

# University of Exeter Staff Travel Consultation

Prepared for the University of Exeter by ICM Research

Version 2 (24-04-13)

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- The University of Exeter is facing pressure in two directions. On one hand, demand for car parking spaces is increasing, and the existing parking infrastructure is struggling to keep up with demand. But on the other hand, local authority restrictions mean the University is unable to build a new car park to facilitate additional vehicles.
- ICM Research were commissioned by the University of Exeter to conduct research into staff travel behaviour and attitudes, with the specific aim of identifying solutions to the car parking problem.
- This research serves 2 specific purposes:
  - 1) It provides the University with a bank of information on staff travel behaviours. Information such as main travel mode and mean distance travelled from home to work will enable them to plan resources effectively in the future.
  - 2) It is a democratic means of assessing which proposals are most and least popular among staff members.
- A staff survey was designed by the University in collaboration with ICM. A range of behaviour and attitudinal questions were included to provide a rounded view of travel among staff.

- **There is a consensus among employees that some changes do need to be made.**
  - More than half of staff say that measures are required to improve the current car parking arrangements, compared to 27% who do not think that changes are needed.
  - One in three (33%) think that the current provision is quite poor or very poor, compared to 27% who think it is good. The remainder think it is average.
- **Drivers are more likely to have caring responsibilities.**
  - 38% of those who drive into work have caring responsibilities. This compares to 28% of those who use public transport and 27% of those who walk, jog or cycle in.
  - 28% of drivers cite caring responsibilities as the reason for their travel choice (although more mention convenience and a lack of access to public transport).
- **Of the 6 proposals researched, the two options affecting the public (rather than staff members) are by far the most popular with employees.**
  - Proposal 6 (increasing pay & display charges for visitors) enjoys the greatest support, followed by proposal 5 (restricting visitor pay & display parking to car park A and C - Streatham only).
  - The level of support stands at 60% and 51% respectively.
- **Proposals affecting members of staff face strong opposition.**
  - Proposal 1 (increasing the cost of Annual Parking Permits over 3 years) is the least popular of all those tested. It receives a net approval of -12 i.e. support minus opposition.

- **The key target audience is comprised of car drivers living within 3 miles of the university.**
  - A fifth of drivers live within 3 miles of work, meaning they are more likely to be able to find sustainable alternatives.
  - What is more, a majority of car drivers can get to work using public transport in under 1.5 hours.
  - It may be easier for these drivers to change their behaviour than those who travel long distances to the University each day.
- **However, the messages need to be selected carefully when communicating with this audience.**
  - Drivers are less likely to care about sustainability and about easing car parking pressure on the University.
  - For this group of people **convenience** is the most important benefit of driving. The key drawbacks are the perceived **costs**, the lack of **health benefits** and **environmental concerns**.
- **The most difficult audience to convince is drivers with caring responsibilities who live further away from the University.**
  - There is a hard core of drivers who say that **nothing** would encourage them to change the way they travel. This is despite the fact that 60% of staff who drive to work say they can get to the University within one and a half hours door-to-door using public transport.
  - As such, the University should consider additional support to enable these staff - especially those who drive a long distance - to work flexible hours as well as to work remotely. These two measures command strong support among drivers.

- **Car sharing schemes provide an important opportunity.**
  - 13% of Streatham staff already currently use a car share to get into work.
  - Car share schemes would provide a relatively inexpensive way of limiting the number of cars on campus. It also resolves the main detractors of driving your own car: the cost and environmental impact.
  - At the same time, one in four drivers say that the offer of a park and ride service to campus would encourage them to travel more sustainably.
- **Consider the implications of the most popular proposals.**
  - The most popular option will not necessarily deliver on the University's objectives. Certainly proposals 5 or 6 would be less contentious to implement. However, it remains unclear whether a scheme which is aimed at only visitors would bring about the depth of change required by the University (i.e. freeing up car parking spaces).
  - Nor would option 5 or 6 bring about a behavioural change among staff in terms of their views and actions around parking.
  - Moreover, the University should consider the potential unintended consequences of proposals 5 and 6. The freeing up of spaces that were previously occupied by visitors could actually encourage staff members to drive if they had previously been put off by the shortage of spaces. If the University seeks to encourage long-term sustainable behaviour change among staff then increases to staff permits may be preferable.

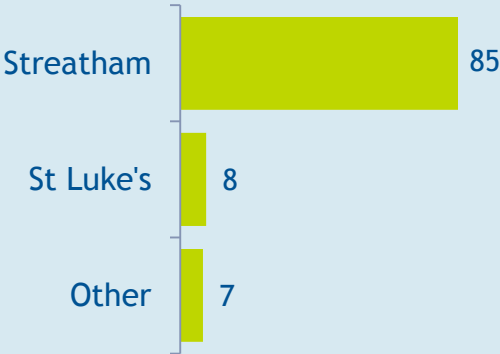
- ICM interviewed 1,426 University of Exeter employees between the 12<sup>th</sup> and 22<sup>nd</sup> of March 2013.
  - Members of staff also had the option of completing a paper copy of the questionnaire.
  - ICM received 18 completed paper copies.
- Staff at the Tremough campus were not eligible to take part in the survey.
- Eligible staff members were sent an invitation from Geoff Pringle, Director of Campus Services.
  - Each respondent was provided with a unique link to the survey in order to prevent multiple completions and to ensure the quality of the data.



# Sample Composition



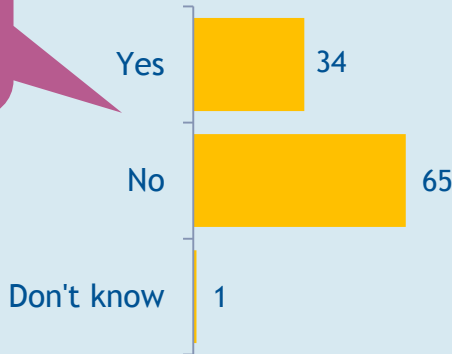
Q1. Which location are you mainly based at?



Base: All respondents (1,428)

38% of car drivers have caring responsibilities

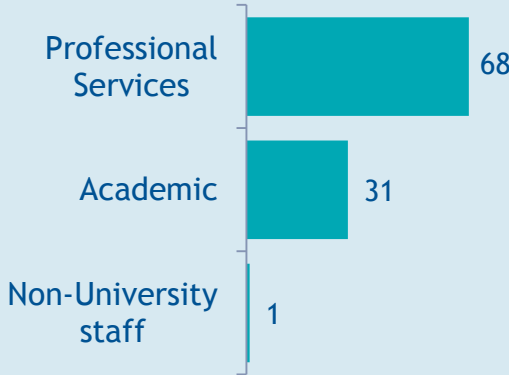
Q2. Do you have any caring responsibilities?



Base: All respondents (1,428)

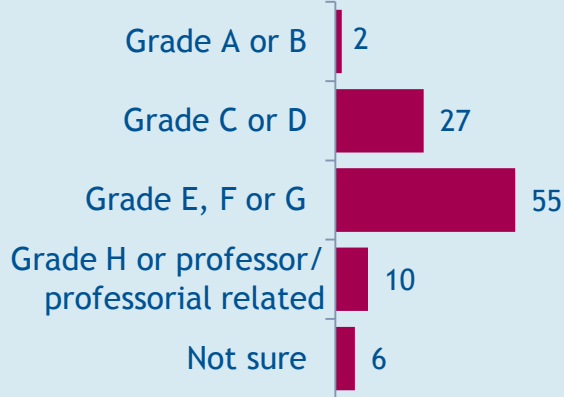
%

Q3a. Which staff category do you belong to?



Base: All respondents (1,428)

Q3b. What is your grade?



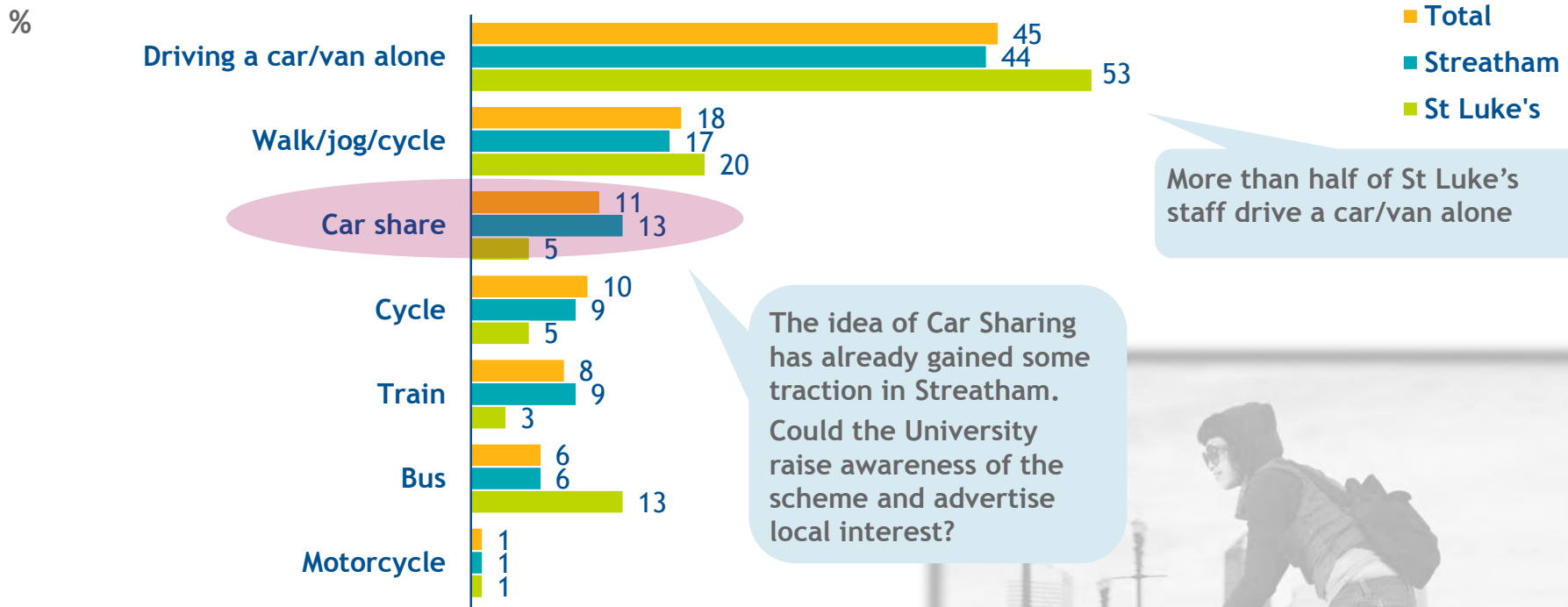
Base: All academic and professional services staff (1,414)



