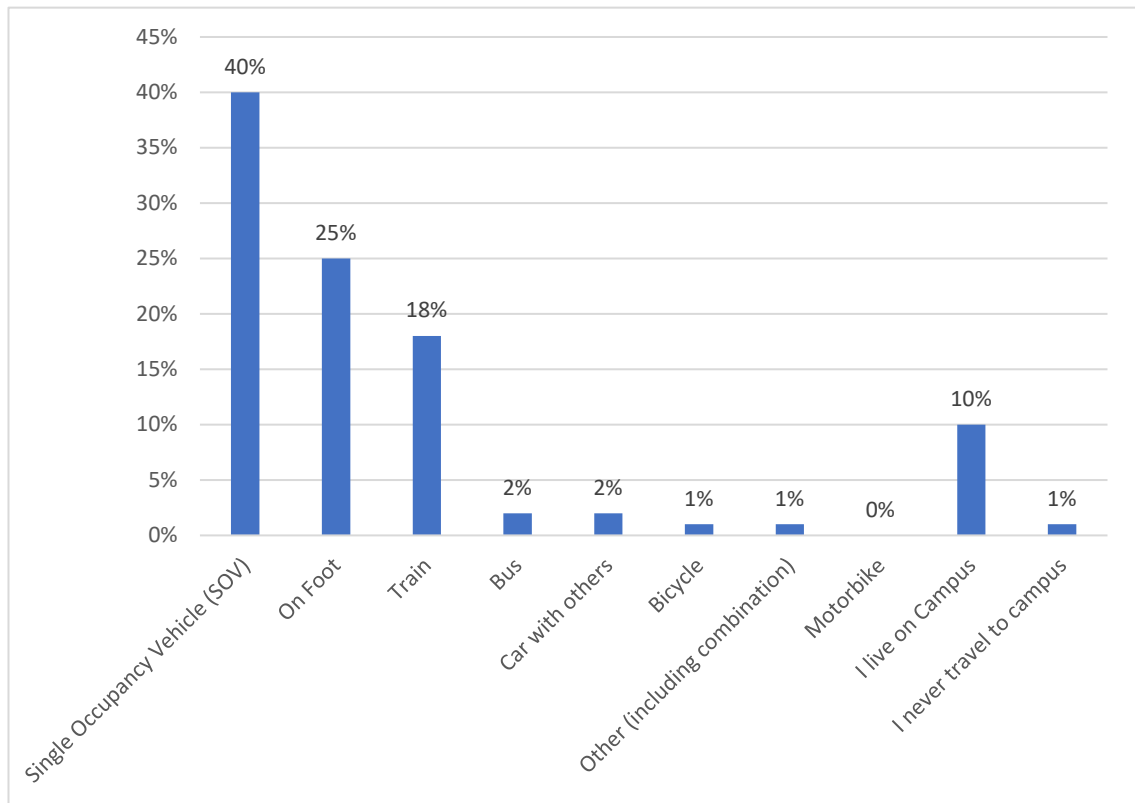


Figure 5.2 – Main Mode of Travel, Trends

	2018/19	2020/21	2021/22	2024/25
Bus	5%	6%	2%	2%
Bicycle	5%	2%	2%	1%
On Foot	48%	35%	42%	25%
Train	9%	28%	14%	18%
Motorbike	1%	0%	0%	0%
Drive alone	41%	35%	29%	40%
Car with others	9%	7%	16%	2%
Other (including combination)	-	-	-	1%
I live on Campus	-	-	-	10%
I never travel to Campus	-	-	-	1%

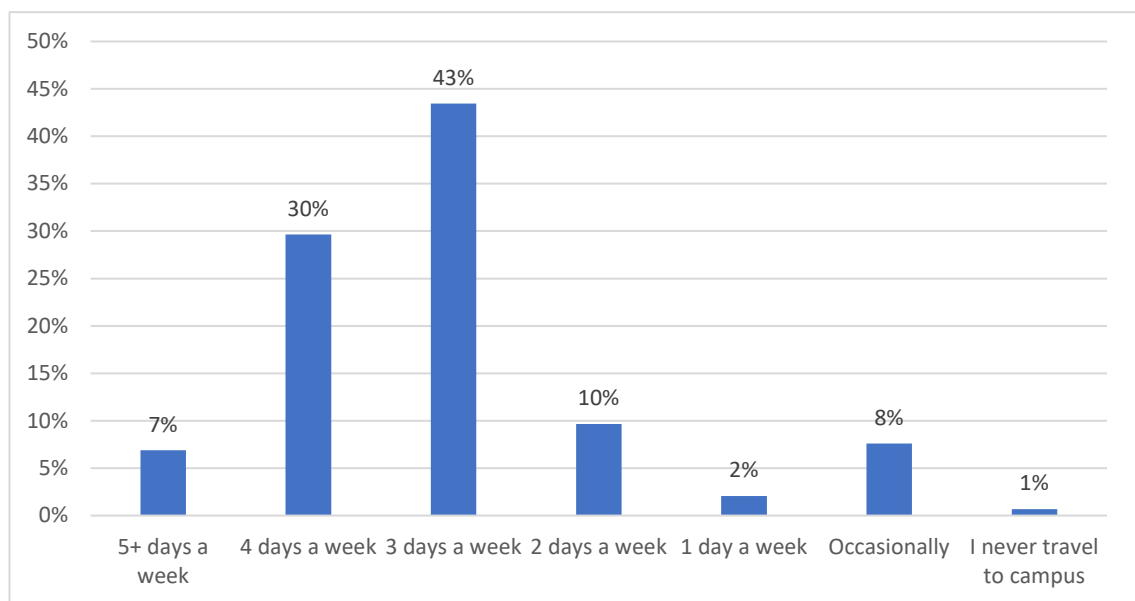
5.2.2 In 2024/25, the most popular mode of travel amongst students was drive alone (44%), followed by walking (25%) then train (18%). There has been a notable reduction in students commuting on foot, however, this is accounted for somewhat by the inclusion of ‘I live on campus’ as an option in the most recent survey (with this group having presumably been reported as ‘on foot’

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in previous surveys). Overall, since the pandemic, the reliance on car alone commuting has increased.

5.2.3 **Figure 5.3** shows how many days students commute to campus in a typical week. Eighty percent of students commute to campus on three or more days per week. Interestingly, 8% only travel in occasionally.

Figure 5.3 – Days on Campus



5.2.4 The survey also sought to understand how far students live from campus, by asking them to indicate both the *distance* and *duration* of their typical one-way journey. The results are presented in **Figures 5.4 and 5.5**, respectively.

5.2.5 Travel distances vary widely; 18% travel less than a mile, conversely, over a third travel more than 20 miles, with 6% travelling more than 50 miles.

5.2.6 In terms of journey time, students tend to have medium to long commutes. Most students travel between 16 and 60 minutes to campus (56% combined). Shorter journeys of under 15 minutes account for 18%, while 26% travel over an hour.

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Figure 5.4 – Distance to Campus (One-Way)

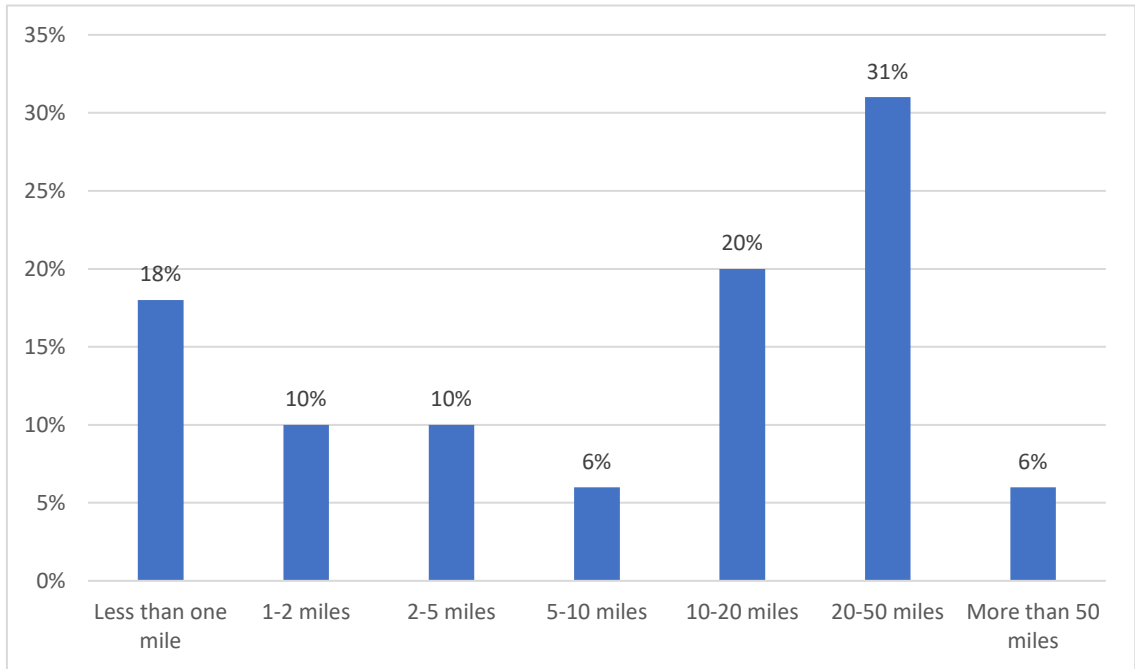
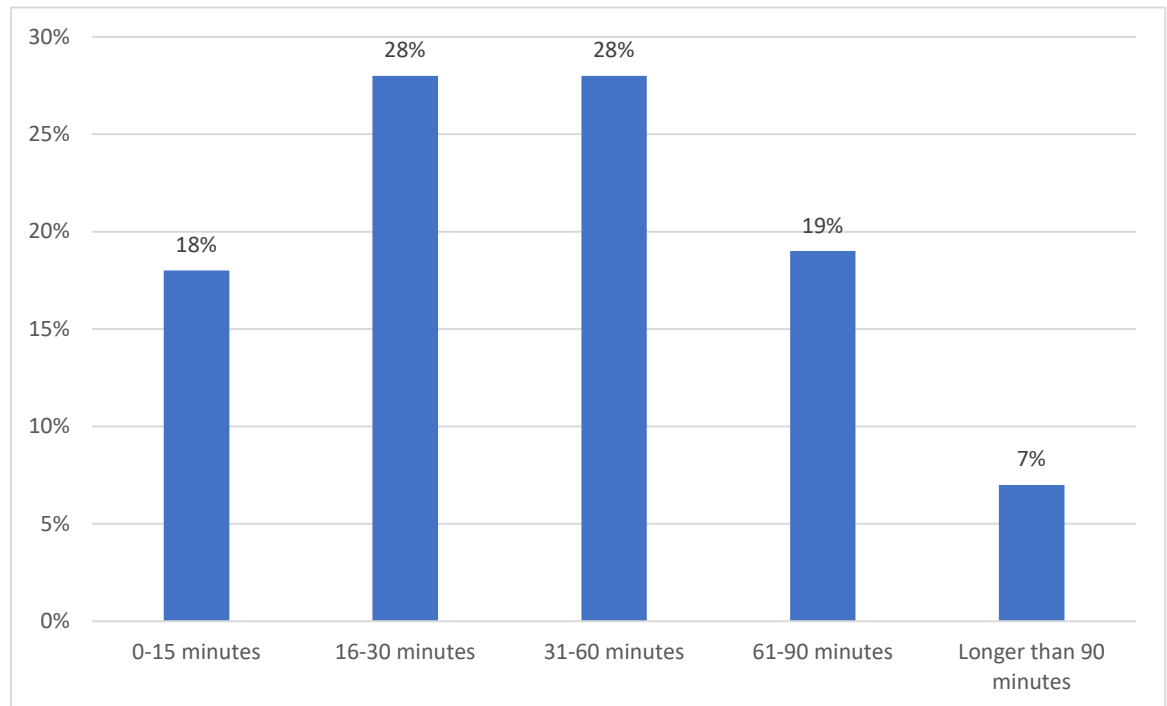


