



BEGBROKE SCIENCE PARK, OXFORD

Full Travel Plan - 2016 Update

June 2016

IMA-15-141

11 Kingsmead Square Bath BA1 2AB  
T: 01225 444011  
F: 01225 444550  
E: [bath@ima-tp.com](mailto:bath@ima-tp.com)

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## 1 Introduction

### 1.1 Background

- 1.1.1 Begbroke Science Park is wholly owned and managed by the University of Oxford. It provides a flexible supportive environment which encourages links between new high-tech science-based companies, their more established counterparts and the University.
- 1.1.2 The University has operated a full travel plan for Begbroke Science Park since 2004. Reviews of the travel plan have been undertaken in July 2011 and January 2015.
- 1.1.3 Outline applications relating to an interim phase and a long-term phase of development at Begbroke Science Park were consented in 2001. The interim phase of development has now been implemented and has brought the total floor area on site to around 12,000m<sup>2</sup> of laboratories and offices.
- 1.1.4 The long-term phase of the development will bring the total floor on site to around 21,000m<sup>2</sup> (application reference: 01/00662/OUT) and the first development associated with the long-term phase is currently being constructed on site (application reference 15/01105/REM).
- 1.1.5 An application for the variation of Condition 4 of the long-term phase of development (01/00662/OUT) was granted consent on 20<sup>th</sup> May 2015 (application reference 15/00309/OUT). Condition 4 stated that long-term phase of development should be carried out strictly in accordance 033/PM/LTP/LP114/01.
- 1.1.6 Condition 9 attached to the outline consent 15/00309/OUT is worded as follows:

*Prior to occupation of the development, a Travel Plan shall be submitted to and approved in writing by the local planning authority. The Plan shall include details of the means of regulating the use of private cars at the development in favour of other modes of transport and the means of its implementation and methods of regular monitoring. There shall be no variation to the details agreed without the prior written approval of the local planning authority.*

- 1.1.7 This travel plan document updates the 2004 travel plan document, provides details of the progress made against the objectives and targets contained in the travel plan and provides updated targets for the future, based on existing travel trends.
- 1.1.8 This travel plan update covers the entire Begbroke Science Park site and will include the long-term development phase at the site. As such, this update of the travel plan will be submitted to the planning authority in order to demonstrate that Condition 9 has been discharged.
- 1.1.9 The University has appointed Ed Wigzell as its Travel Coordinator covering the whole of its operations. Contact details are as follows:

Ed Wigzell  
Sustainable Travel Officer  
University of Oxford  
The Malthouse  
Tidmarsh Lane  
Oxford  
OX1 1NQ  
Email: [edward.wigzell@admin.ox.ac.uk](mailto:edward.wigzell@admin.ox.ac.uk)

## 1.2 Structure of Travel Plan

- 1.2.1 Since the preparation of the 2004 travel plan Oxfordshire County Council (OCC) has produced guidance for the preparation of travel plans 'Transport for New Developments; Transport Assessments and Travel Plans' (2014). This updated travel plan will be structured to follow the OCC guidance.
- 1.2.2 The structure of the travel plan is as follows:
- 1.2.3 Section 1 - Background Information
- 1.2.4 Section 2 - Existing Modal Share and Site Audit
- 1.2.5 Section 3 - Objectives and Targets
- 1.2.6 Section 4 - Measures
- 1.2.7 Section 5 - Management and Monitoring

## 2 Background

### 2.1 Site Location and Profile

#### 2.1.1 The full address of the site is:

Begbroke Science Park,  
 Begbroke Hill,  
 Woodstock Road,  
 Begbroke,  
 Oxfordshire,  
 OX5 1PF

2.1.2 Begbroke Science Park is located approximately 10km to the north-west of Oxford. Plan 1 shows the location of Begbroke Science Park.

2.1.3 Access to Begbroke Science Park is from the A44 Woodstock Road via a new signal controlled junction, which was provided in association with the interim phase of development.

2.1.4 The former access to the site from Sandy Lane has been closed to general vehicular traffic since the opening of the new Begbroke Hill access road into the site but still provides access to the site for pedestrians and cyclists.

2.1.5 Following the completion of the interim phase of development at the site Begbroke Science Park currently provides approximately 12,000m<sup>2</sup> of laboratory and office space. The interim phase of development related to the building of the Centre of Innovation (CIE) and the Institute for Advanced Technology (IAT) buildings. Car parking on site for the interim phase of development was limited to 160 spaces.

2.1.6 The existing layout of the site following the interim phase of development is shown on Plan 2. The first consented reserved matters application (an extension of the CIE building) of the long-term phase of development, which is currently being constructed on site, is also shown on Plan 2. Therefore, the site has now entered long-term phase of development.

2.1.7 The long-term phase of development (01/00662/OUT) provides consent to bring the total floor area at Begbroke Science Park to approximately 21,000m<sup>2</sup>. The first reserved matters application associated with the long-term phase of development was consented in June 2015 (application reference 15/01105/REM). Once completed this building will provide around 2250m<sup>2</sup> additional floor space, bring the total floor space on site to around 14,250m<sup>2</sup>.

2.1.8 Car parking on site associated with the long-term phase of development is limited to 260 spaces.

2.1.9 There are around 30 companies and over 20 research groups currently at Begbroke Science Park. Companies at the Science Park are science and research based, some of them University spin-outs, and many have links with either Oxford University or other research based organisations. Researchers from the Mathematical, Physical & Life Sciences and Medical Sciences Divisions of Oxford University work in inter-disciplinary groups at the science park.