# 1. Travel behaviours

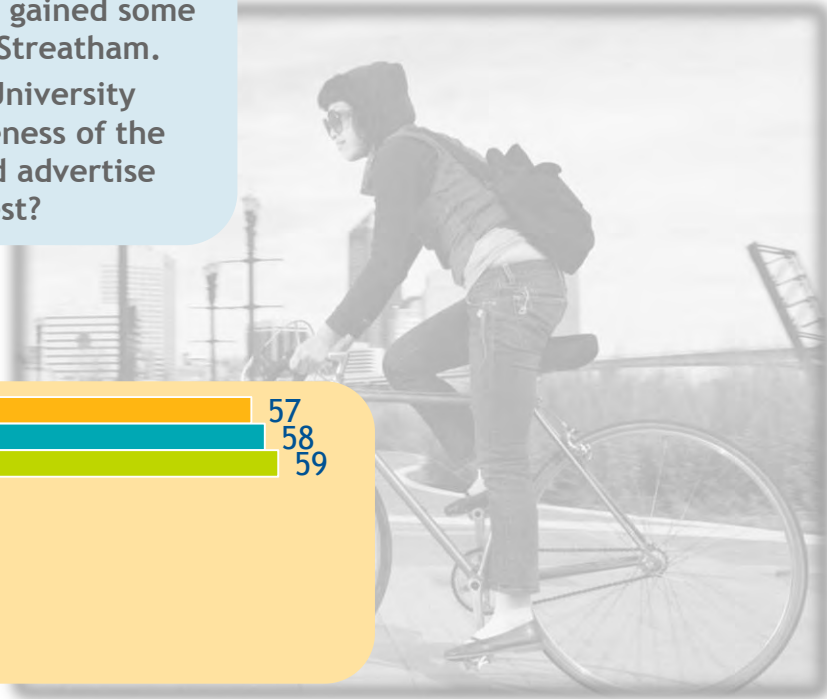
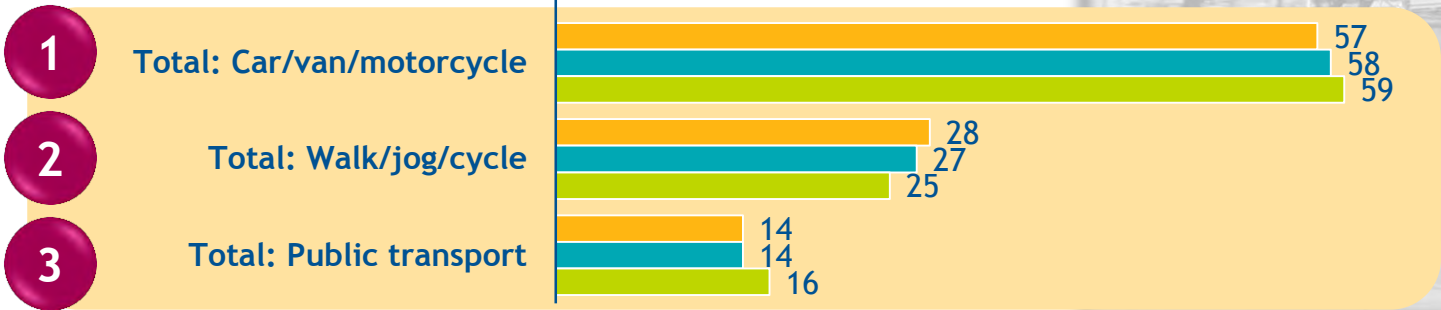


# Transport Modes



More than half of St Luke's staff drive a car/van alone

The idea of Car Sharing has already gained some traction in Streatham. Could the University raise awareness of the scheme and advertise local interest?



Q7. What is the main form of transport you usually use to travel from home to campus?  
 Base: All respondents (1,428).

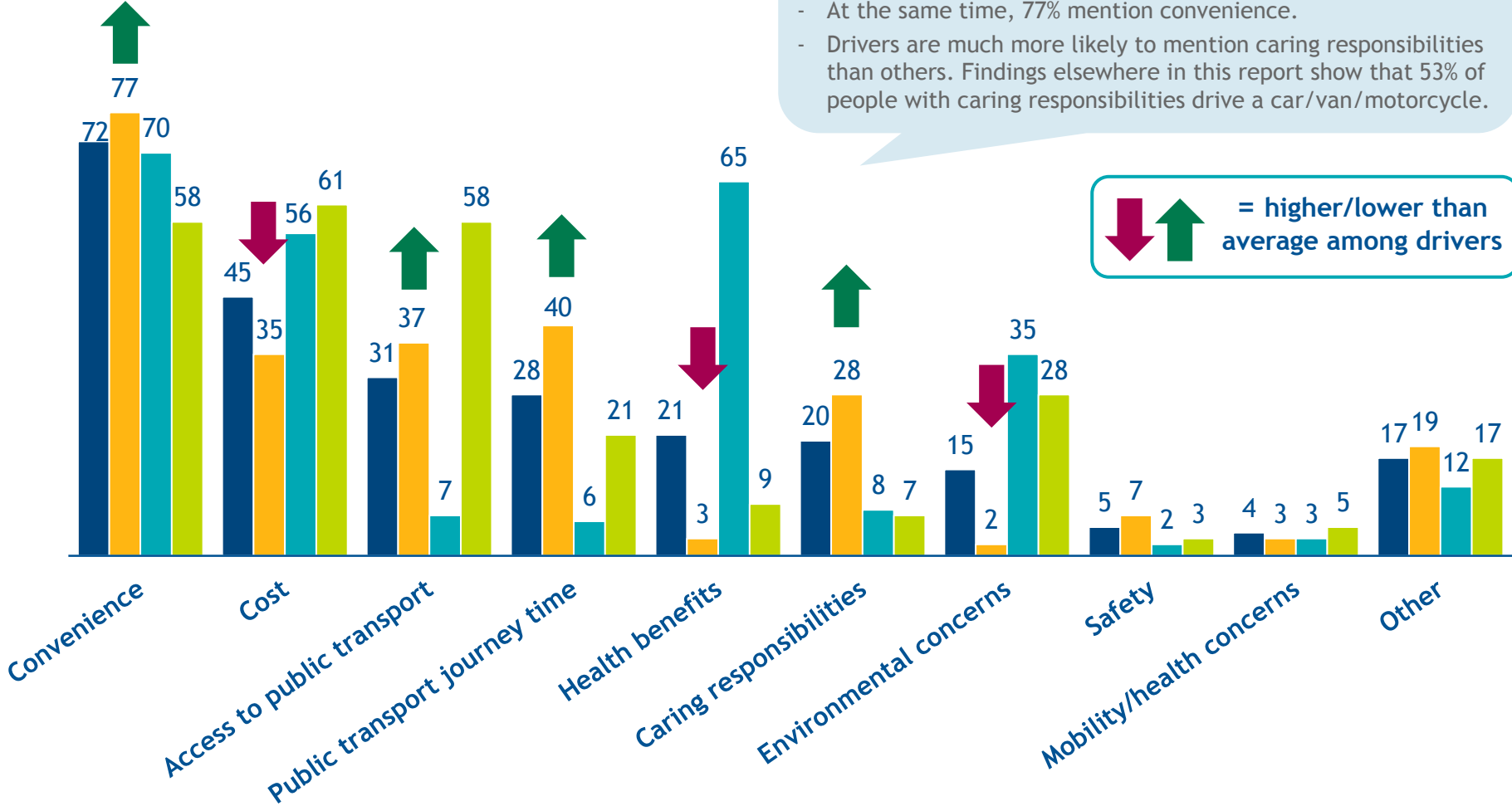
# Reasons for choosing travel mode



% ■ Total  
 ■ Walk/jog/cycle  
 ■ Car/van/motorcycle  
 ■ Public transport

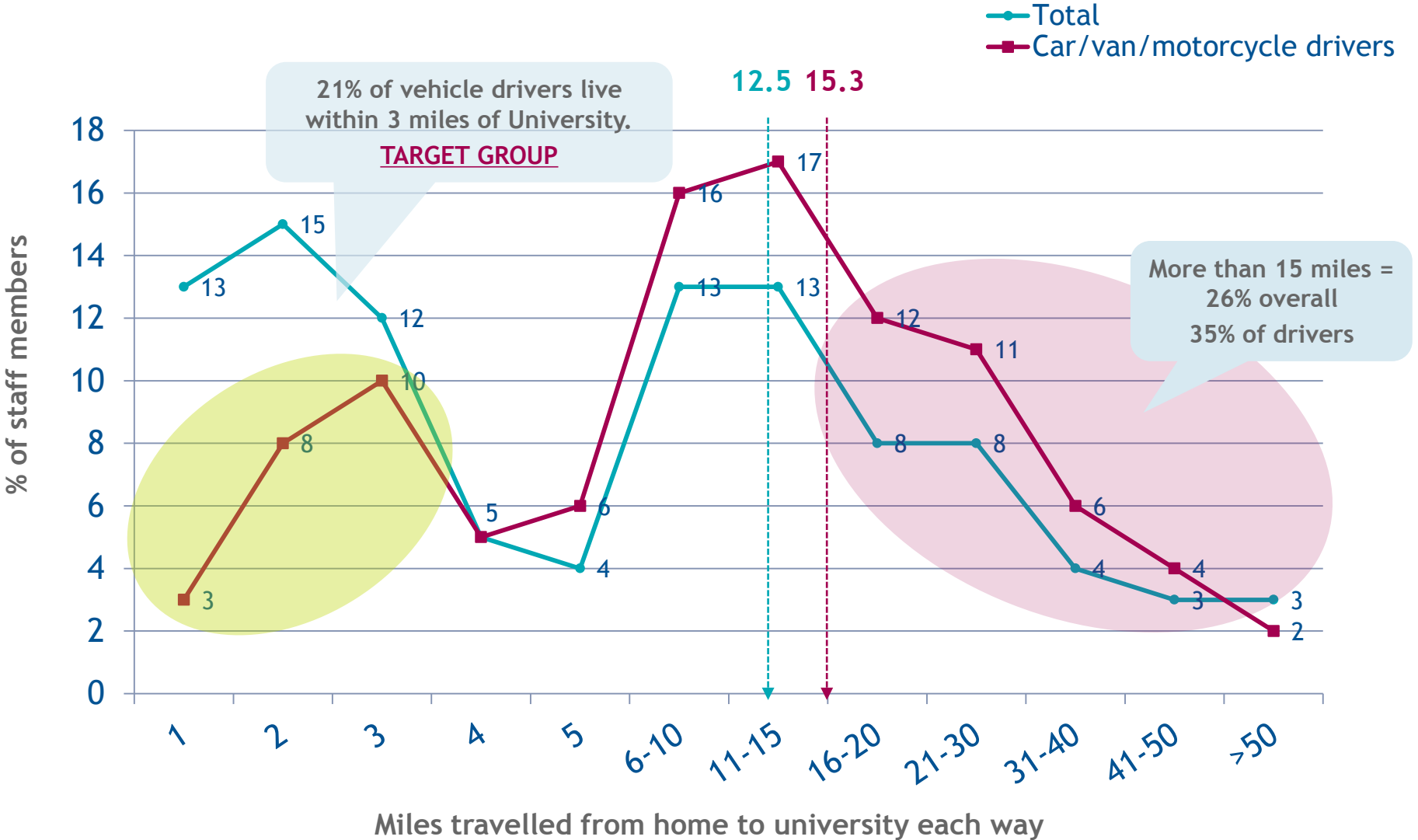
- 37% of drivers cite (lack of) access to public transport as one of the reasons for their choice, and 40% mention the amount of time that public transport takes.
- At the same time, 77% mention convenience.
- Drivers are much more likely to mention caring responsibilities than others. Findings elsewhere in this report show that 53% of people with caring responsibilities drive a car/van/motorcycle.

↓ ↑ = higher/lower than average among drivers



Q8. Which of the following factors most influence your travel choices to/from campus?  
 Base: All respondents (1,428).