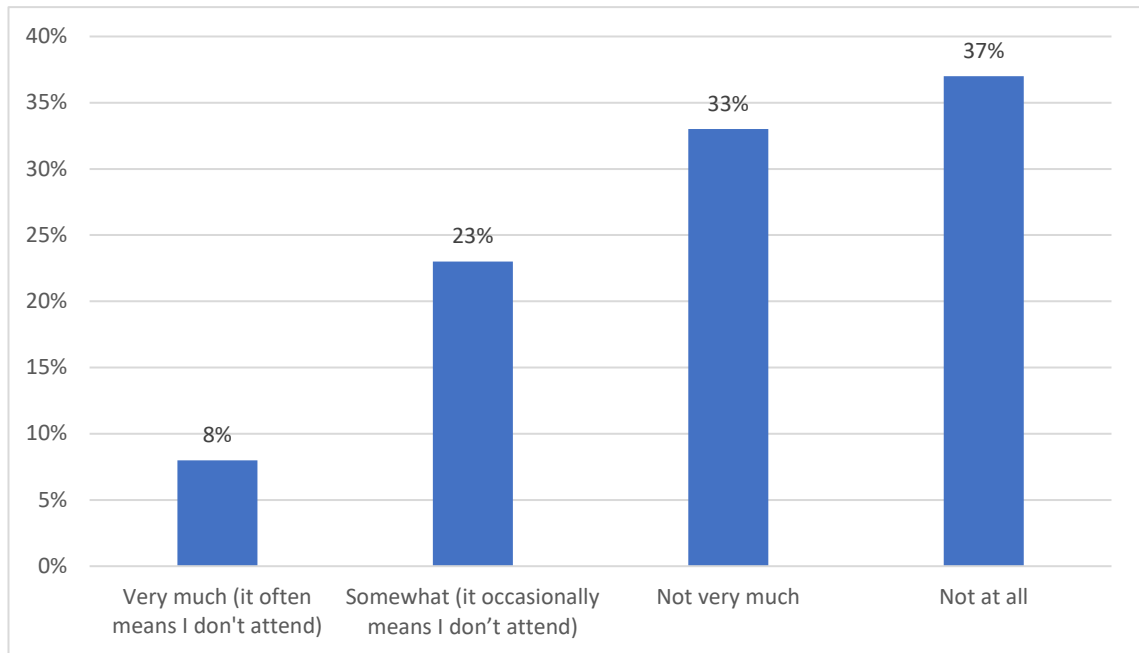
Figure 5.5 - Journey Time to Campus (One-Way)



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5.2.7 Students were asked to what extent travel costs impact on their attendance on campus (**Figure 5.6**).

Figure 5.6 – Impact of Travel Cost on Attendance to Campus

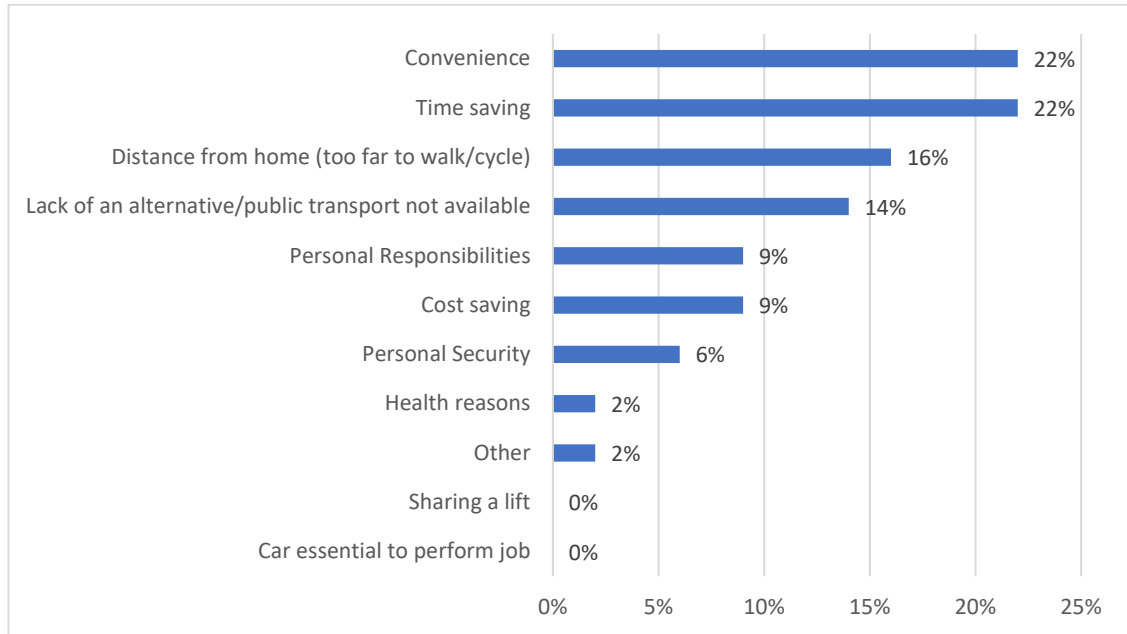


5.2.8 For around nearly a third of students the cost of travel impacts their Campus attendance, and for 8% this impact is particularly significant.

5.2.9 Further analysis has been undertaken to understand the reasons for student's choice of main commuting mode (**Figure 5.7**). Amongst all respondents, 'time saving' and 'convenience' were the most popular reasons for their mode choice, followed by 'distance from home (too far to walk/cycle'.

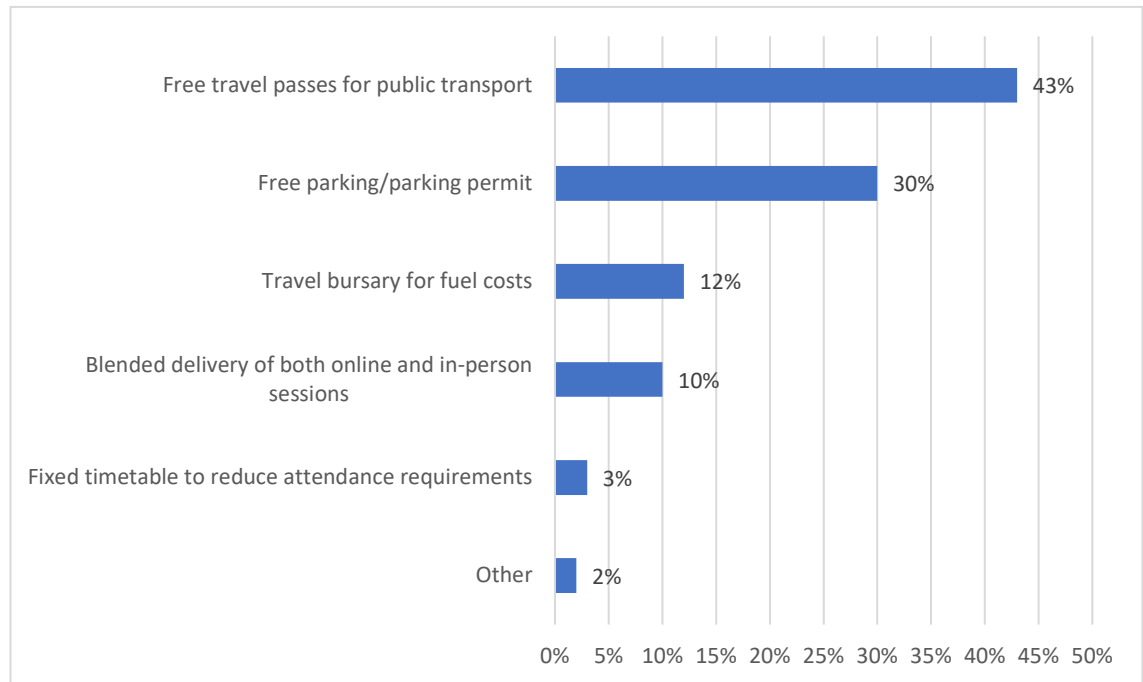
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Figure 5.7 – Reasons for Main Commuting Mode (Car/Van/Motorbike Users)



5.2.10 Commuter students were asked what the University could do to support them with their commute to campus; **Figure 5.8** illustrates the results and suggests the most popular answer was free travel passes for public transport, followed by free car parking/permit.