2.1.10 At present, between 350 and 450 people (staff, students and employees) are typically based at the Begbroke Science Park on any one day. It is anticipated that following the completion of the CIE extension that this will increase by around 100 people. The existing split between University staff/students and employees of companies based at the science park 50:50 ± 10 i.e. it oscillates in the range of 40:60 to 60:40 over time depending on individual research group and company makeup.

- 2.1.11 It is likely that following the completion of the CIE extension, which will provide new space for research based companies, this ratio will be more biased towards business use but will still vary over time.
- 2.1.12 Conferencing and meeting facilities are provided at the science park and currently there are five versatile rooms on site, which can cater for events and meetings of between 5 and 90 guests. The grounds of the science park offer the scope for larger events, with capacity for up to 200 guests through the use of marquees, although such large events are rare (typically less than one per year). The University also runs a programme of Schools Events at the science park.
- 2.1.13 Parking for conferences and other events is controlled by Begbroke Science Park with all visitors to the site having to display a visitor's permit which is valid only for the day of the event.
- 2.1.14 The outline planning consent for the long-term development of the site includes a number of restrictions on regarding the type of development which can be provided at Begbroke Science Park.
- 2.1.15 Condition 6 attached to the outline consent for the long-term development phase (01/00662/OUT), is worded as follows:
- No more than 20% of the approved floorspace shall be occupied by uses falling within Class B1(a) of the Schedule to the Town and Country Planning (Use Classes) (Amendment) (England) Order 2005.*
- 2.1.16 Condition attached to the outline consent for the long-term development phase (01/00662/OUT), is worded as follows:
- Other than what is permitted by condition 6, the premises shall be used only for the purposes falling with class B1(b) and B1(c) and ancillary D1 uses as specified in the Schedule to the Town and Country Planning (Use Classes) (Amendment) (England) Order 2005 and for no other purpose.*
- 2.1.17 Condition 8 attached to the outline consent for the long-term development phase (01/00662/OUT), is worded as follows:
- Further to condition 7, the premises shall only be occupied where consultation and liaison with staff of the University of Oxford or another research institution or company within Oxfordshire is an integral part of the research and development process, and shall not involve any manufacture other than the manufacture of prototypes.*

### 3 Site Audit and Existing Modal Share

#### 3.1 Site Audit

- 3.1.1 The University's website provides information regarding sustainable travel to Begbroke Science Park, as can be seen from the link below:

<http://www.begbroke.ox.ac.uk/home/contact-us/getting-here>

##### Access on Foot

- 3.1.2 The main points of pedestrian access to Begbroke Science Park are from the A44, via Begbroke Hill, or from Sandy Lane. Public footpaths 124/8 and 420/3 run along the western side of Sandy Lane and the boundary of the site along a broadly south-north alignment. The public footpaths running through the site are shown in the inset on Plan 1.
- 3.1.3 To the north of the site footpath 124/8 (unmade) connects to public foot path 124/7 (unmade), which runs in a broad east-west alignment and provides a connection to Kidlington to the east.
- 3.1.4 A shared foot/cycleway runs along the northern side of Begbroke Hill access road into the site and signalised pedestrian crossing facilities are provided at the site access junction with the A44 Woodstock Road, across Begbroke Hill and the northern arm of the A44 Woodstock Road.
- 3.1.5 The access from Sandy Lane is closed to general vehicular traffic but can be used by pedestrians. Footways are provided on Sandy Lane to the west of the Begbroke Science Park access but to the east of the access there is no provision for pedestrians.
- 3.1.6 The residential areas of Yarnton, to the south of campus are within walking distance of the site.
- 3.1.7 The University of Oxford agreed, as part of a Section 106 Agreement dated August 2005, to provide a new signal controlled pedestrian crossing in the vicinity of the A44 roundabout with Sandy Lane. Oxfordshire County Council, on behalf of the University, has provided a new pedestrian crossing across the A44 in the vicinity of Gravel Pits Lane, as shown on Plan 1, and therefore the S106 obligation has been met.

##### Access by Bicycle

- 3.1.8 Cycle access to Begbroke Science Park is also from the A44 Woodstock Road, via Begbroke Hill, or from Sandy Lane. Plan 3 shows the existing cycle network in the vicinity of the site.
- 3.1.9 A shared foot/cycleway runs along the northern side of the Begbroke Hill access road into the site and signalised pedestrian crossing facilities are provided at the site access junction with the A44 Woodstock Road.
- 3.1.10 The access from Sandy Lane is closed to general vehicular traffic but can be used by cyclists. A short section of off-road shared foot/cycleway adjacent to Sandy Lane is provided along the southern boundary of the site. Sandy Lane is a relatively lightly trafficked road and is considered to be a suitable route for cyclists to use.
- 3.1.11 The shared cycleway along the western side of A44 Woodstock forms part of the long distance national cycle network (NCN) Route 5. At a local level this route provides a mainly traffic free cycle link to Oxford to the south, and Begbroke and Woodstock to the north.