# Average distance travelled to University



21% of vehicle drivers live within 3 miles of University.  
**TARGET GROUP**

12.5 15.3

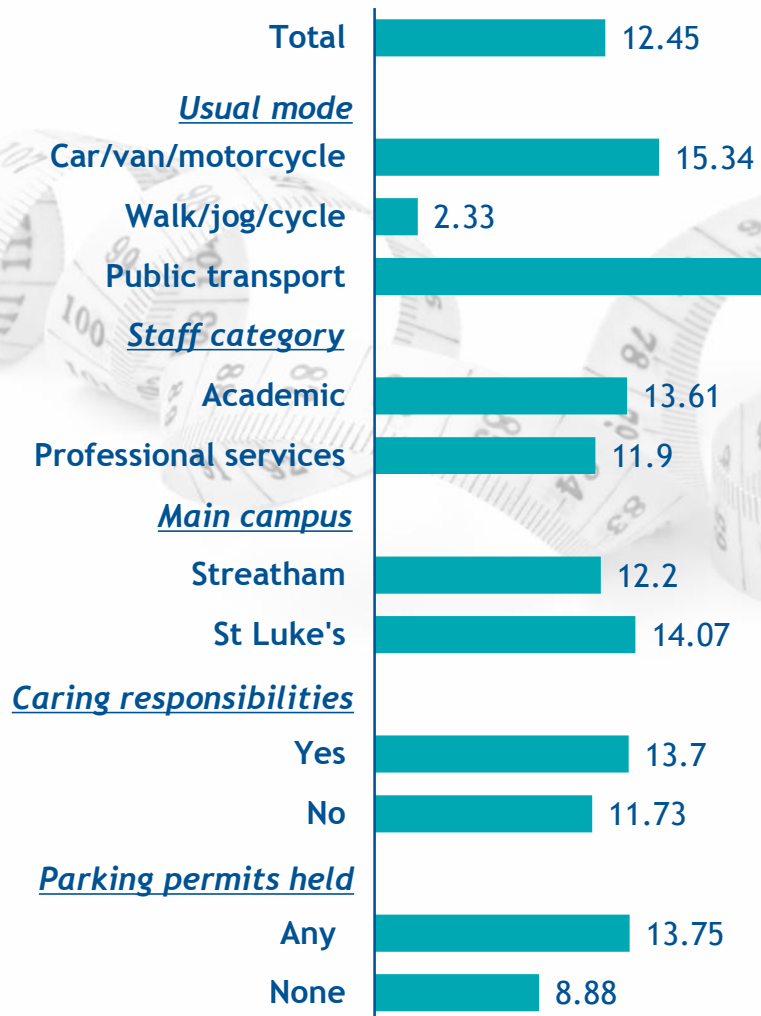
More than 15 miles = 26% overall 35% of drivers

Q5. How far do you travel from home to University each way? (miles).  
Base: All respondents (1,428).

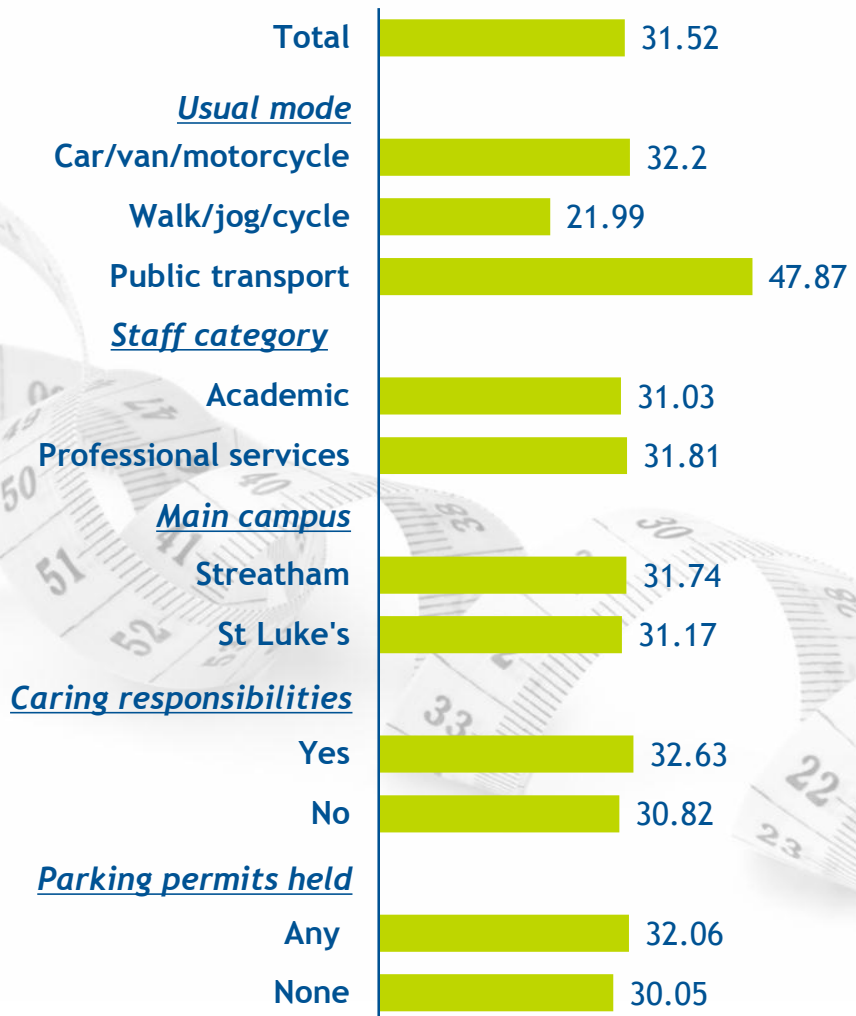
# Average distance travelled to University / journey time by subgroups



Average distance travelled (miles)



Average journey time (mins)



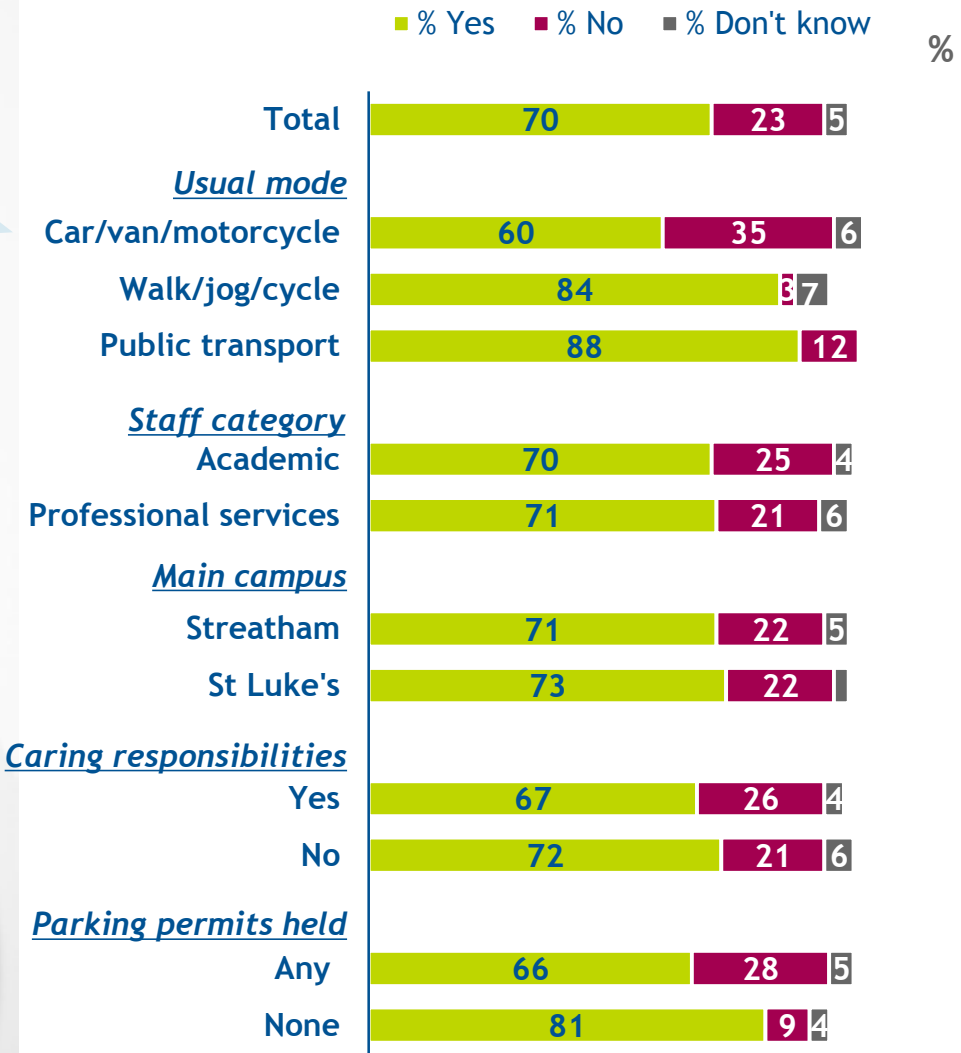
Q5. How far do you travel from home to University each way? (miles).  
 Q6. How long does it usually take you to get to the university from home?  
 Base: All respondents (1,428).

# Ability to travel to university in under 1.5 hours using public transport



Car drivers are less likely than average to be able to get to the University via public transport in under 1.5 hours. Findings elsewhere in this report show that on average, drivers live slightly further away.

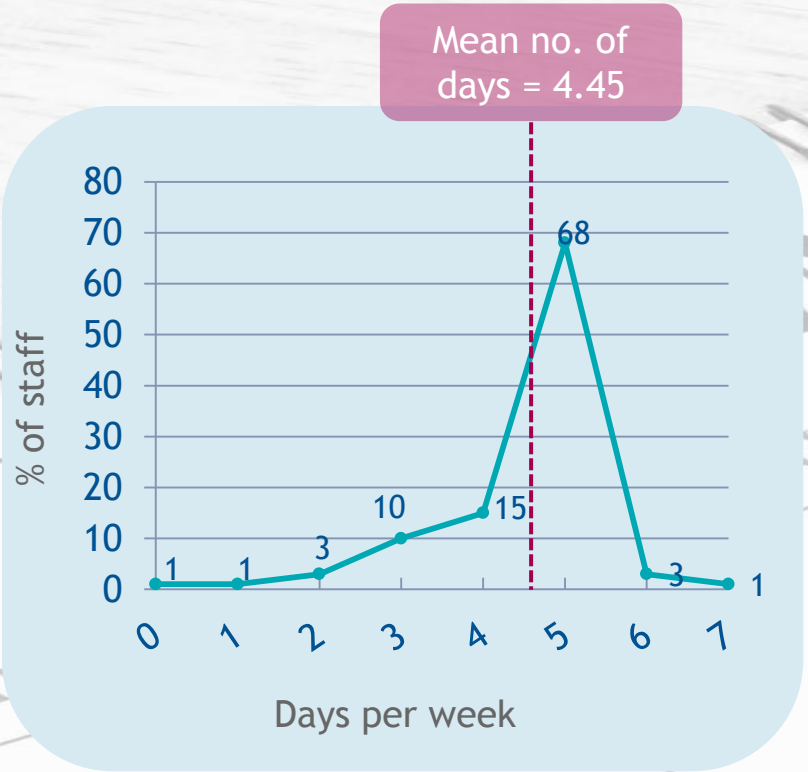
Nonetheless, a majority (60%) say they could travel in via public transport.