Figure 5.8 – Support for Commuter Students



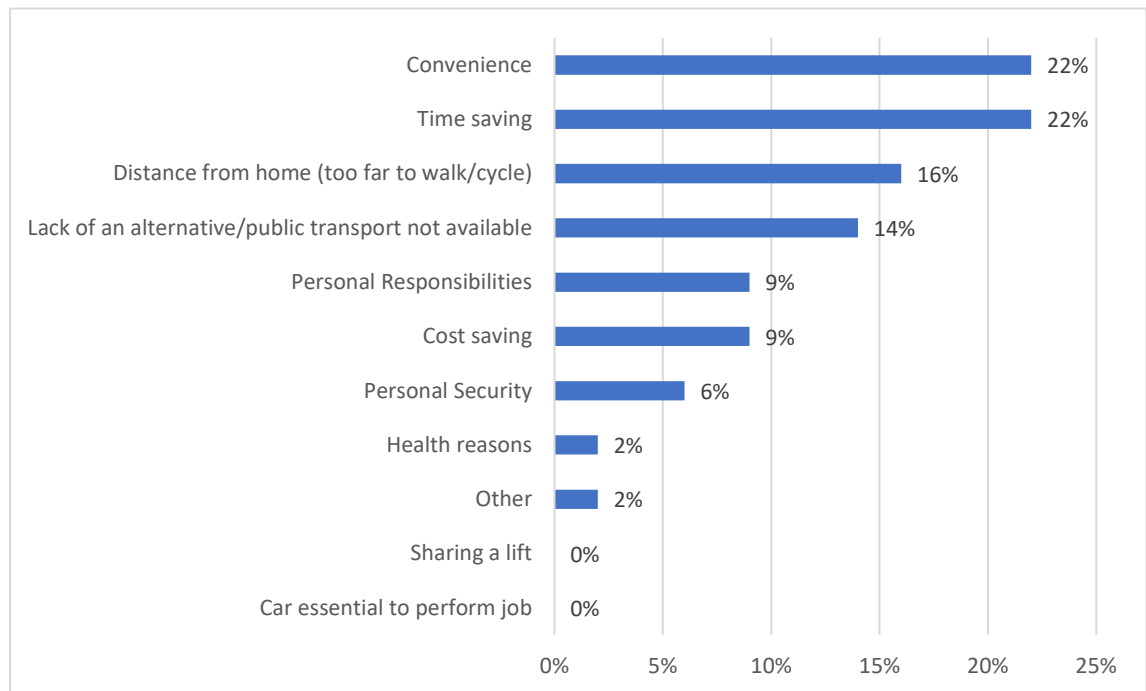
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CAR USERS

5.2.11 Further analysis has been undertaken to understand the reasons students commute by car (**Figure 5.9**). Amongst all respondents, time saving and convenience were the most popular reasons for mode choice, followed by distance from home (too far to walk/cycle).

5.2.12 **Figure 5.10** compares previous survey results and indicates that between 2018/19 and 2024/25, distance from home and personal responsibilities have declined in importance whilst cost and security considerations have increased slightly.

Figure 5.9 – Reasons for Car use Amongst Students



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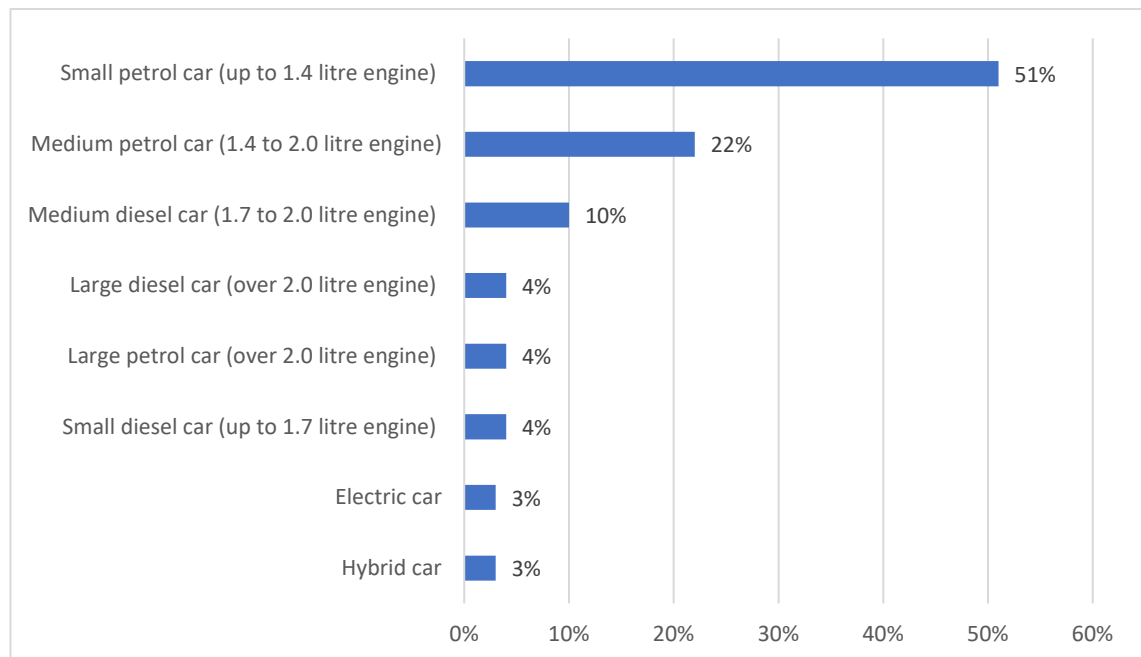
Figure 5.10 – Reasons for Car use Amongst Students (Trends)

	2018/19	2020/21	2022/23	2024/25
Convenience	12%	15%	15%	22%
Lack of alternative/public transport not available	12%	15%	9%	14%
Health reasons	3%	3%	3%	2%
Sharing a lift	-	-	-	-
Personal Responsibilities	19%	18%	21%	9%
Cost saving	3%	1%	3%	9%
Time saving	15%	15%	15%	22%
Car essential to perform job	-	-	-	-
Personal Security	1%	1%	2%	6%
Distance from home (too far to walk/cycle)	28%	27%	25%	16%
Other	9%	5%	7%	2%

5.2.13

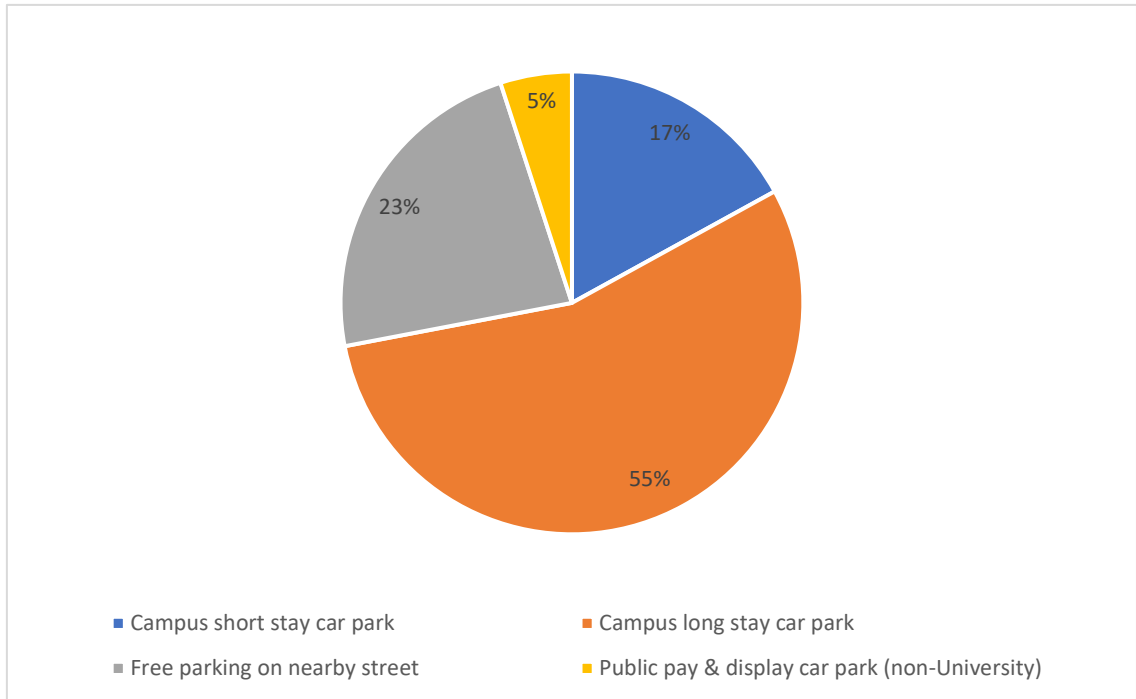
54% of students that usually drive to campus have a parking permit. **Figures 5.11** and **5.12**, respectively, confirm the fuel type/engine size of those that drive and where those without a permit usually park. As might be expected, over half of students drive small petrol vehicles, 6% currently drive a hybrid or electric vehicle.

Figure 5.11 – Fuel Type/Engine Size of Car Drivers



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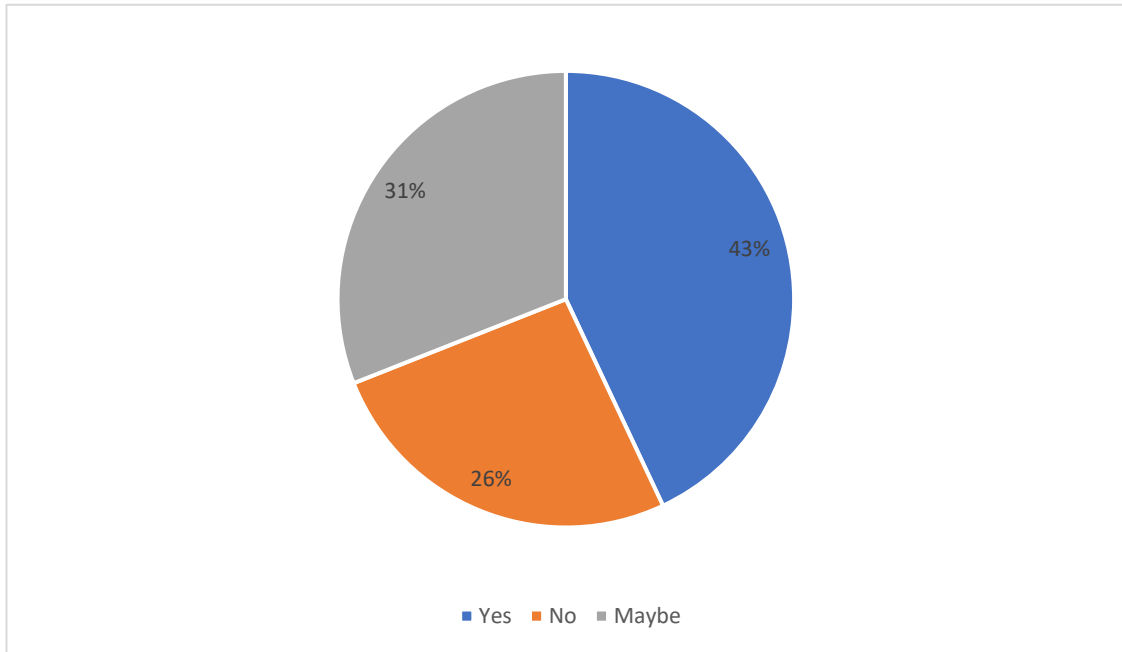
Figure 5.12 – Parking Locations



5.2.14 Students are far more likely than staff to park on street in the local area, with 23% of those that don't have a permit selecting this option.