- 3.1.12 To the east of the site national cycle network Route 51 runs through Kidlington and can be accessed from the site via Sandy Lane and Yarnton Road. At a local level Route 51 provides an alternative route to Oxford city centre and also to Headington to the south and to Bicester to the north.
- 3.1.13 Sandy Lane also provides access to the traffic free route into Oxford city centre running alongside the Oxford Canal. Whilst this route is not a signed cycle route it is a popular route with cyclists.
- 3.1.14 Begbroke Science Park is easily accessible by bicycle from Kidlington, Begbroke, Woodstock, Oxford and surrounding villages.
- 3.1.15 The existing cycle parking provision on site is shown on Plan 2. At present there are a total of 24 stands on site (7 butterfly style and 17 Sheffield style) providing 41 parking spaces on site, one space of which is used for the departmental bike. This number does not include the 10 Sheffield style cycle stands adjacent to the CIE building which are temporarily unavailable due to construction work, which provided 20 cycle parking spaces.
- 3.1.16 Following the completion of the CIE extension there will be an additional 5 Sheffield cycle stands on-site, providing 10 cycle parking spaces, bringing the total number of parking spaces provided on site to 71 spaces, with one space being used for the departmental bike. The departmental bike is available for use by staff and students via a key available from reception.
- 3.1.17 Following the installation of new showers as part of the interim development there are a total of 5 showers provided on site, as shown on Plan 2. Three shower cubicles will be provided within the CIE extension, currently under construction, which will bring the total number of showers on site to 8.
- 3.1.18 OXONBIKE is a self-service cycle hire scheme for getting around Oxford quickly and cheaply. Bicycles can be hired and returned at any OXONBIKE docking stations, located in and around Oxford. As part of the expansion of the OXONBIKE network, a new site has been installed at Begbroke Science Park, with 6 docking stations for electric bicycles, and is planned to be in full operation in May 2016.
- 3.1.19 Existing OXONBIKE sites are located at 11 locations within the city, a number of which are University of Oxford sites including the University Science Area, Old Road Campus, Warneford Hospital, Churchill Hospital, John Radcliffe Hospital and Nuffield Orthopaedic Centre.
- 3.1.20 Shortly the OXONBIKE bike sharing scheme will offer up to 80 bikes at 13 docking stations in the local area. Seven of the docking stations are equipped with electric docking points. Electric bikes can be locked into any existing pedal docks but should ideally be re-docked after use at an electric point in order to recharge:
- Science Area (e-bike enabled dock)
  - Radcliffe Observatory Quarter (e-bike enabled dock)
  - Begbroke Science Park (e-bike enabled dock)
  - Old Road Campus (e-bike enabled dock)
  - Gipsy Lane (e-bike enabled dock)
  - JR Hospital (e-bike enabled dock)
  - Churchill Hospital (e-bike enabled dock)
  - Thornhill Park & Ride (e-bike enabled dock planned)
  - Nuffield Orthopaedic Centre



- Warneford Hospital
- Littlemore Mental Health Centre
- London Road
- Redbridge Park & Ride

3.1.21 Link to OXONBIKE website:

<https://www.oxonbikes.co.uk/>

3.1.22 Electronic bicycles will also be available for use by staff and students at Begbroke Science Park from early summer 2016.

Access by Public Transport

3.1.23 The nearest bus stops to the Begbroke Science Park are situated on the A44 Woodstock Road in the vicinity of A44 roundabout with Sandy Lane. Access to these stops is via the Begbroke Hill access road into the site, around 930m or 12 minute walk from the site.

3.1.24 These stops currently serve the S3 Oxford-Chipping Norton/Charlbury bus route operated by Stagecoach and the K2/K3 Kidlington-Yarnton-Bebroke-Kidlington circular service operated by Go Ride CIC. The routes of these services are shown on Plan 4.

3.1.25 The S3 service calls at both Oxford Railway Station and at the Gloucester Green bus station in Oxford city centre, allowing for public transport connections to be easily made. A PlusBus ticket adds unlimited urban bus travel to a train ticket and Begbroke Science Park is situated within the Oxford PlusBus zone.

3.1.26 The S3 operates with a typical weekday daytime frequency of 20 minutes, with services available from early in the morning until late in the evening.

3.1.27 The K2/K3 service is a circular bus route serving Kidlington, Begbroke and Yarnton. The K2 service follows the bus route in an anti-clockwise direction and there are 8 services per day at typically hourly intervals. The K3 service runs in a clockwise direction but only operates 3 services at 30 minute intervals in the morning peak.

3.1.28 Up to date public transport information can be found on the TRAVELINE website. Link to TRAVELINE website:

<http://www.traveline.info/>

3.1.29 The University of Oxford agreed, as part of a Section 106 Agreement dated August 2005, to provide 2 (1 northbound and 1 southbound) 4 or 5 bay enclosed bus shelters and Sheffield type cycle parking facilities on the A44 Woodstock Road. These improved bus waiting facilities have been provided at the existing bus stops located to the north of the Sandy Lane roundabout, therefore the S106 obligation has been met.

3.1.30 Mainline and local rail services can be caught from Oxford Railway Station, with direct services to/from Didcot, Reading, London, Birmingham, Manchester and Leeds, as well as intermediate stations, being available. Connecting services from Didcot Parkway provide links to Swindon, Bath, Bristol and Cardiff from Oxford.

3.1.31 Oxford Railway Station is around 7.5km, as the crow flies, to the south of Begbroke Science Park. Oxford Parkway Railway station is closer to Begbroke Science Park, around 2.7km to the southeast of the site.

3.1.32 At present there is not a direct bus service between the site and Oxford Parkway Railway Station and currently this station only serves trains to/from London Marylebone, connections to Oxford Railway Station are made by bus.

3.1.33 Link to National Rail website:

<http://www.nationalrail.co.uk/>

University Minibus

3.1.34 Begbroke Science Park operates a private minibus service that is free of charge to all University members and visitors.

