

- The energy required to supply a megalitre of water creates 404kg of CO₂ emissions

HIGHLY COMMENDED

Personalisation Reduces Car Travel at the University of East Anglia

120 hot air balloons a year full of carbon dioxide saved through avoided car journeys is just one of the successes of the University of East Anglia (UEA)'s 2002 Travel Plan. Others include:

- A reduction in student car usage from 30% in 1998 to just 16% in 2005, and reduction in regular car journeys by staff by 20%
- Fewer regular drivers in 2005 than in 1998 despite the University growing by just over a third
- An increase in bus season ticket sales from under 500 pre-plan to over 4000 in 2006/07
- A 13% year-on-year increase in passenger numbers on University bus services
- Levels of student and staff cycling of 20%, twice the local average.



The Plan has involved the University working closely with local bus operator First Bus to improve services. The ring-fenced revenue from car park charges has also been used to support measures such as a car club, a journey sharing scheme, and a personalised travel planning service. The latter includes drop-in sessions held in key public areas where individuals can seek out advice, try-it-free bus passes, cycle loans or walking/cycling buddies. Kerry Davis, a Personal Travel Advisor, believes that "this helps drivers to see what is available and 'try before they buy', addressing two of the key obstacles to change."

Kerry Davis

Local residents have benefited from improved public transport and the University is helping other organisations, such as the local hospital, reduce their demand for parking and congestion. Wider benefits of the Travel Plan include enhanced recruitment and retention of staff and students, reclamation of green areas previously used for "fly-parking", and easier planning consent for new buildings.

Dawn Dewar, the Transport Co-ordinator, believes that "our Travel Plan has few headline initiatives, no UEA owned and operated bus services, no cash reward schemes and no presents of folding bikes at Christmas, yet it has proved to be a success with measurable positive outcomes. We've shown that a lot can be achieved even within limited resources and an inconvenient location."

The Association of Commuter Transport agrees, having awarded the University a "highly commended" certificate in 2005 for its "very comprehensive, well researched, travel plan strategy which it has been implementing with consistently improving results over the last few years."

Judge's Comments on Continuous Improvement (continued)

Many past winning and commended transport entries to Green Gowns have featured universities in urban areas, with locations at or near to their centres. With a campus 3 miles from the centre of a small city (Norwich), and within a very rural county, the University of East Anglia has had to adopt a distinctive 'accumulation of small steps' approach to the implementation of its 2002 Plan. Its innovative features include the provision of a personalised travel planning service, a car club, and a journey sharing scheme. The excellent results from this modestly resourced, but well planned and executed initiative, demonstrate how much can be achieved within just a few years. They are therefore a model for smaller universities and colleges in out of town locations.