5.2.15 Those who do not currently car share were also asked whether they would consider doing so in the future. Forty-three percent indicated that they would, with a further 31% stating they might, suggesting that incentives to encourage car sharing could be effective in reduce parking demand, vehicle mileage and the resultant emissions.

Figure 5.13 - Student Willingness to Consider Car Parking



PROPENSITY FOR MODE SHIFT

- 5.2.16 To understand perceptions of travel options, **Figures 5.14 and 5.15** summarise to what extent students that don't already use sustainable modes believe it is feasible to travel by public transport and active travel, respectively.

- 5.2.17 The results show that one in three students consider travelling by public transport to be feasible, with 13% saying yes (including Park & Ride) and 19% yes (without Park & Ride). Active travel is viewed as even less practical, with 89% stating it is not feasible, only 10% saying it is, and 1% unsure. Overall, this highlights significant perceived barriers to using sustainable travel modes among students.

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Figure 5.14 – Feasibility of Public Transport

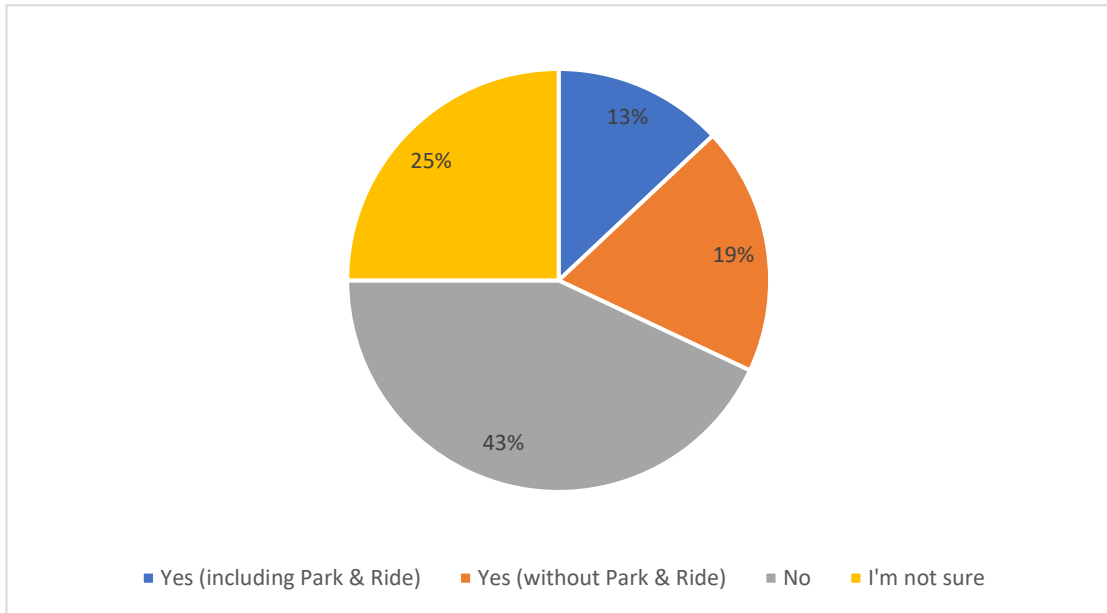
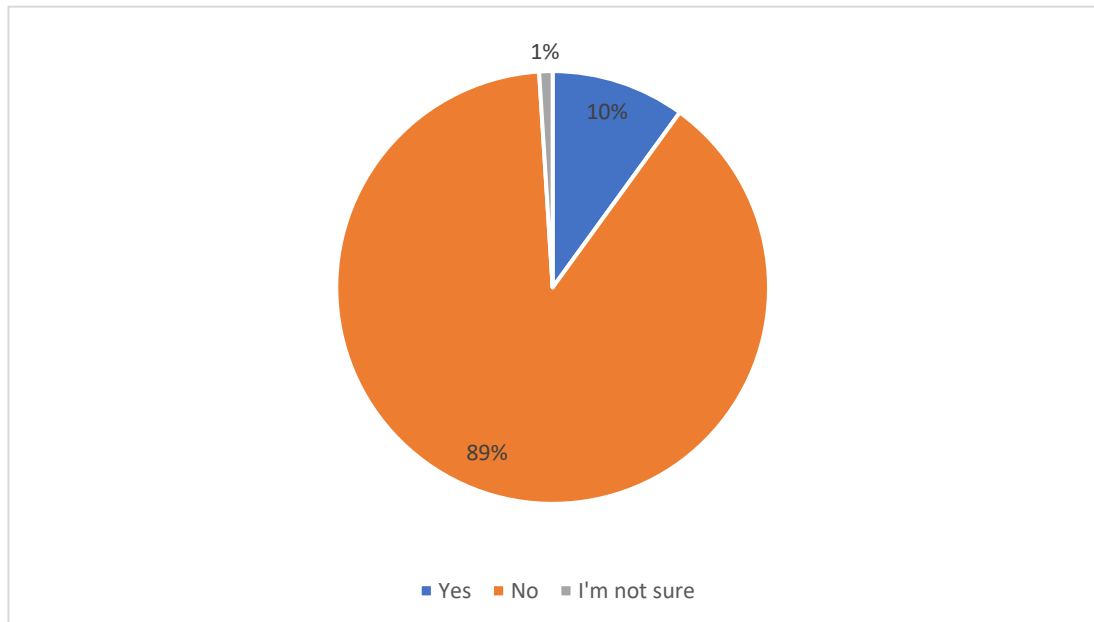


Figure 5.15 – Feasibility of Active Travel



5.2.18 The survey also sought to ascertain what measures would encourage greater use of sustainable modes of travel to and from the University. The results of this question are detailed in **Figure 5.16** whilst previous survey results are summarised in **Figure 5.17**.

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Figure 5.16 – Incentives to Encourage More Sustainable Transport (2024/25)

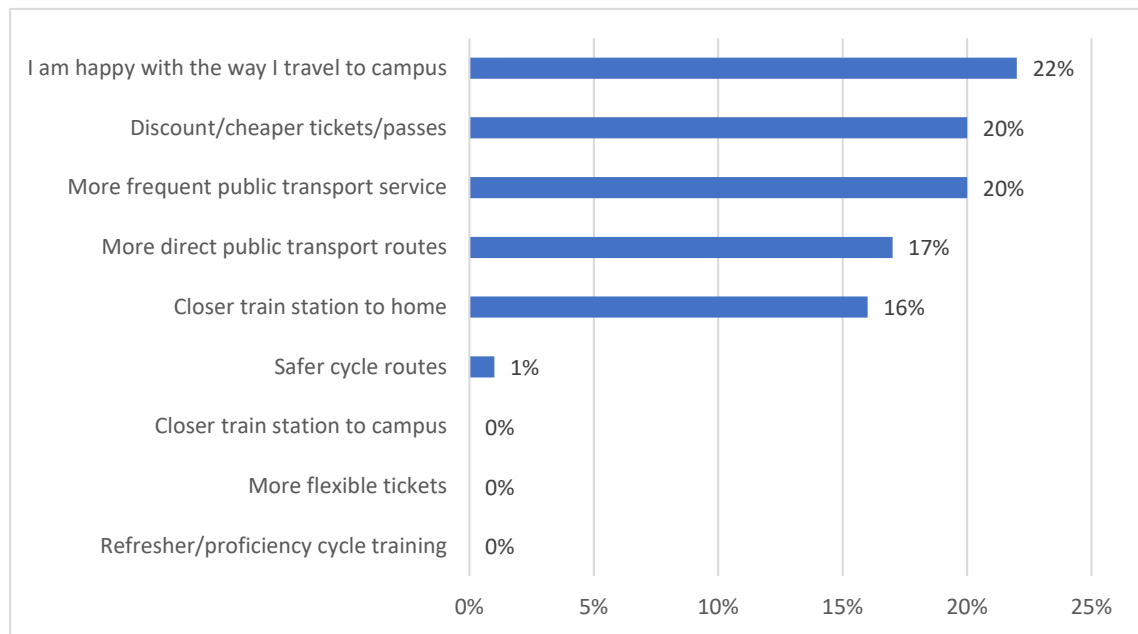


Figure 5.17 – Popularity of Incentives to Encourage Sustainable Travel, Trends

Reason	2018/19	2020/21	2021/22	2024/25
Closer train station to home	17%	17%	13%	16%
Closer train station to campus	20%	32%	18%	-
More flexible tickets	19%	18%	12%	-
Discount/cheaper tickets/passes	49%	47%	36%	20%
Safer cycle routes	19%	12%	9%	1%
Refresher/proficiency cycle training	6%	2%	0%	0%
More frequent public transport service	24%	29%	20%	20%
More direct public transport routes	23%	22%	24%	17%
I am happy with the way I travel to campus	43%	46%	50%	22%

5.2.19

In 2024/25 an almost equal split of students indicated that discount/cheaper tickets/passes (20%), more frequent public transport service (20%), more direct public transport services (17%) and a closer train station to home (16%) would most likely encourage them to uptake more sustainable travel modes for their commute.