3.1.35 The minibus service operates between Oxford city centre (Broad Street) and Begbroke Science Park and calls at the Sherrington Road Science Area, Parks Road Materials Laboratory and Woodstock Road opposite St Edwards School (as a request stop). The Broad Street stops are around a 15 minute walk from Oxford Railway Station.

3.1.36 The University currently operates 30 services per day between 07:25 and 19:15, typically at 15 to 20 minute intervals. The minibus timetable and a minibus tracker service are available at Begbroke Science Park’s website.

3.1.37 Link to Begbroke Science Park’s minibus tracker:

<http://www.begbroke.ox.ac.uk/minibus-tracker/>

### 3.2 Existing Modal Share

3.2.1 The results of the 2006, 2007, 2008, 2009, 2010, 2011, 2012 and 2015 travel surveys of staff and students based at Begbroke Science Park are summarised in Table 1.

3.2.2 The 2006, 2008, 2009, 2010, 2011 and 2015 modal share data is derived from surveys sent only to staff, students and employees of businesses based at Begbroke Science Park, shown as shaded in Table 1.

Mode	2006	2007	2008	2009	2010	2011	2012	2015
Car driver	76%	71%	72%	77%	58%	60%	50%	57%
University Minibus	8%	10%	16%	15%	28%	26%	29%	30%
Car passenger	2%	2%	2%	1%	2%	2%	1%	1%
Public bus	3%	7%	0%	0%	1%	1%	4%	1%
Bicycle	7%	5%	9%	6%	10%	10%	14%	7%
Motorbike	2%	2%	1%	0%	0%	0%	1%	0%
Walk	2%	3%	1%	1%	1%	1%	1%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 1: Staff and Student Modal Share at Begbroke Science Park

3.2.3 Modal share for 2007 and 2012 has been derived from travel surveys sent to all University staff and students only; as such they do not include employees of businesses based at Begbroke Science Park.

3.2.4 Response rates for 2006, 2007, 2008, 2009, 2010, 2011, 2012 and 2015 were 50%, 20%, 47%, 28%, 37%, 23%, 24% and 30% respectively.

- 3.2.5 University wide travel surveys of staff and students were also undertaken in 2014 but there were only 10 responses from people based at Begbroke Science Park. The modal share from these surveys was 50% car driver, 30% University minibus and 20% by bicycle; the modal share is very similar to the 2015 surveys but given the low sample size no meaningful comparisons can be made.
- 3.2.6 It can be seen from Table 1 that the general trend since the implementation of the travel plan in 2006 is a reduction in the modal share of car driver and corresponding increases in the University minibus and bicycle modal shares. The modal share of travel by other sustainable means has broadly stayed the same.
- 3.2.7 Between 2006 and 2015 the percentage modal share of 'car driver' has fallen from 76% to 57%, which represents a fall of 25%. There is a corresponding increase in the percentage modal share of the 'University Minibus', with all other categories of modal share remaining broadly similarly (although percentage cycle use increased from 7% in 2006 to 14% in 2012 but fell back to 7% in 2015).
- 3.2.8 It is noted that between has been derived from travel surveys sent to all University staff and students only that the car driver modal share has increased by 7 percentage points from 50% to 57% and time cycle use fell from 14% to 7% between the same periods. It should be appreciated that the 2012 survey data was derived from a university wide UoO survey and does not include employees of businesses based at the science park; as such the two surveys are not directly comparable. Modal share results can also be affected by the sample size of the survey, which for the 2012 and 2015 surveys were relatively low.
- 3.2.9 The seeming rise in car driver modal share and corresponding fall between the two latest surveys undertaken at the science park is not considered by the University to reflect an actual change in travel patterns at the science park but the results of future surveys will be monitored to confirm that this is case and if appropriate actions to reverse any negative trends will be undertaken as necessary.

### 3.3 Snapshot Surveys 2015

- 3.3.1 On-site parking demand, both vehicle and cycle, is monitored informally, and the patronage of the minibus is recorded and monitored. The number of cars and cycles parked on site were recorded for a two week period between 15th February 2016 and 4th March 2016.
- 3.3.2 The minimum, maximum and average recorded numbers of vehicles parked on site across the two weeks are summarised in Table 2.

	Parked on Site		Minibus Arrivals Before 10:00
	Car	Cycle	
Minimum	128	20	61
Maximum	155	25	76
Average	140	23	69

Table 2: Car and Cycle Parking and Minibus Use Feb/March 2016

- 3.3.3 The recorded levels of parking on-site and the number people arriving by minibus before 10:00 were relatively consistent throughout the fortnight period.
- 3.3.4 The maximum recorded number of cars parked on-site was 155 on a Tuesday and the maximum number of cycles parked was 25 on a Monday. The maximum number of people arriving by minibus before 10:00 of 76 also occurred on a Monday.

- 3.3.5 Access to the buildings on site is via a security fob and records for the two week period between 15th February 2016 and 4th March 2016 show that between 146 and 255 people per day had used their security fob before 10:00, this does not necessarily represent the maximum occupancy of the site on any one day. One company, with 48 employees, do not use the security fob system and so up to 300 people could potentially have accessed the site before 10:00 on any one survey day.
- 3.3.6 People arriving in groups, for example those travelling by the University minibus, could all be covered by one activation of a security fob and therefore the access records may underestimate the actual numbers on site before 10:00.