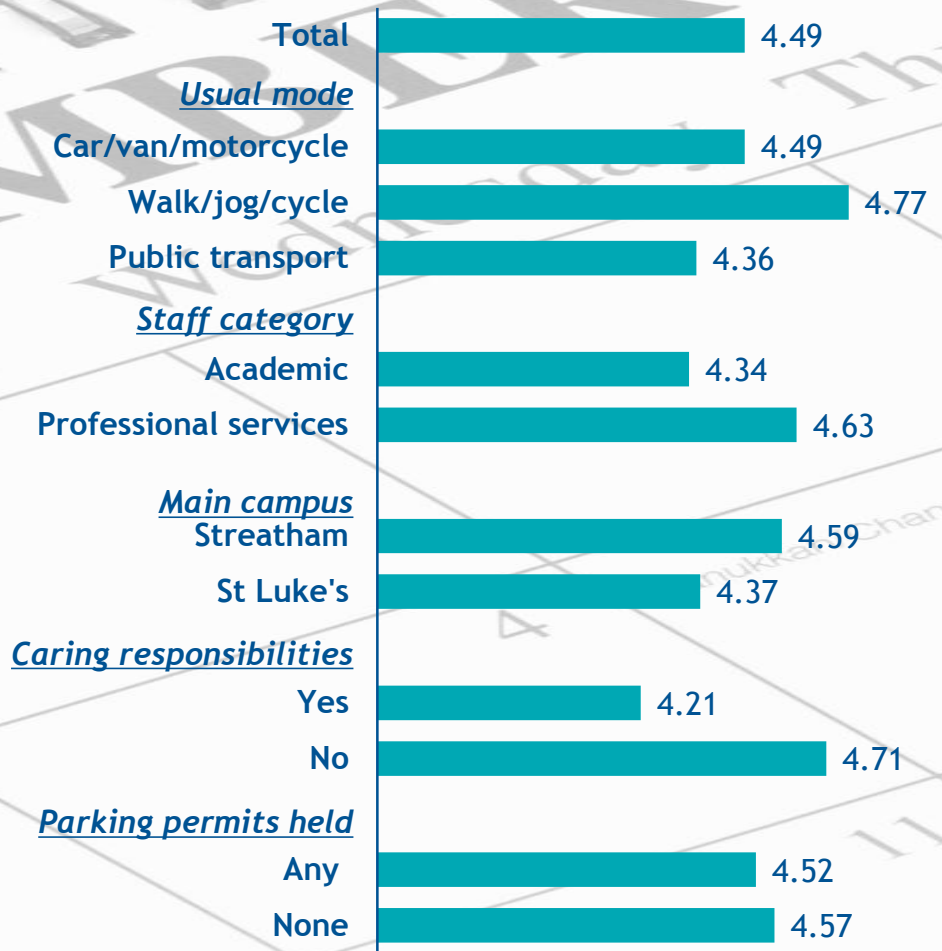
Q11. On a typical day, is it possible for you to get to work via public transport in less than 1.5 hours door to door?

Base: All respondents (1,428).

# Average number of days per week travelled to University



Mean no. of days



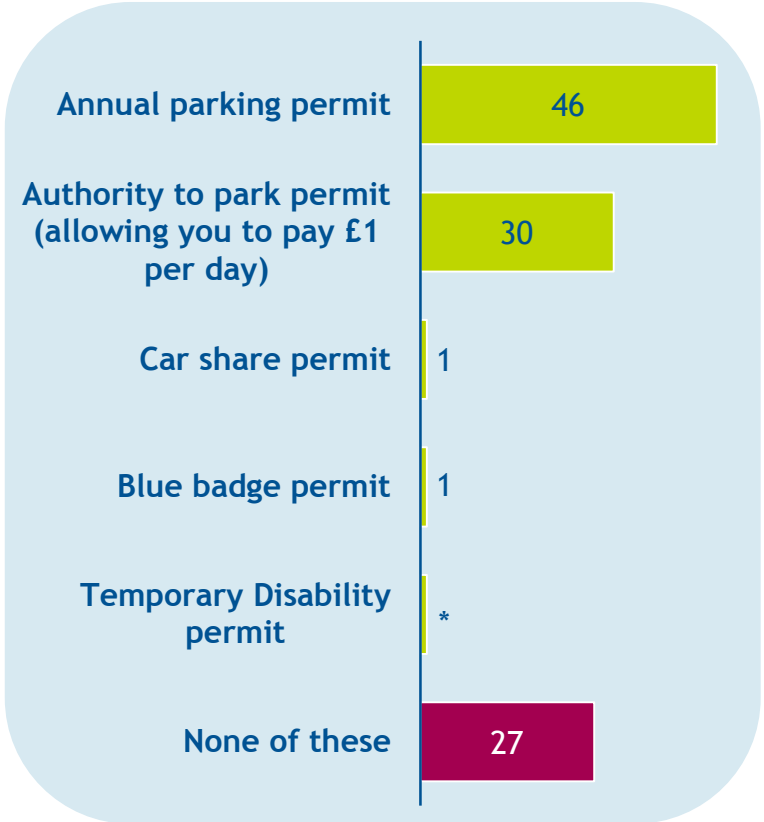
Q4. How many days per week do you typically travel to the University?  
 Base: All respondents (1,428).

# Ownership of parking permits

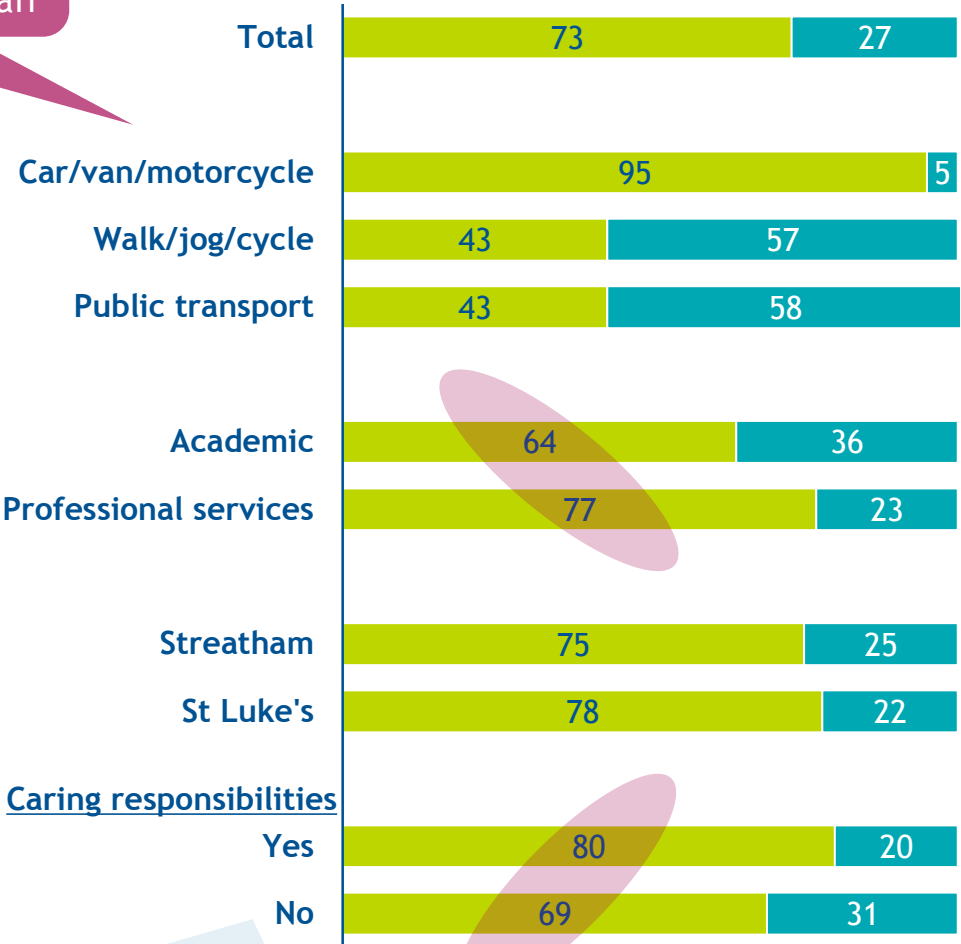


%

51% of Professional Services staff have an annual parking permit compared to 34% of academic staff



■ Any permits    ■ No permits



People with caring responsibilities are significantly more likely to have a parking permit

Q10. Do you currently have any of the following types of parking permit?  
Base: All respondents (1,428).



## 2. Attitudes towards parking provision and sustainability



# Views on sustainable travel

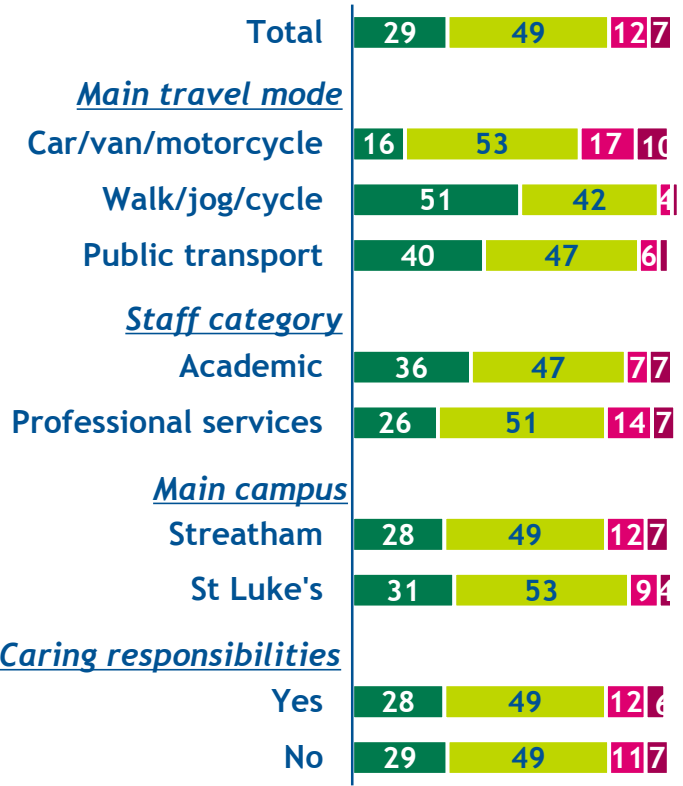


*It is important for all staff who are able to travel by sustainable transport to do so, as it...*

*a) Reduces our impact on the environment*

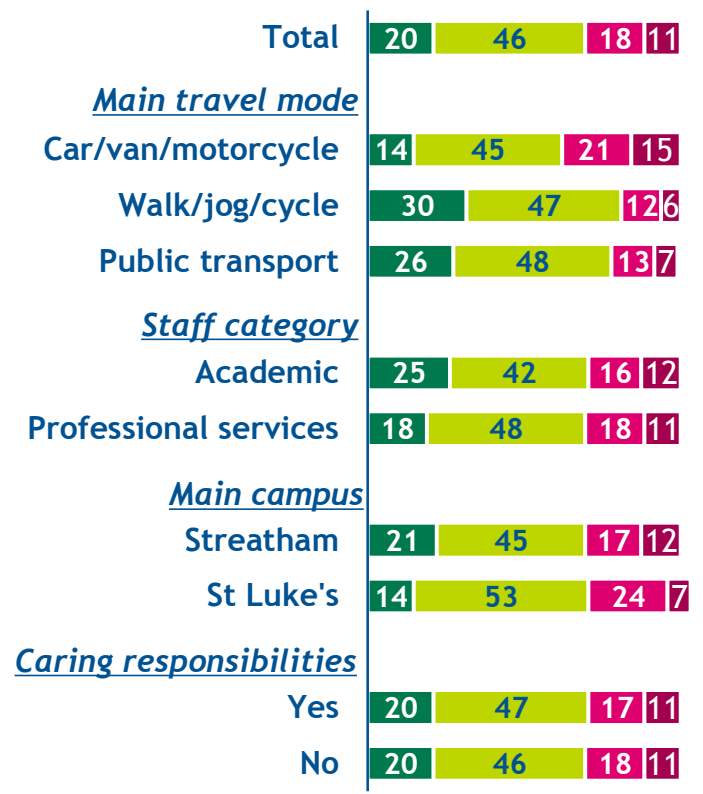
- Strongly agree
- Tend to agree
- Strongly disagree
- Tend to disagree

*b) Reduces the pressure on car parking at the University*



Drivers are much less likely to agree with each of the statements than those who use public transport or who walk, jog or cycle.