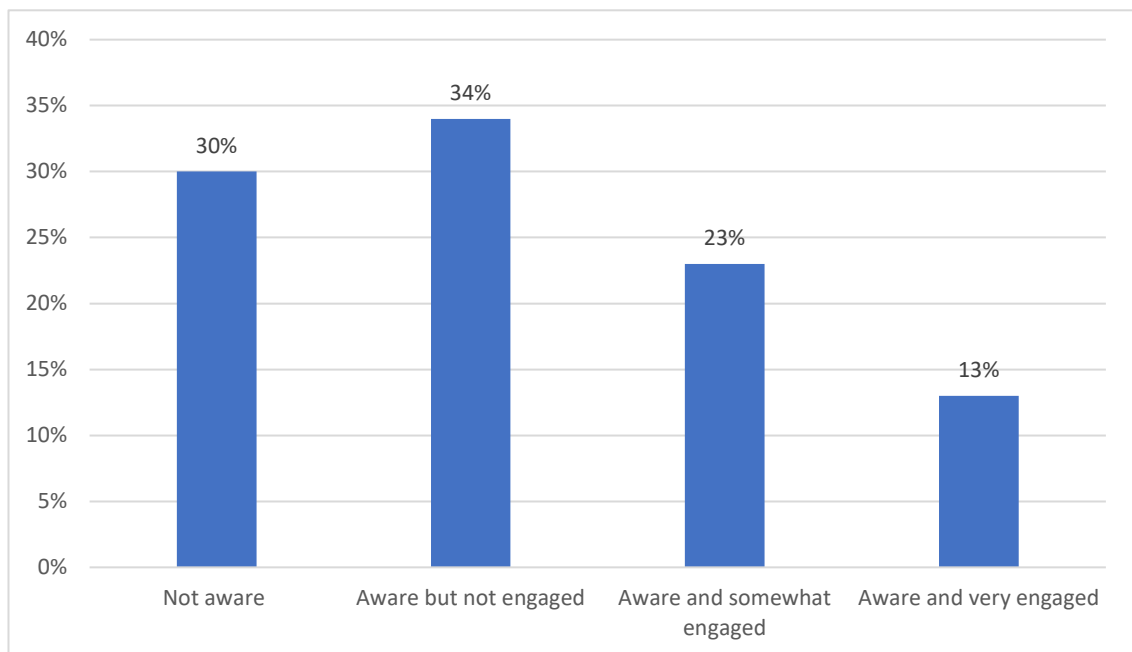
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5.2.20 Notably, only 22% of respondents were happy with the way they travel to campus – less than half the proportion in the previous year’s survey.

AWARENESS OF EXISTING INITIATIVES

5.2.21 The survey sought to understand how aware of, and engaged with, students are when it comes to the University’s efforts to encourage sustainable travel.

Figure 5.18 – Awareness of and Engagement with the University’s Efforts to Encourage Sustainable Travel



5.2.22 Students generally show good levels of awareness of the University’s sustainable travel initiatives but lower levels of engagement, with only 13% suggesting they are very engaged.

5.2.23 Following this, respondents were asked to indicate how much they know about two specific schemes implemented by the University to encourage sustainable travel; Beryl Bike Scheme (**Figure 5.19**) and the First Bus Travel Commuter Club (**Figure 5.20**). Feedback on the use of the ‘University Mile’ walking route was also requested (**Figure 5.21**).

5.2.24 Students were more aware of the Beryl Bikes Scheme, compared to the First Bus Commuter Travel Club, with 43% and 62% of respondents unaware of each scheme, respectively. Interestingly, however, both schemes record the same proportion of active users (4%).

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Figure 5.19 - Awareness of the Beryl Bikes Scheme

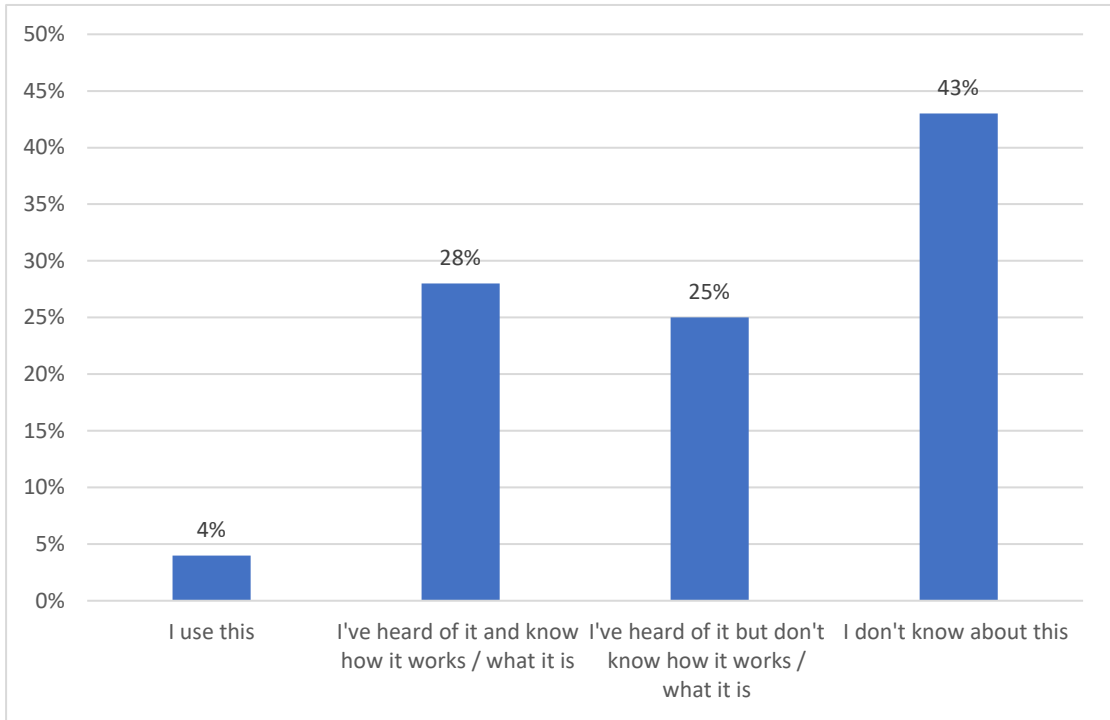
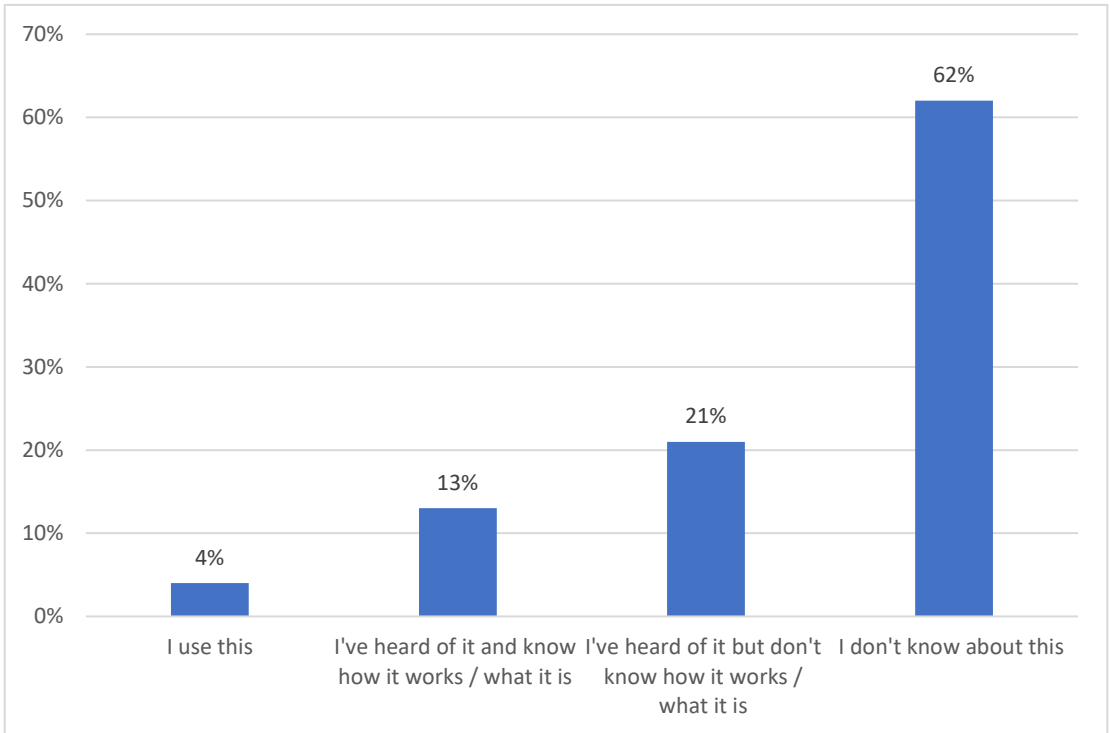
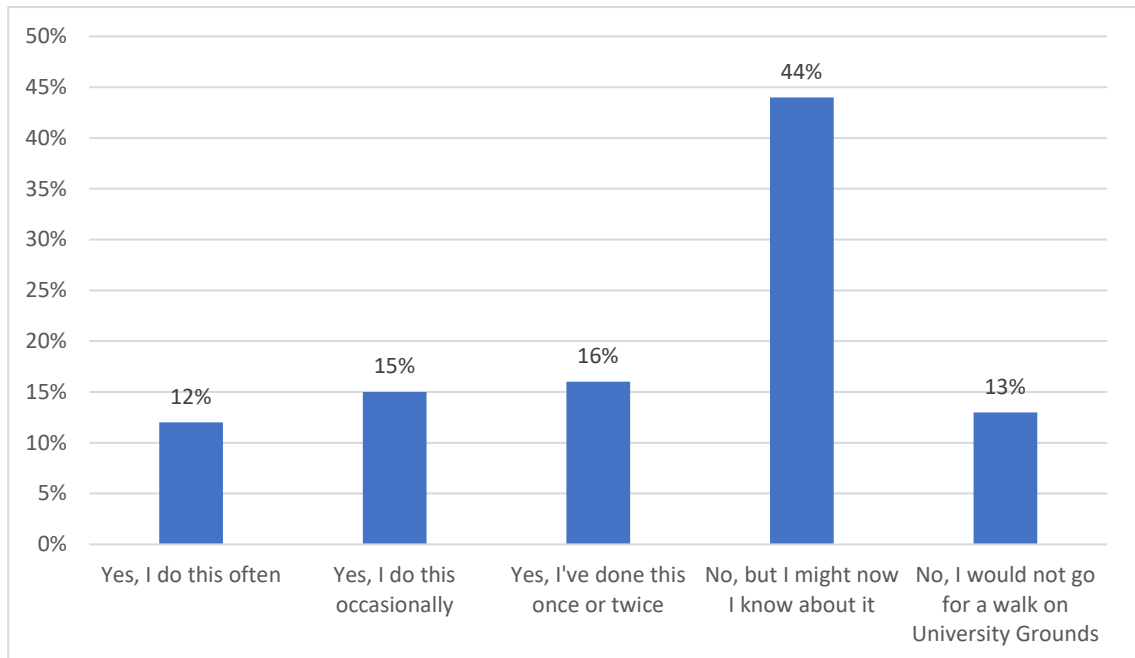


Figure 5.20 - Awareness of the First Bus Commuter Travel Club



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Figure 5.21 – Awareness and Take Up of the ‘University Mile’ Walking Route



5.2.25 Promisingly, 43% of students have used the ‘University Mile’ or campus grounds for recreation, whether often, occasionally, or as a one-off activity, encouragingly 44% indicated they would consider using it in the future.