## 4 Objectives and Targets

### 4.1 Objectives

- 4.1.1 The University recognises that the use of non-sustainable modes of transport by its staff and students can have a large impact on the environment. The aim of this travel plan is to set out a forward-thinking strategy to reduce the impact. It will be delivered through short, medium and long term actions, and through consultation with staff and student groups, and other stakeholders where necessary.
- 4.1.2 The aims and objectives of the travel plan are, within the context of the University's overall operational needs, and local and national transport policies, to implement a series of measures which seek to encourage the use energy-efficient public and communal transport, bicycles and walking, and to discourage unnecessary use of the private motor transport both for commuting purposes and business travel during the day.
- 4.1.3 As discussed more detail in Section 5.1 of this report the University has commissioned a Transport Strategy to support the growth and development plans within the University's Estate Strategy, whilst also considering the existing transport needs of the University.
- 4.1.4 The Transport Strategy sets out overarching objectives to reduce car trips for commuting and business across the University's Functional Estate to reduce traffic congestion and reduce emissions of carbon and air pollutants and includes a wide range of policies, measures and staff travel benefits to enable and encourage the use of sustainable travel. The Begbroke Science Park travel plan is in accordance with the objectives of the University's Transport Strategy.
- 4.1.5 Where travel is needed, the University will encourage it to be made by non-car modes for students, staff and visitors, and reduce travel by private car wherever there is a reasonable alternative. Where there is no reasonable alternative, the University will seek to reduce car mileage through actively encouraging car sharing.
- 4.1.6 The emphasis will focus on encouraging staff, students and science park employees to meet their travel demands by sustainable modes. However the University will also look at measures to discourage the use of the car where appropriate, taking into account the practical issues facing those travelling to/from Begbroke Science Park and between its other sites, and the need for the science park to remain attractive and competitive.

### 4.2 Targets

- 4.2.1 The original targets set out in the 2004 travel plan, were:
- Reduce the number of single occupancy car trips by 10% in the interim phase and 20% in the long term phase of development; and
  - Increase the percentage of staff cycle to and from the site to 10% in the interim phase and 15% in the long-term phase.
- 4.2.2 The interim development phase of the site has now been completed and was in operation at the time of the 2015 travel surveys. The first element of the long-term development phase of the site is currently being constructed.
- 4.2.3 Between 2006 and 2015 the percentage modal share of 'car driver' has fallen from 76% to 57%, which represents a comparative fall of 25%. This means that not only has the 'car driver' target for the interim development phase has been met but also that the long-term phase modal share target for the site has already been met.

- 4.2.4 In 2015, the percentage of people cycling to and from Begbroke Science Park was 7%, which indicates that the target for the interim development is not currently being met. However, it should be noted that the modal share of cycling has previously been recorded at the interim phase of development target of 10% or above in the 2010, 2011, 2012 and 2014 travel surveys.
- 4.2.5 Begbroke Science Park situated in a relatively rural location and the significant change in modal share which has already been achieved by the travel plan should be set in context to the modal share for travel to work in this area.
- 4.2.6 Data from 2011 Census records, obtained from the National Statistics Office, has been obtained for the workday population for the Super Output Area Middle Layer of Cherwell 019 (workday population) which covers the development site, as summarised in Table 3.
- 4.2.7 It can be seen from Table 3 that the 'car driver' modal share for the local area around Begbroke Science Park is 81%.

Travel Mode	Modal Share
Train	1%
Bus, minibus or coach	5%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	81%
Passenger in a car or van	4%
Bicycle	4%
On foot	5%

Table 3: Travel to Work - Cherwell 019 Middle Output Layer

- 4.2.1 The reduction in 'car driver' percentage modal share already achieved at Begbroke Science Park is excellent, especially in the context of local travel patterns, however as the level of car usage reduces, so further reduction is harder to achieve.
- 4.2.2 Travel to the Science Park by minibus/public transport is 6 times higher than compared to local travel patterns and travelling by bicycle is nearly double. The proportion of people travelling to the Science Park as a car passenger however, is lower than the local travel patterns.
- 4.2.3 The change in ratio between University staff/students and employees of companies based at the Science Park following the completion of the CIE extension is also likely to have an effect on the scope for further reduction in 'car driver' percentage modal share. Students tend to be based the centre of Oxford and as such are well placed to take advantage of the good public transport and cycle links to the Science Park from the city centre.
- 4.2.4 University staff and company employees tend to be more dispersed across a wider area and as such may not have as many opportunities to travel by non-car modes to the Science Park.
- 4.2.5 In discussion with Cherwell District Council and Oxfordshire County Council, and based on its current success in reducing car driver trips. The University proposes to set the following targets:
  - To reduce the percentage 'car driver' modal share to 54% by 2019 and to 51% by 2021;
  - To increase the percentage cycle modal share to 10% by 2019 and to 15% by 2021; and
  - To increase the percentage car share to 3% by 2019 and to 5% by 2021.

- 4.2.6 The modal share targets for reductions in the percentage 'car driver' represent a comparative fall of 5% by 2019 and 10% by 2021 from the 2015 baseline of 57% and as such are ambitious targets given the substantial reductions in car travel already made at the Science Park.