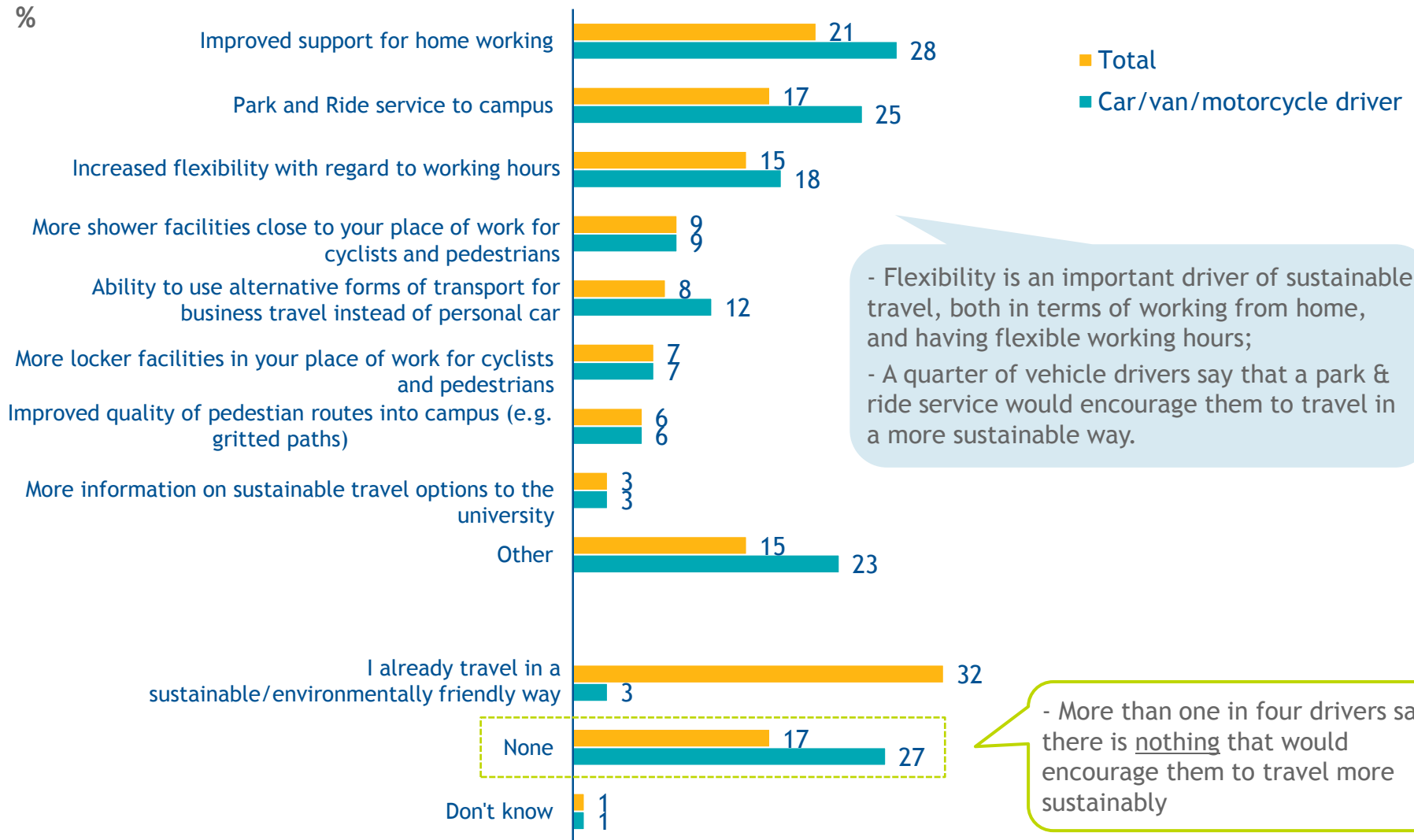
This suggests that drivers may be more convinced by incentives such as cost, convenience, and speed, rather than feeling an obligation to reduce their impact on the environment/the university.



Q12. To what extent do you agree with the following statements? A) It is important for all staff who are able to travel by sustainable transport to do so, as it reduces our impact on the environment. B) It is important for all staff who are able to travel by alternative method than by car to do so as it reduces the pressure on car parking at the University.

Base: All respondents (1,428)

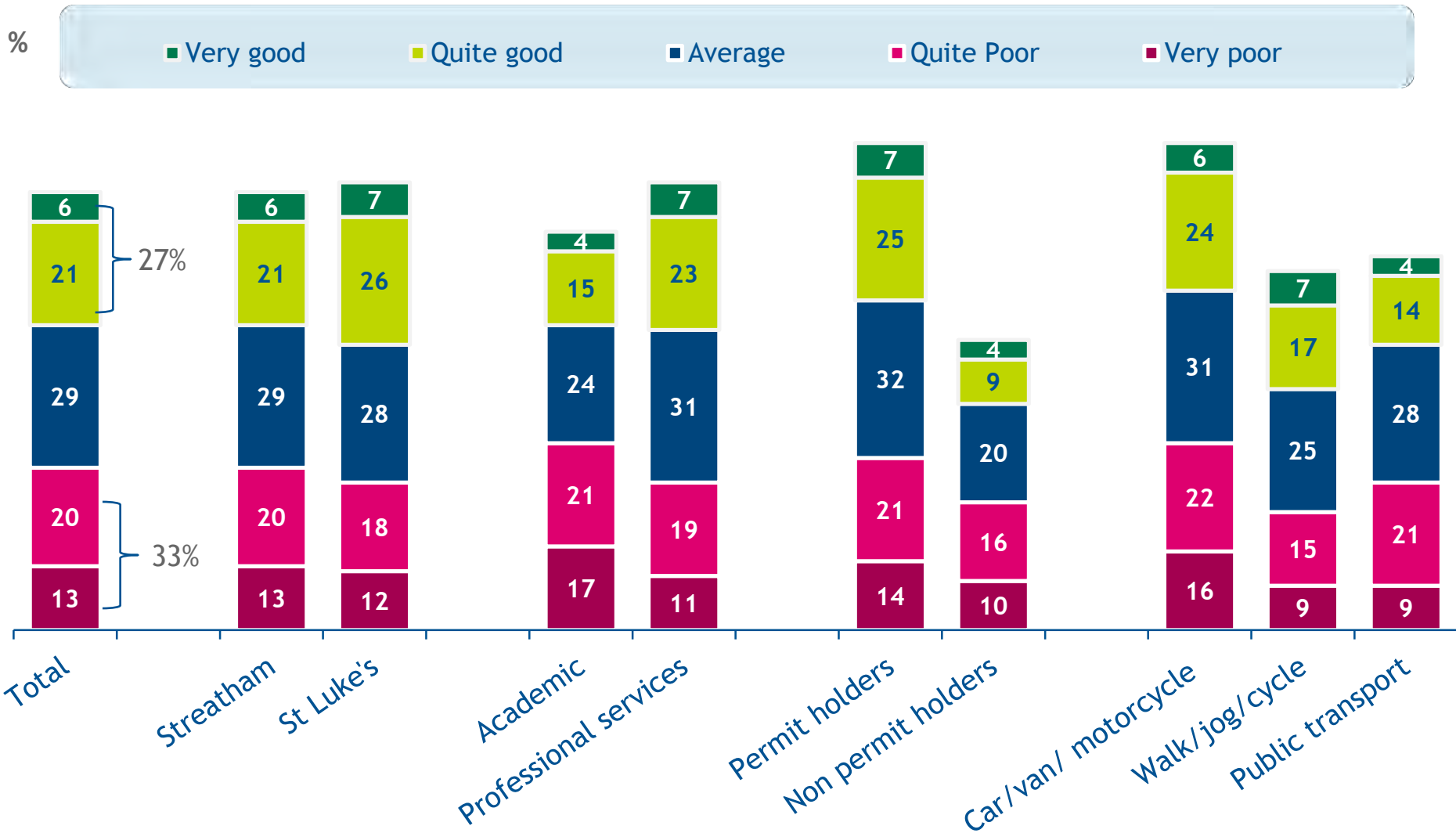
# Encouraging more sustainable travel



Q9. Which, if any, of the following would encourage you to travel to campus in a more sustainable/environmentally friendly way (walk, cycle, public transport or care share) each day?

Base: All respondents (1,428)

# Views on current parking provision

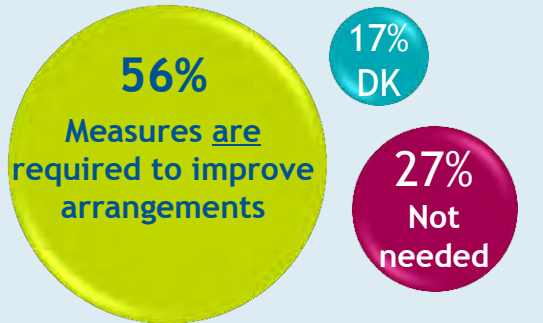


Q13. How would you rate the current car parking provision for staff at the University of Exeter?  
 Base: All respondents (1,428)