5.3 Home to University Travel

5.3.1 Students were asked whether their term-time address is the same as their home address; 34% reported having a different home address to their term-time address.

5.3.2 This group were asked how they typically make trips between their home and term time address. **Figure 5.22** indicates that car is the most common choice, followed by train, then aeroplane. Just 2% use the bus.

5.3.3 Most students travel home multiple times each year (**Figure 5.23**), with over a quarter doing so monthly. A further 22% travel home weekly, and another 22% make the journey once every few months.

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Figure 5.23 - Mode of travel from 'home' address to term time address

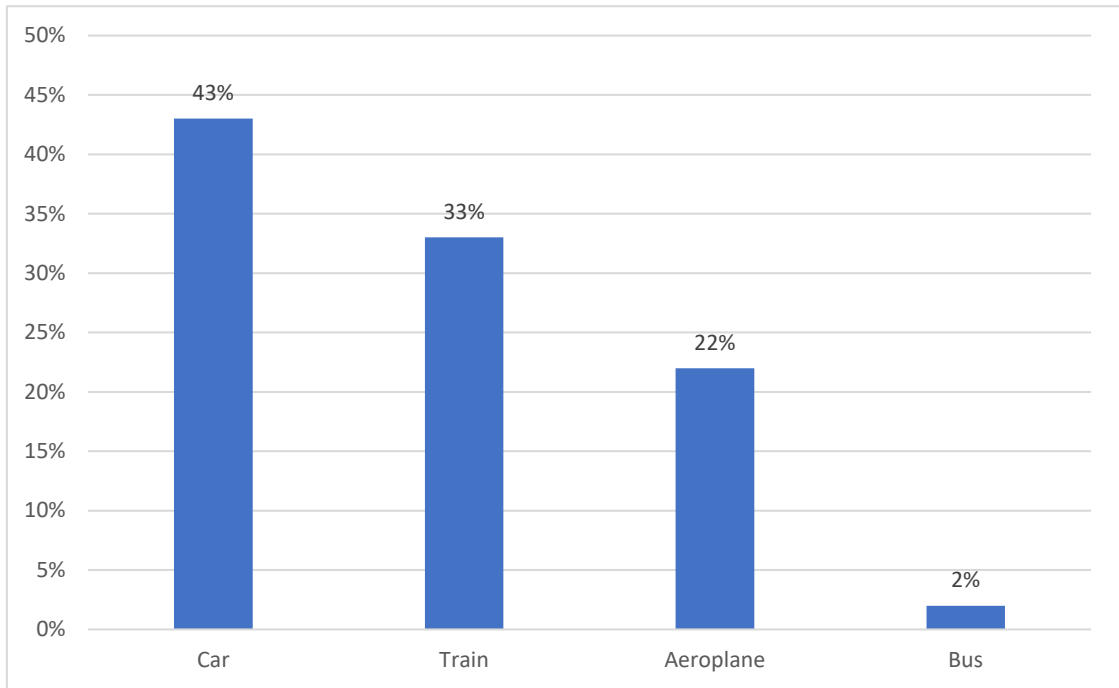
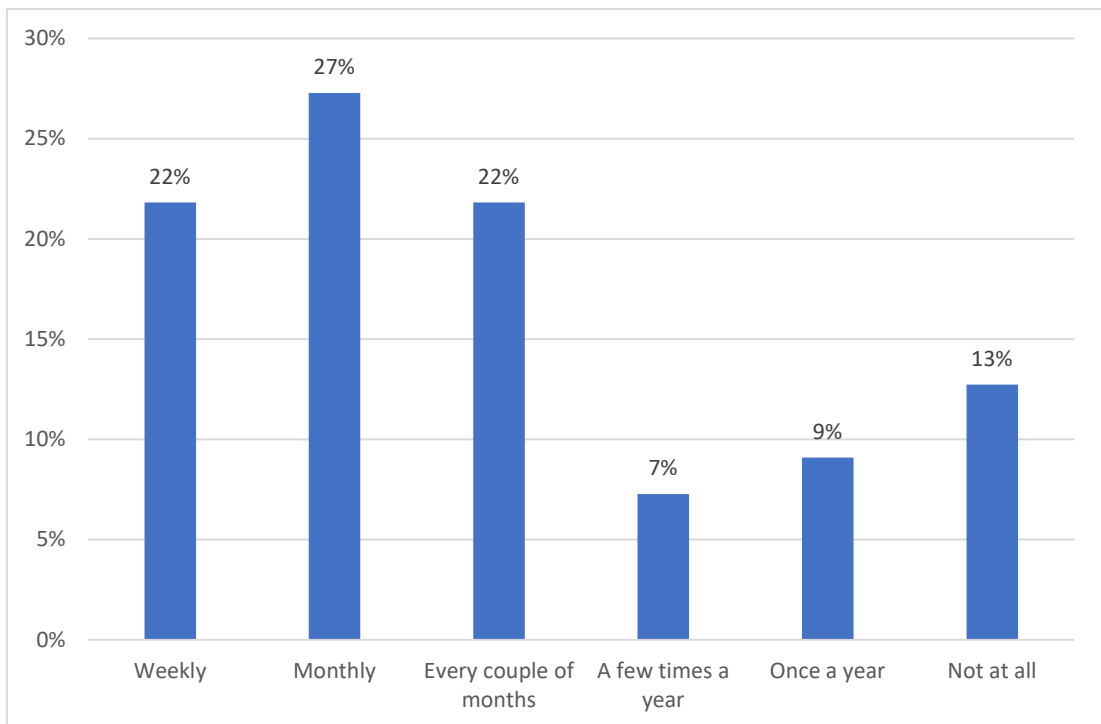


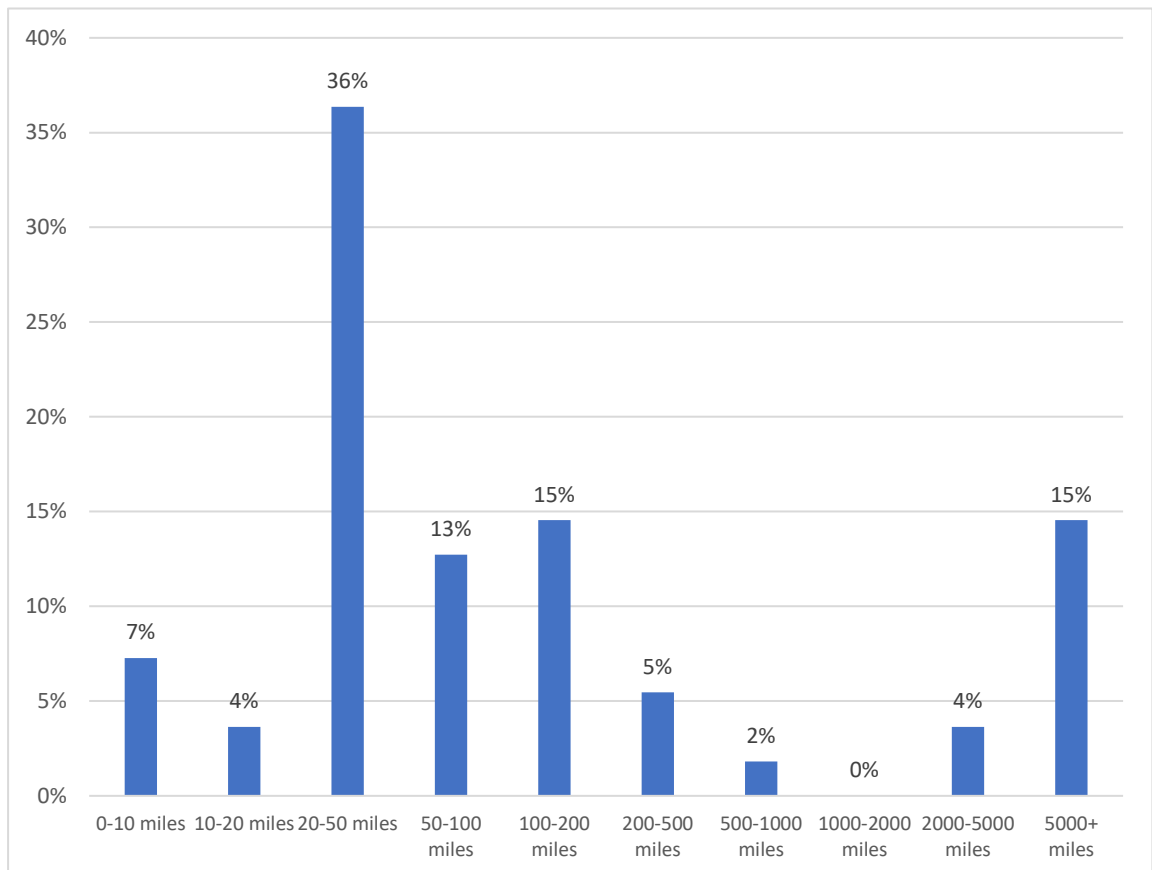
Figure 5.24 - Frequency of travel to 'home' address



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5.3.4 **Figure 5.24** shows that 36% of students' 'home' address is located between 20 and 50 miles away. A further 28% live between 50 and 200 miles from their term-time address, whilst 15% are based over 5,000 miles away, with these being international students.