## 5 Measures and Actions

### 5.1 University Transport Strategy (2013-2018)

- 5.1.1 The University is expected to continue to grow, associated with a planned expansion of its physical estate. As the centre of Oxford becomes more constrained in terms of available capacity for development, areas of less central development have taken place, particularly at science parks which are located at Begbroke to the north and Harwell to the south.
- 5.1.2 The University commissioned a Transport Strategy to support the growth and development plans within the University's Estate Strategy, whilst also considering the existing transport needs of the University.
- 5.1.3 The University is committed to sustainable travel, to encouraging the use of efficient public and communal transport, bicycles and walking, and to reducing carbon dioxide emissions from work-related travel and University-owned vehicles. The University discourages unnecessary travel and the use of private motor transport both for travel to the University and travel for other work purposes during the day, with the aim of reducing traffic and parking in Oxford.
- 5.1.4 The stated objectives of the University's Transport Strategy are:
- reduce the numbers of car journeys on the network
  - promote appropriate sustainable transport alternatives
  - improve users' journey experience
  - improve local air quality
  - reduce the University's carbon footprint.
- 5.1.5 These strategic objectives were used to develop and prioritise a number of transport schemes to help deliver the University's Estate Strategy whilst also supporting the current activities of the University.
- 5.1.6 The Transport Strategy identifies the potential for a local Park & Ride to serve Begbroke Science Park. It is acknowledged in the strategy that future development of the Begbroke Science Park is expected to result in the need for an increased level of public transport connectivity between the University's city centre sites and the Science Park.
- 5.1.7 The increased demand for this route could open up further opportunities in terms of combining it with an edge-of-city centre parking location for staff living to the north of Oxford. An expanded shuttle bus service could then serve the dual role of providing both a park and ride facility for peak-hour journeys and an improved inter-site service between peak hours.
- 5.1.8 This potential scheme would build on the current links between Begbroke Science Park and the centre of Oxford and would help reduce the number of University staff travelling through the ring road into Oxford and help offset any future reductions in central area car parking, whilst also increasing the regularity of links between the Begbroke Science Park and the city centre.

### 5.2 University Wide Measures

- 5.2.1 The University has for some years implemented a series of University sustainable transport and measures, including:
- interest-free loans for purchasing public transport season tickets (bus, rail and park and ride);
  - discounts of 10% 13-week and 52-week bus passes;



- membership of the Easit scheme offering 15% discounts on Great Western Railway rail travel and free bus taster tickets;
- a University-specific car share scheme (operated through Journeyshare), which includes priority access to peak car-parking permits and a guaranteed ride home for participants in the case of an emergency;
- security tagging for cycles;
- management of abandoned cycles;
- free adult cycle training;
- discounted OXONBIKE membership;
- personalised transport planning;
- transport-planning roadshows (with partners);
- interest-free loans (up to a value of £1,000) for cycle purchase and a range of discounts negotiated at local cycle suppliers;
- the operation of a mobile mechanic scheme for cyclists; and
- Cycle salvage and re-use scheme.

### 5.3 Begbroke Science Park Travel Plan Measures

5.3.1 Begbroke Science Park travel plan measures are summarised below.

Target/Objective	Measure/Action	Timescale/Status
Promotion of travel plan.	Develop and maintain a site travel website.	Implemented as part of Interim Phase of development. On-going. <a href="http://www.begbroke.ox.ac.uk/home/contact-us/getting-here">http://www.begbroke.ox.ac.uk/home/contact-us/getting-here</a>
	Provide a six monthly site travel newsletter and provide promotional material. Initiatives recently promoted include car share scheme, bicycle salary sacrifice scheme, new minibus service. Materials provided include cycle maps, minibus timetables.	Implemented since Interim Phase of development. On-going.
	Arrange at 6 monthly intervals meetings with occupant travel plan coordinators to discuss travel plan related issues.	Implemented since Interim Phase of development. On-going.
Promotion of travel to the site by foot and bicycle.  To increase the percentage cycle modal share to 10% by 2019 and to 15% by 2021	Provide showers, changing rooms, drying room/facilities and lockers on the following basis - 1 shower per 2,500m <sup>2</sup> up to 10,000m <sup>2</sup> and 1 shower per 4,000m <sup>2</sup> thereafter.	Implemented as part of Interim Phase of development and to be included within building specifications for any future development at the site.
	Install 1 secure, covered, lit and conveniently located cycle parking space per 6 staff of 'Sheffield' (upside-down U) type or similar.	Implemented as part of Interim Phase of development and to be included within building specifications for any future development at the site.
	Appoint site Cycling/Walking coordinators and provide help and advice to Cycling/Walking coordinators.	Implemented since Interim Phase of development. On-going.
	Install OXONBIKE self-serve cycle hire docking station on site, which will provide 6 electric bikes within an all-electric bike station capable of holding 8 bikes.	To be implemented in spring 2016.
	Link in with national events such as Bike Week.	On-going.

Target/Objective	Measure/Action	Timescale/Status
Promotion of travel to the site by public transport.	Prepare and distribute an updated travel guide for the site to all occupants at 6 monthly intervals.	On-going. Paper and electronic public transport timetable information provided regularly.
	Provide a direct minibus link throughout the year between the site and the Science Area.	Implemented and on-going.
	Monitor usage of University minibus service and identify demand for additional services or expansion of existing route.	On-going. Minibus service directly operated and monitored by Begbroke Science Park.
	Explore opportunities with local bus operators of providing a direct bus access to Begbroke Science Park.	On-going - last meeting held in April 2016. Future development on the site may improve business case for operators to provide direct bus services to the site.
Discourage unnecessary private car use.  To reduce the percentage 'car driver' modal share to 54% by 2019 and to 51% by 2021.  To increase the percentage car share modal share to 3% by 2019 and to 5% by 2021.	Enforce car parking regulations whereby parking is only permitted in designated spaces to holders of site parking permits.	On-going. University Security Services issue car parking permits and provide enforcement. University staff currently have to pay £20 for an on-site parking permit.
	Limit the number of site parking permits issued as required.	On-going. University Security Services issue car parking permits and provide enforcement.
	Limit the number of cars parking on site to 260 at the long-term phase of development.	Overall limitation of parking numbers to be taken into consideration for any future development at the site.
	Promotion of University specific car-share scheme.	On-going. Journeyshare membership details has been made available to all site occupants and widely promoted.
	Prioritise parking permits for those without any option to travel by car.	On-going. The University prioritises parking permits for University staff. Companies are only allowed a restricted number of permits.
	Encourage staff to consider working from and teleconferencing rather than travelling to meetings where possible	Teleconferencing facilities are provided in the meeting rooms.