# Changing current provision

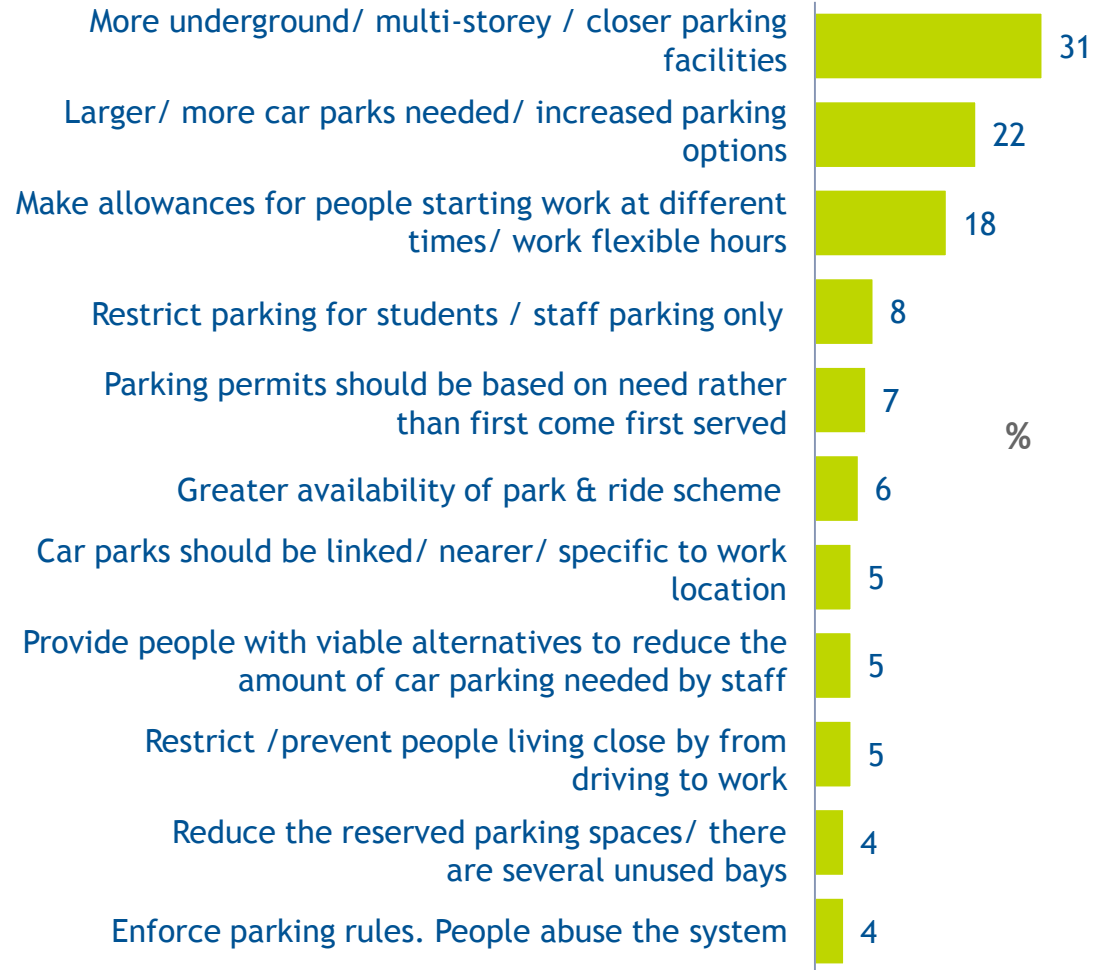


Do you think that measures are need to improve the current car parking arrangements for staff?



	56	27	17
Total	56	27	17
Streatham	56	28	15
St Luke's	53	29	18
Car/van/motorcycle	68	27	5
Walk/jog/run	39	28	32
Public transport	40	29	32
Annual parking permit	68	28	4
Authority permit	58	34	8
None	35	19	46

## What measures do you think should be implemented?



Q14. Do you think that measures are required to improve the current car parking arrangements for staff, or do you think they are satisfactory as they are?  
Base: All respondents (1,428)

Q15. What measurements do you think should be implemented to improve the current car parking arrangements for staff?  
Base: All respondents who think measures are required to improve the current car parking arrangements for staff (797).

### 3. Support and opposition for proposals



# Popularity ranking of proposals

1st

**Proposal 6:** Pay and Display parking charges for visitors should be increased to reflect charging regimes across the city and sector. This will encourage visitors and other users to utilise Devon County Council provided street parking, thus reducing the demand on campus.



2nd

**Proposal 5:** (Streatham only) Restrict visitor Pay and Display parking to Car Park A and Car Park C (currently visitors in any of the University car parks or on North Park Road). These restrictions would not apply in evenings or at weekends, and sports centre visitors would still be able to park in the sports centre car park.



3rd

**Proposal 4:** Current members of staff will have their eligibility to apply for Car Parking Permits limited, depending upon a number of criteria (Blue Badge holders would be exempt), possibly including distance from campus, reasonable public transport alternatives and caring responsibilities.



4th

**Proposal 2:** The Authority to Park daily charge should be increased (the current daily price is £1, and there's no charge to obtain the permit). A proportion of any extra revenue generated will be reinvested to help people travel sustainably.

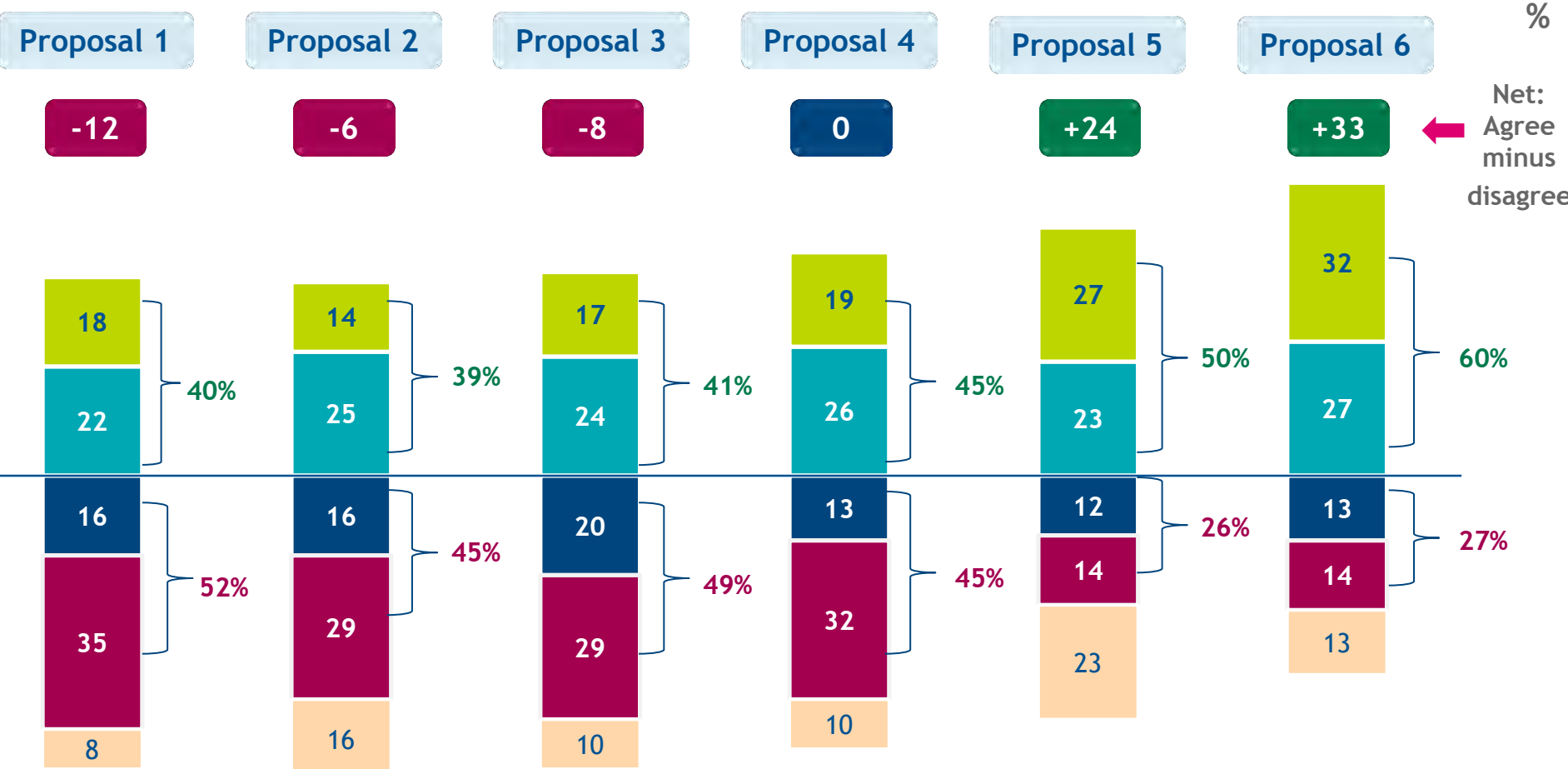
5th

**Proposal 3:** New members of staff (yet to join the university) will have their eligibility to apply for Car Parking Permits limited, depending upon a number of criteria (Blue Badge Holders would be exempt), possibly including the following: distance from campus/reasonable public transport alternatives/Caring Responsibilities.

6th

**Proposal 1:** The cost of staff Annual Parking Permits should be increased over a 3 year period to September 2015/6 (with reduced rates for staff driving cars with lower Co2 emissions). A proportion of any extra revenue generated will be reinvested to help people to travel sustainably.

# Summary: Support for Proposals





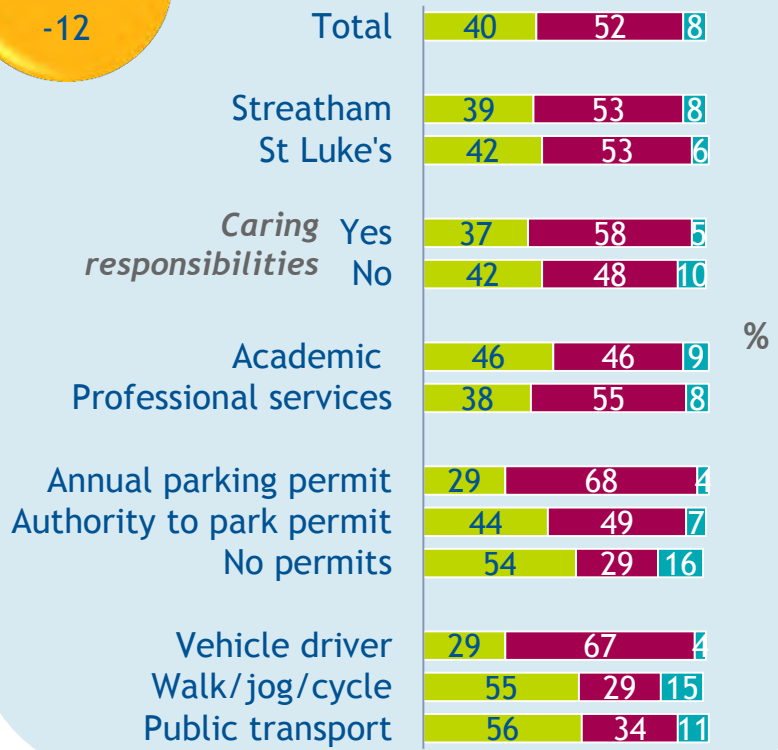
# Proposal 1: Increasing cost of staff Annual Parking Permits



The cost of staff Annual Parking Permits should be increased over a 3 year period to September 2015/6 (with reduced rates for staff driving cars with lower Co2 emissions). A proportion of any extra revenue generated will be reinvested to help people to travel sustainably.

Net support: -12

Support Oppose Don't know



### Top 3 reasons for support

- 1) It will encourage the use of public/ alternative transport (cycling/walking/car sharing) (18%)
- 2) It seems fair/would work well/seems like a good idea. It's an incentive to minimise car use (14%)
- 3) Will encourage the use of low emission/energy efficient vehicles (11%).

### Top 3 reasons for opposition

- 1) It would penalise staff who need to drive to work/ have no choice (child care/mobility etc.) (44%)
- 2) It would penalise people with older cars who cannot afford to buy a low emission vehicle (24%)
- 3) It will affect/be unfair on lower paid/part timers/ will add to their financial burdens (17%)

Q16. One proposal to reduce the demand on car parking is the cost of staff Annual Parking Permits should be increased over a 3 year period to September 2015/6 (with reduced rates for staff driving cars with lower Co2 emissions). A proportion of any extra revenue generated will be reinvested to help people to travel sustainably. To what extent do you support or oppose this proposal? Base: All respondents (1,428). Q17. And why do you support/oppose this proposal? Base: All who support (571) or oppose (740) proposal at Q16.