Figure 5.24 - Distance to 'Home' Address

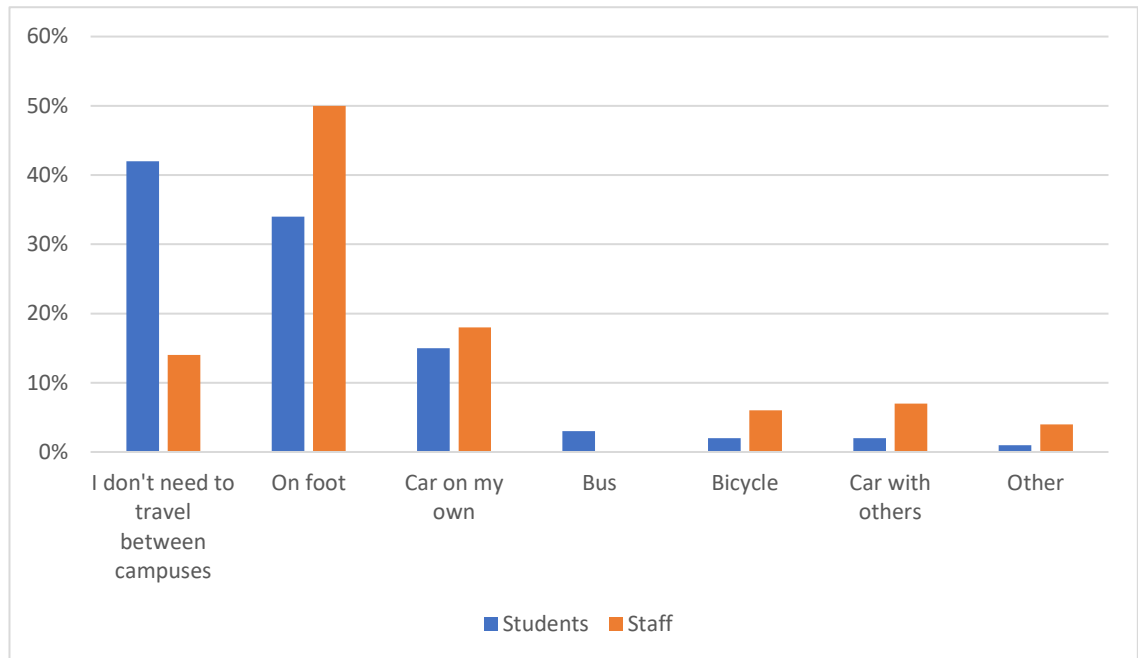


5.4 Inter-Site Travel

5.4.1 As a result of the layout of the University over several campuses, many staff and students are required to travel between sites during the day to attend lectures and access university facilities. The mode of travel used by students and staff for inter-site travel is summarised in **Figure 5.25**.

5.4.2 Staff are more likely to have to travel between campuses than students, based on the survey responses; for those that make these trips the most common mode is walking (accounting for 50% of staff and 34% of students). Car is the second most popular mode for both groups (18% and 15% respectively).

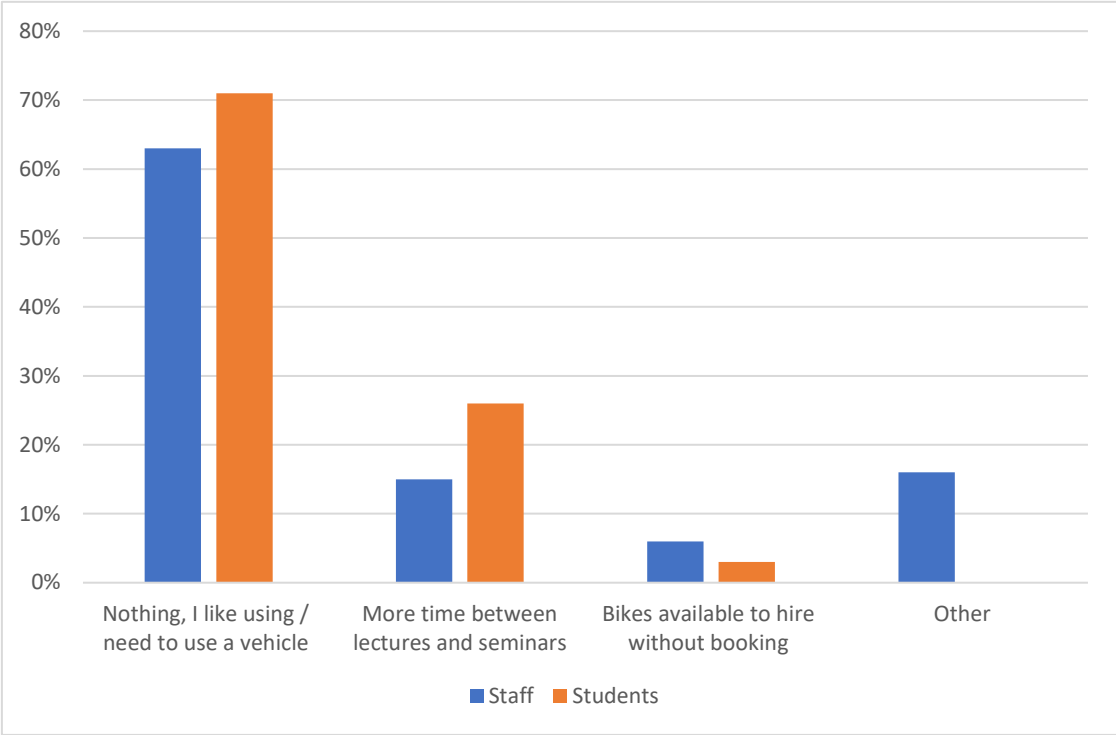
Figure 5.25 – Mode of Travel between Campuses (Staff and Students)



5.4.3

When asked about improvements that could make inter-campus travel easier (Figure 5.26), both staff and students overwhelmingly suggested that there was nothing that could be done as they like using their own vehicle. 26% of students and 15% of staff did, however, suggest that more time between lectures would be useful; this is likely to relate to those studying joint honours.

Figure 5.26 - Improvements to make Inter-Campus Travel Easier



6 Carbon Emissions & Targets

6.1.1 The University captures Scope 3 emissions from student and staff commuting (including home working), staff business travel and other student trips (tCO₂e); the latest data, along with historic trends, is presented in **Figure 5.27**.

Figure 5.27 – Scope 3 Emissions from Travel & Transport

Area	2018/19	2022/23	2023/24	2024/25
Staff Business Travel	530	232	302	189
Staff & Student Combined Commuting	8,190	4,223	7,846	7,198
Staff Home Working	-	73	148	132
Student Travel to An Out of Term Address	-	9,457	10,420	5,609

6.1.2 As part of our HESA Estates Management Return, we set targets in each of the areas outlined above, and progress towards these is illustrated in **Figure 5.28**. In summary:

- We have made significant progress in reducing our emissions from business travel and are currently surpassing our 2024/25 target by some way.
- This is also the case for student tips to/from an out-of-term location, which have almost halved since the 2022/23 baseline.
- We have made modest progress in reducing emissions from staff and student commuting, but remain somewhat above the target for 2024/25.
- Our home working emissions have increased since the 2022/23 baseline and remain well above target, however, are a relatively minor contribution to our overall scope 3 emissions from transport.

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Figure 5.28 – Progress Towards Targets Travel & Transport Targets

	Targets							2024/25 Actual	Diff. on Target
	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25		
Target 1: reduce emissions from business travel by 8.4% per annum from a 2018/19 baseline of 530 tCO2e.	530	485.5	444.7	407	373.1	341.8	313.1	189	-124
Target 2: reduce emissions from employee and student commuting by 5% per annum from a 2018/19 baseline of 8,190 tCO2e.	8,190	7,781	7,391	7,022	6,671	6,337	6,020	7,198	1,178
Target 3: Reduce emissions from employee home working by 5% per annum against a 2022/23 baseline of 73 tCO2e.	-	-	-	-	73	69	66	132	66
Target 4: Reduce emissions from student trips to an out of term address (at the start and end of term) by 5% per annum from a 2022/23 baseline of 9,457 tCO2e.	-	-	-	-	9,457	8,984	8,535	5,609	-2926

7 Action Plan

7.1 Strategic Themes

7.1.1 To date, the University has delivered actions within its Travel Plan under a series of Strategic Themes, as follows:

1. Management and governance
2. Promotion of pedestrian mobility
3. Promotion of cycling mobility
4. Promotion of public transport
5. Promotion of more efficient car use
6. Awareness and participation

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7. Urban planning and sustainability

7.2 Actions to Date

7.2.1 To date, we have delivered a wide range of initiatives, with these being summarised below.

<p>Theme 1: Management and Governance</p>	<ul style="list-style-type: none"> ✓ Green Impact initiative embedded in University culture, incorporates travel within it (ongoing). ✓ University Travel and Transport Steering Group set up to guide internal decision making and drive sustainable travel actions (ongoing) – reports into Sustainable Development Committee. ✓ Local Stakeholder Forum used to update on key initiatives plans and progress and promote joined up working (ongoing). ✓ Community forum set up to engage local residents and Members (ongoing). ✓ A series of student projects used to trial or progress Travel Plan actions (ongoing).
<p>Themes 2 and 3: Pedestrian and Cycling Mobility</p>	<ul style="list-style-type: none"> ✓ Parking for over 900 bikes on our campuses, in a mix of secure stores and Sheffield-style stands (ongoing). ✓ Showers and lockers on campus with access for pedestrians and cyclist commuters (ongoing). ✓ Cycle hire scheme (50 pedal/50 electric bikes) on campus, with maintenance support from bike Worcester (superseded). ✓ Cycle hub on campus delivering servicing and advice (disbanded due to funding). ✓ Promotion of Beryl Bike hire scheme (superseding University’s own scheme), with 25% discount for students. ✓ A Cycle to Work salary sacrifice scheme for staff (ongoing). ✓ Cycle ‘fix-it’ stations provided on campus (ongoing). ✓ Support for the Henwick Road to Riverside active travel route (opened 2023). ✓ Support for active travel Kepax Bridge (opened 2024).

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Theme 4: Public Transport Mobility	<ul style="list-style-type: none"> ✓ Promotion of First Bus app staff and student discounts (ongoing). ✓ Student discounts (50%) on termly rail travel with LNR (ongoing). ✓ Night bus pilot (completed 2019). ✓ Promotion of Rail Trails initiative – benefits to health and well-being (ongoing). ✓ Real-time information on campus (ongoing). ✓ Shelter installed on St John’s campus bus stop (completed).
Theme 5: More Efficient Car Use	<ul style="list-style-type: none"> ✓ 100 EV charging points on campus, available to staff and students (completed) ✓ Awarded most EV friendly University in the UK (2024). ✓ EV salary sacrifice scheme for staff (ongoing). ✓ Promote car sharing, including providing a guaranteed ride home in an emergency.
Theme 6: Awareness and Participation	<ul style="list-style-type: none"> ✓ Travel and transport information on the University website (ongoing). ✓ Green Impact initiatives/promotion throughout the year (ongoing), including weekly email to students and sustainability magazine. ✓ Go Green Week every February. ✓ Annual travel surveys aimed at capturing feedback on travel and transport across the University community (ongoing). ✓ Student project to design 16 health walks from local stations. ✓ Participation on Modeshift STARS platform (required by Council).
Theme 7: Urban Planning and Sustainability	<ul style="list-style-type: none"> ✓ Support for active travel infrastructure within the city, including Henwick Road to Riverside route and Kepax Bridge. ✓ ANPR car park management introduced at Severn Campus as part of arena development.