Table 4: Begbroke Science Park Travel Plan Measures

## **6 Travel Plan Management, Monitoring and Review**

### **6.1 Travel Plan Management**

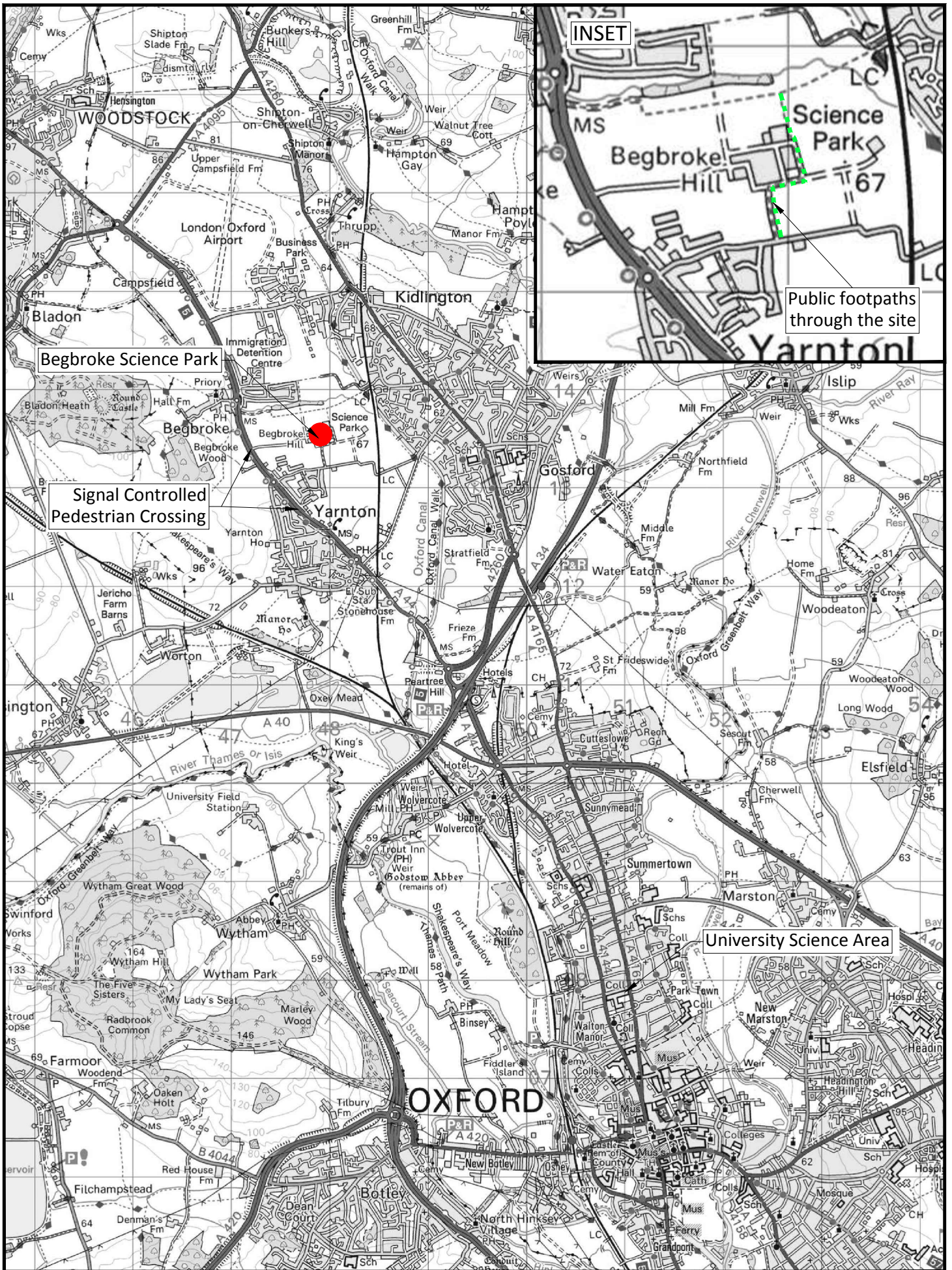
- 6.1.1 Oxford University Estates Services will be responsible for the management of the travel plan, in cooperation with the Begbroke Directorate.
- 6.1.2 Oxford University Estates Services employs a Sustainable Travel Officer who is responsible for the existing University wide travel plan and who is also the nominated travel plan coordinator for Begbroke Science Park.
- 6.1.3 All correspondence relating to the Begbroke Science Park travel plan should be sent to the travel plan coordinator, contact details were given in section 1.1.