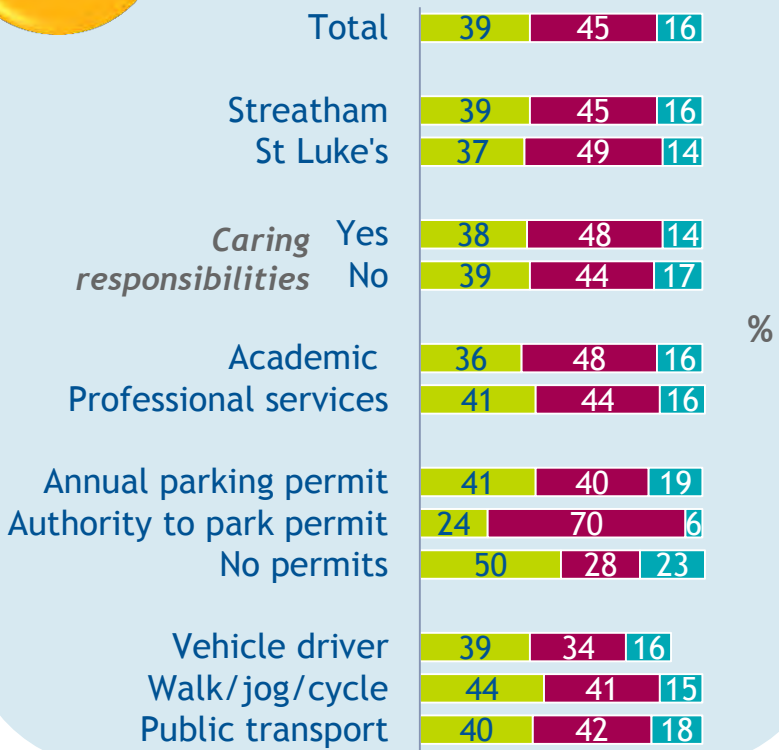
# Proposal 2: Increasing the Authority to Park charge



The Authority to Park daily charge should be increased (the current daily price is £1, and there's no charge to obtain the permit). A proportion of any extra revenue generated will be reinvested to help people travel sustainably.

Net support: -6

Support Oppose Don't know



## Top 3 reasons for support

- 1) Costs are reasonable/still cheaper than local public transport/other car parks (17%)
- 2) It will encourage the use of public/alternative transport (cycling, car sharing, walking etc.) (14%)
- 3) It seems fair/would work well/seems like a good idea/a disincentive to use car use (12%)

## Top 3 reasons for opposition

- 1) It would penalise staff who need to drive to work/ have no choice (child care/mobility etc.) (23%)
- 2) Should not penalise part-time staff/people who only visit occasionally/occasionally use the car park (16%)
- 3) It will affect/be unfair on the lower paid/part-timers/add to financial burdens (11%)

Q18. Another proposal to reduce demand on car parking is that the Authority to Park daily charge be increased (the current daily price is £1, and there's no charge to obtaining the permit). A proportion of any extra revenue generated will be reinvested to help people travel sustainably. To what extent do you support or oppose this proposal? Base: All respondents (1,428)

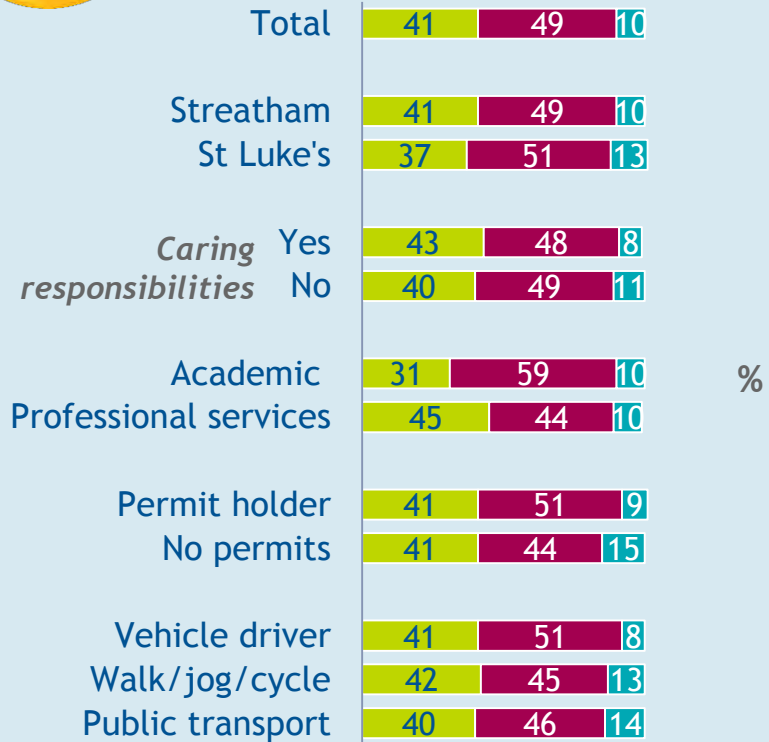
Q19. Why do you support/oppose this proposal? Base: All who support (557) or oppose (640) the proposal at Q18.

# Proposal 3: Limit eligibility for new staff members based on criteria



Net support: -3

Support Oppose Don't know



*New members of staff (yet to join the university) will have their eligibility to apply for Car Parking Permits limited, depending upon a number of criteria (Blue Badge Holders would be exempt), possibly including the following: distance from campus/reasonable public transport alternatives/Caring Responsibilities.*

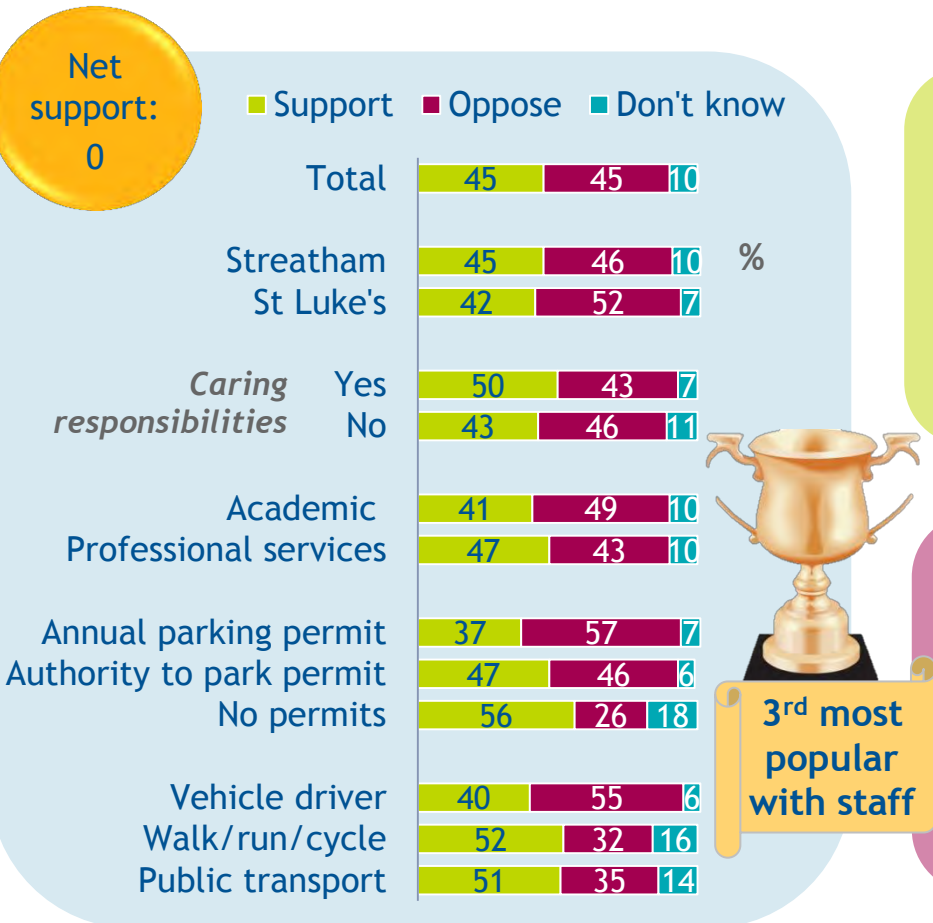


Q20. Another proposal to reduce demand on car parking is that new members of staff (yet to join the University) will have their eligibility to apply for Car Parking Permits limited, depending upon a number of criteria (Blue Badge Holders would be exempt), possibly including the following: Distance from campus/ reasonable public transport alternatives/ caring responsibilities. To what extent do you support or oppose this proposal? Base: All respondents (1,428).

# Proposal 4: Limit eligibility for current staff members based on criteria



Current members of staff will have their eligibility to apply for Car Parking Permits limited, depending upon a number of criteria (Blue Badge holders would be exempt), possibly including the following: Distance from campus/reasonable public transport alternatives/caring responsibilities.



### Top 3 reasons for support

- 1) It will encourage/require those people who can use public transport/use alternatives (cycling/car sharing/walking) (29%)
- 2) Equality - everyone (management/new staff etc.) should be included in such rules (19%)
- 3) Seems fair/reasonable/sensible/good idea (16%)

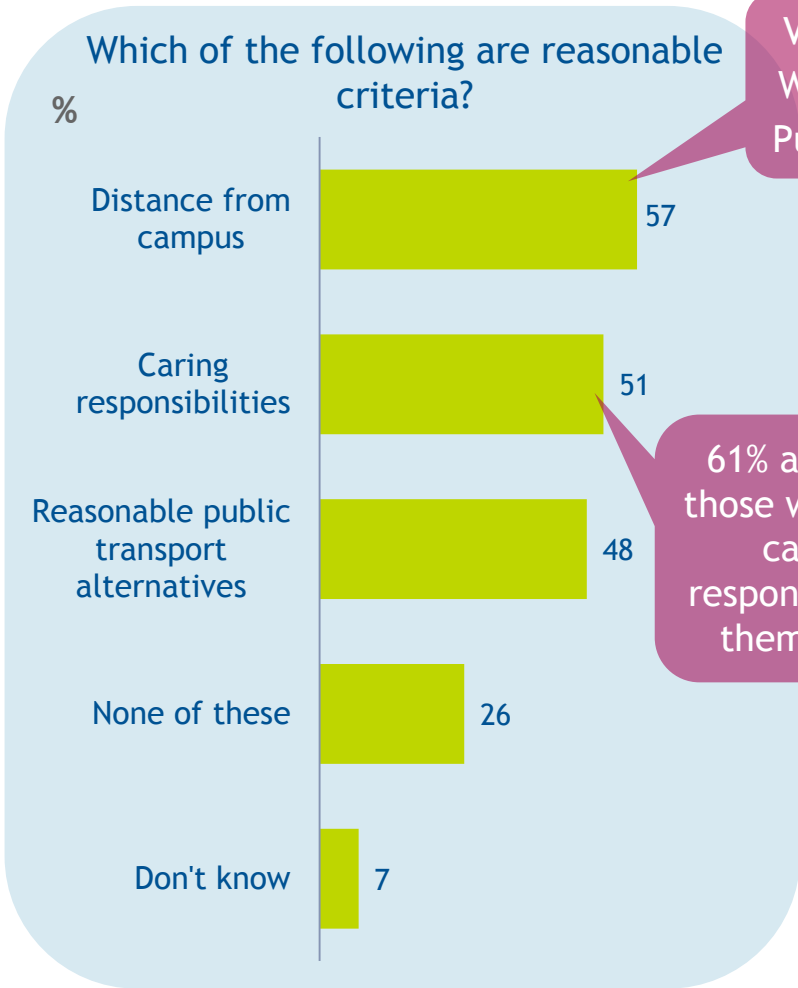
### Top 3 reasons for opposition

- 1) It's subjective - people have all sorts of reasons for needing/wanting to drive to work which don't always match a preordained set of criteria (25%)
- 2) Too intrusive. Employers should not dictate how people manage their lives (13%)
- 3) Public transport is unreliable/expensive/not accessible at the times I need to travel (11%)

Q23. An alternative proposal to reduce demand on car parking is that current members of staff will have their eligibility to apply for Car Parking Permits limited, depending upon a number of criteria (Blue Badge holders would be exempt), possibly including the following: Distance from campus/reasonable public transport alternatives/caring responsibilities. To what extent do you support or oppose this proposal? Base: All respondents (1,428).