7.3 Potential for Change

7.3.1 To help inform our future actions, consideration has been given to the proportion of staff and students that currently drive to campus but could use an alternative. Recognising that there will always be some staff and students that require a car.

PERMIT HOLDERS & POSTCODE ANALYSIS

7.3.2 Parking permit data indicates that there are currently 738 staff permits, 1,297 student permits and 89 ‘other permits’ in circulation (February 2026). GIS analysis has been undertaken to understand the percentage of parking permit holders who live within walking and cycling distance of a university campus (assuming a reasonable walking distance is 2km and cycling distance is 8km, based on the latest available guidance).

7.3.3 The results (mapped at **Appendix A**) are summarised in **Figures 4.22 and 4.23**. The analysis confirms that:

- 103 staff and 23 student permit holders live within walking distance of campus, equivalent to 14% of staff permit holders and 2% of student permit holders.
- 254 staff and 287 student permit holders live within reasonable cycling distance of campus, equivalent to 34% and 22% of all staff and student permit holders, respectively.
- 337 staff and 404 student permit holders live within a 60-minute public transport journey of campus, equivalent to nearly half of all staff permit holders and nearly a third of student permit holders.

Figure 4.23 – No. of Permit Holders – Distance to Campus by Alternative Modes

	Staff	Students	Other	Total
Within 2km Walk	103	23	12	138
Within 8km Cycle	254	287	40	581
Within 45 mins PT	207	299	36	542
Within 60 mins PT	337	404	62	803
Unknown Postcode	N/A	61	N/A	61
Total Permit Holders	738	1297	89	2124

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Figure 4.24 – Proportion of Permit Holders – Distance to Campus by Alternative Modes

	Staff	Students	Other	Total
Within 2km Walk	14%	2%	13%	6%
Within 8km Cycle	34%	22%	45%	27%
Within 45 mins PT	28%	23%	40%	26%
Within 60 mins PT	46%	31%	70%	38%

7.3.4 The findings of the postcode data assessment indicate that there is significant potential for mode shift given the right incentives for changes, alongside initiatives that dissuade unnecessary car use, with benefits to Scope 3 carbon emissions, local air quality, health and well-being.

7.4 Future Actions

7.4.1 We will continue to deliver the initiatives above (where ongoing), supplementing them with additional activities over the next five years.

Area	Planned Actions
Theme 1: Management and Governance	Work with the City/County Council's and 3 rd parties (e.g. ATE) specifically to identify opportunities for external funding for travel-related projects.
	Represent the University and play a proactive role in the Active Travel Stakeholder Group meetings, led by the County Council.
	Ensure student representation on internal travel/accessibility-related groups.
Themes 2 and 3: Pedestrian and Cycling Mobility	Work with the operator to improve awareness of the bike hire scheme and current discounts, with a view to increasing participation.
	Respond to increased use of e-Bikes (and potentially e-scooters if/when legalised) by reviewing potential for integrated charging facilities. Develop policy on charging of batteries.
	Consider the need to increase the value of the Cycle 2 Work scheme to be able to offer a wider range of e-bikes.
	Hold regular Dr. Bike sessions offering staff and students free servicing and discounted parts.

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	Consider offering accredited bike mechanic training to students to enable them to deliver Dr. Bike sessions.
	Feed survey results back to the City/County Council to provide an evidential basis for lobbying for cycling improvements in the city.
	Undertake an Active Travel Audit of each Campus and identify priorities to enhance accessibility for walking, wheeling and cycling. Potential student project. Engage with Walk, Wheel and Cycle Trust for support.
	Continue to support the roll out of additional Rail Trails - student project.
Theme 4: Public Transport Mobility	Lobby the County Council to trial an extension of the North Worcestershire demand responsive bus service to include the University.
	Determine the commercial viability of a new night bus, to serve the public and University.
	Share anonymised postcode data with public transport operators to allow these to be overlaid on routes to identify any gaps in service provision.
	Seek to negotiate trial public transport tickets for new incoming students.
	Promote public transport to students for journeys to/from an out of term address, including discounts available.
Theme 5: More Efficient Car Use	Increase promotion of car sharing amongst staff and students and consider supporting measures, e.g. a car share permit.
	Consider additional electric vehicle charging points on St John's campus (subject to assessment of demand).
	Undertake a review of car parking permit criteria and charges, to ensure that those with greatest need* to park are prioritised and charges are better aligned with public transport (linked to ANPR).
	Promote the Salary Sacrifice scheme to encourage increased EV use by staff commuters.
	Refresh travel guides/materials to ensure these are up to date and made readily available to staff and students.

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Theme 6: Awareness and Participation	Undertake additional promotion of student discounts on bus and rail services, with a review to increasing uptake.
	Increase response rates to annual surveys to improve accuracy of data collected. Potential to outsource to consultancy to achieve statistically reliable data/insight.
	Consider rewards-based active travel scheme (e.g. Better Points) and explore opportunities to collaborate with others on this.
Theme 7: Urban Planning and Sustainability	Ensure that all development projects are designed to prioritise walking, wheeling and cycling over car users.

*need to be established through testing/agreement of eligibility criteria

7.4.2 These are not exhaustive; travel planning activities will be reviewed as part of the annual monitoring process and additional or alternative actions identified, where appropriate.

8 Monitoring & Reporting

8.1 Overview

8.1.1 Robust monitoring mechanisms help to ensure that the Travel Plan continually evolves to meet the changing travel demands of staff and students and reflects technological advances and wider initiatives being delivered by 3rd parties. It also ensures that funding is targeted where it is likely to be of biggest benefit, in the context of the objectives and targets of the strategy.

8.2 Travel Surveys

8.2.1 The most recent travel survey of staff and students has been used to inform this strategy. The surveys will continue to be undertaken annually to capture feedback on:

- Staff and student commuting patterns, including mode and frequency of travel to campus.
- Student travel at the start and end of term / year.
- Existing travel plan measures, awareness and what the priorities for the Travel Plan should be moving forwards.

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8.3 Other Monitoring Mechanisms

8.3.1 To complement the findings of the travel survey, the University will keep a record of the response to specific initiatives, such as the Cycle to Work Scheme, season ticket loans amongst staff, and participation in events and campaigns.

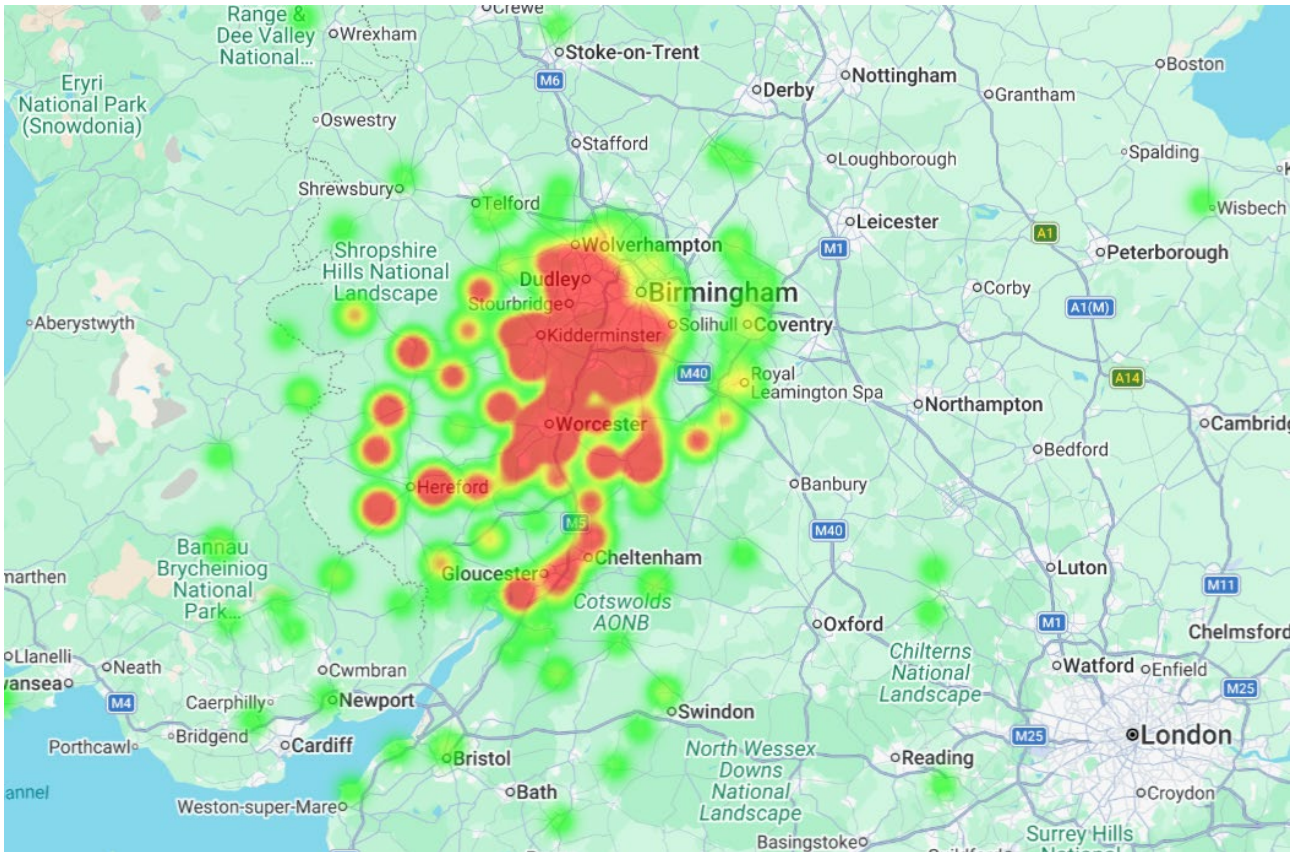
8.4 Reporting

8.4.1 We will provide an annual update to the University Travel and Transport Steering Group, to include:

- An overview of the methodology and findings of the travel survey, including response rates, promotional activities, and headline figures.
- The measures introduced in the previous year and the impact of these.
- Progress towards the CO₂e reduction targets and changes in mode share.
- An updated version of the action plan, reflecting any changes to measures that are anticipated.

APPENDIX A – PERMIT HOLDER POSTCODE HEAT MAPS

STUDENTS



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STAFF