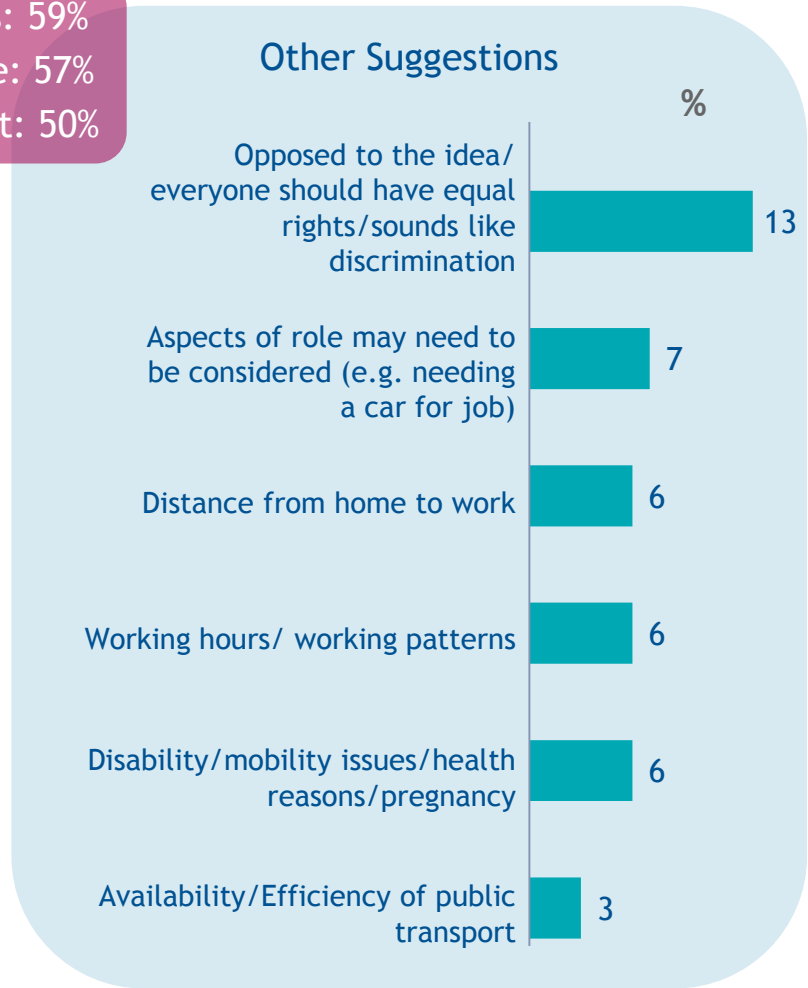
Q24. Why do you support/oppose this proposal? Base: All who support (642) or oppose (646) the proposal at Q24.

# Suggested criteria for limiting parking permits



Vehicle drivers: 59%  
Walk/jog/cycle: 57%  
Public transport: 50%

61% amongst those who have caring responsibilities themselves

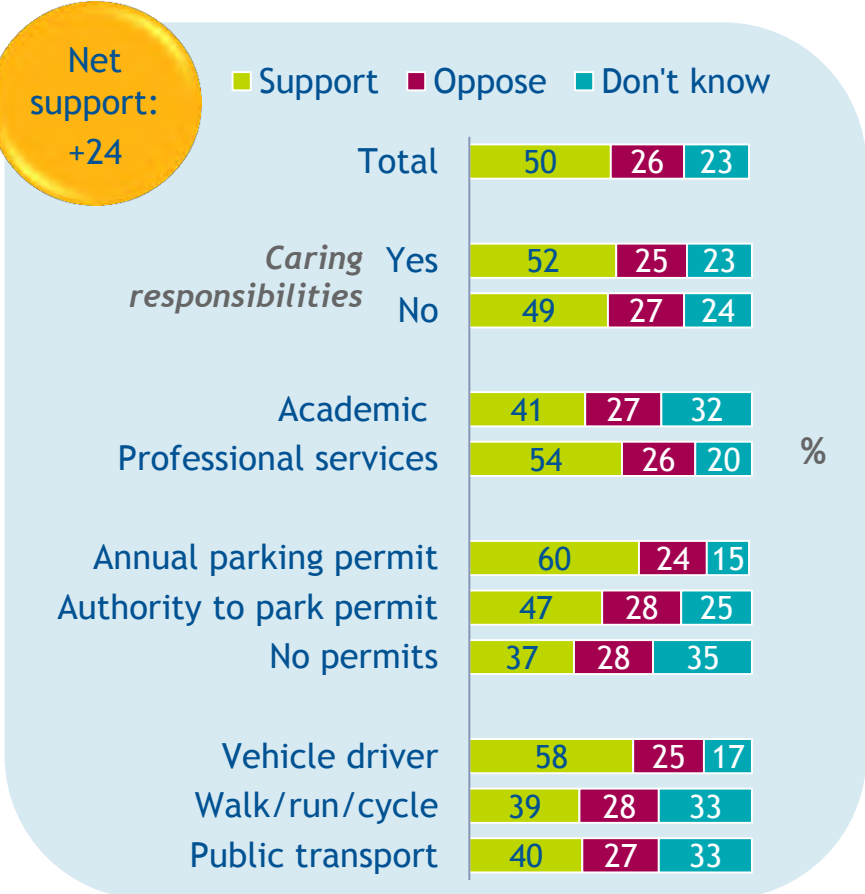


Q21. Which of the following do you consider reasonable criteria to be used in order to identify new members of staff whom should/ should not qualify for a parking permit?

Q22. Which other criteria (if any) do you think should be used to identify staff whom should/ should not qualify for a parking permit?

Base: All respondents (1,428)

# Proposal 5: Restrict visitor Pay & Display at Streatham Campus



*Restrict visitor Pay and Display parking to Car Park A and Car Park C (currently visitors in any of the University car parks or on North Park Road). These restrictions would not apply in evenings or at weekends, and sports centre visitors would still be able to park in the sports centre car park.*

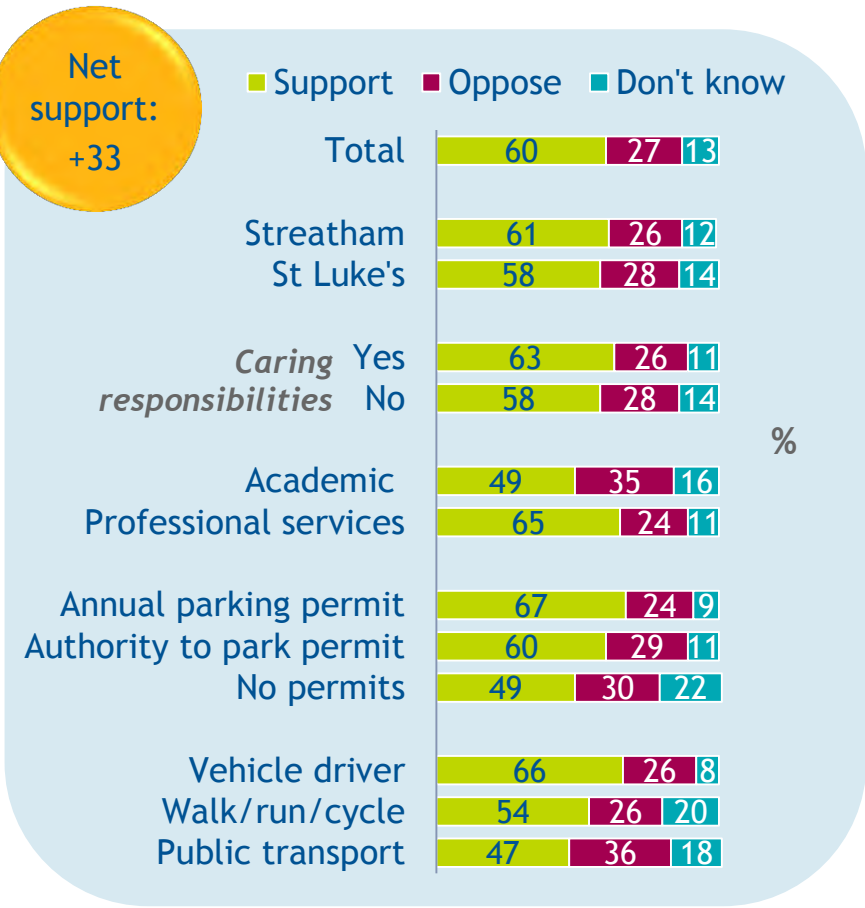
Proposal 5 is the second most popular of all. It receives support from 3 in 5 drivers, in contrast to proposals 1-4, which were supported by no more than 2 in 5.



**2<sup>nd</sup> most popular with staff**

Q25. Another proposal to reduce demand on car parking is to restrict visitor Pay and Display parking to Car Park A and Car Park C (currently visitors in any of the University car parks or on North Park Road). These restrictions would not apply in evenings or at weekends, and sports centre visitors would still be able to park in the sports centre car park. To what extent do you support or oppose this proposal? Base: All respondents mainly based at Streatham (1,213)

# Proposal 6: Increase Pay & Display parking charges for visitors



*Pay and Display parking charges for visitors should be increased to reflect charging regimes across the city and sector. This will encourage visitors and other users to utilise Devon County Council on street parking, thus reducing the demand on campus.*

Proposal 6 is the most popular of all, and one in three (32%) strongly support the motion.

Two in three car drivers support the notion, meaning it is the proposal least likely to meet fierce opposition from the car parks' main users.



Q26. The final proposal is that Pay and Display parking charges for visitors be increased to reflect charging regimes across the city and sector. This will encourage visitors and other users to utilise Devon County Council on-street parking, thus reducing demand on campus. To what extent do you support or oppose this proposal?

Base: All respondents (1,428)

# Additional comments on university travel



“I would use public transport if it were more available/ reliable/ had better facilities” (7%)

“Offer reduced/subsidised public transport fares” (4%)

“To reduce car use, invest in university subsidised alternatives: shuttles, long-distance buses, park and rides etc.” (6%)

“Improve the facilities for cyclists/bikers/more bike shelters/ have a service for bikers at the university” (4%)

“Due to the distance I travel, it is difficult to find alternatives to car travel” (4%)

“University visitors/contractors should be catered for/ don’t increase the charge for visitors” (4%)

“Makes life more difficult for workers/ working environment is already stressful/ might put people off working at the university” (3%)

“More staff parking on campus/ adequate parking spaces should be supplies to staff/ the university should provide for staff (3%)

“Time constraints/ travelling time could impact work/ family commitments” (3%)

Q27. Do you have any additional feedback or comments you would like to make regarding travelling to the University?

Base: All respondents (1,428).



[gregor.jackson@icmresearch.com](mailto:gregor.jackson@icmresearch.com)

[laura.byrne@icmresearch.com](mailto:laura.byrne@icmresearch.com)