### **6.2 Monitoring and Review**

- 6.2.1 The success of the travel plan will continue to be monitored, for a minimum of five years, by undertaking travel surveys at Begbroke Science Park. As the latest travel survey data is from 2015 the University will commit to undertaking travel surveys at Begbroke Science Park in 2017, 2019 and 2021.
- 6.2.2 The survey results will be analysed and submitted to Cherwell District Council and Oxfordshire County Council within one month of the surveys being undertaken.
- 6.2.3 If targets are not met at the end of this period of monitoring the travel plan will be reviewed, new measures will be introduced and the monitoring period will be extended a further two cycles i.e. travel surveys will be undertaken in 2023 and 2025.
- 6.2.4 Once the travel plan has been approved, any changes, in particular the targets, will be made in agreement with the Travel Plan Team at Oxfordshire County Council.

# Plans





 <p><b>TRANSPORT PLANNING</b></p> <p>11 KINGSMEAD SQUARE          BATH BA1 2AB          T: 01225 444 011          F: 01225 444 055  <a href="http://www.ima-tp.com">www.ima-tp.com</a></p>	SCALE: (A4) 1:50,000		PROJECT: Begbroke Science Park Travel Plan		
	DATE: April 2016		TITLE: Site Location		
	CAD FILE: Layout_v3-0.dwg		PROJECT No: IMA-15-141	DRAWING No: PLAN 1	REV:





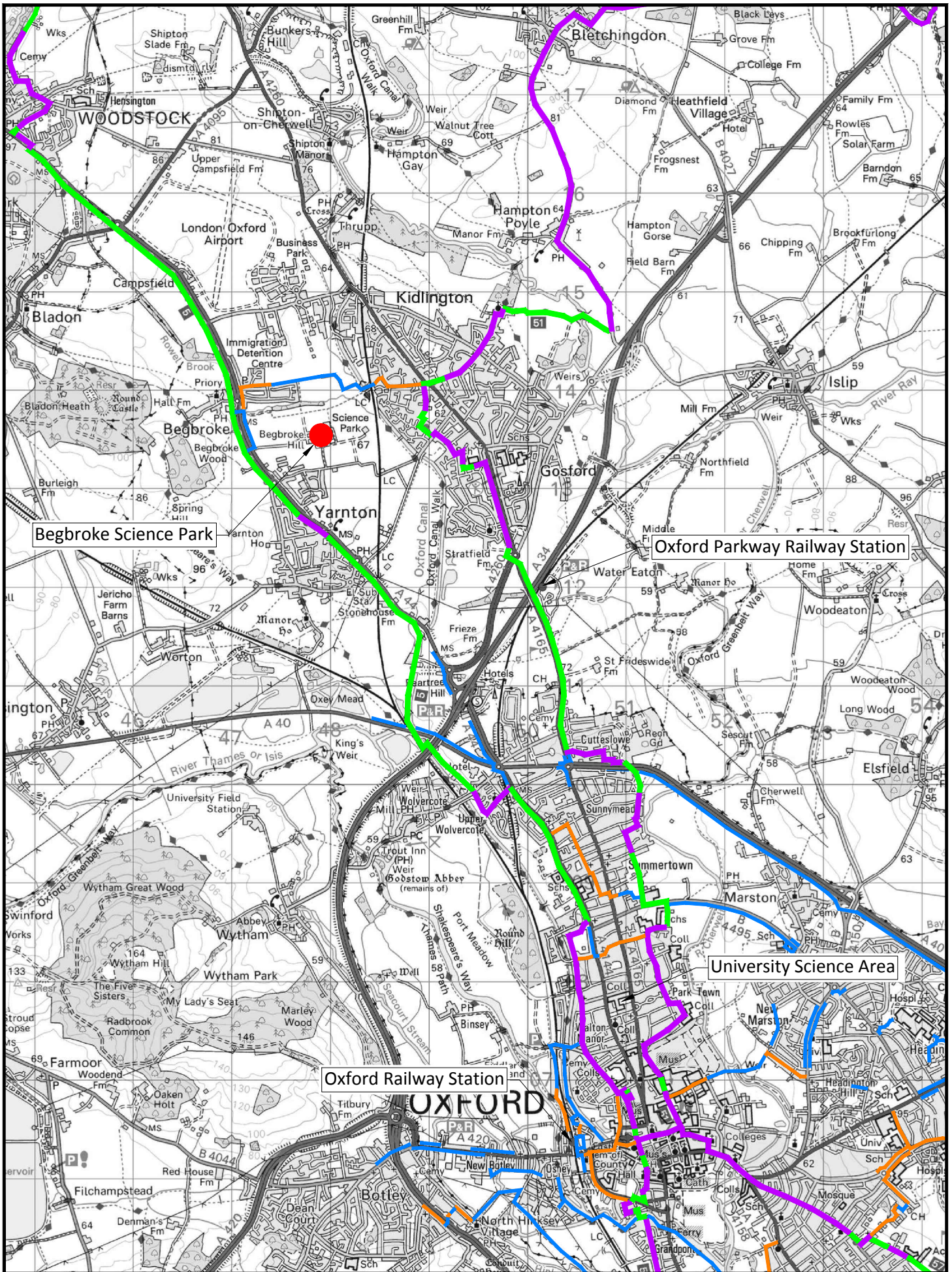
**I M A** TRANSPORT PLANNING  
 11 KINGSMEAD SQUARE  
 BATH BA1 2AB  
 t: 01225 444 011  
 www.ima-tp.com

CLIENT: **Unviersity of Oxford**  
 PROJECT: **Begbroke Science Park**

TITLE: **Existing Site Layout (Including CIE Extension)**

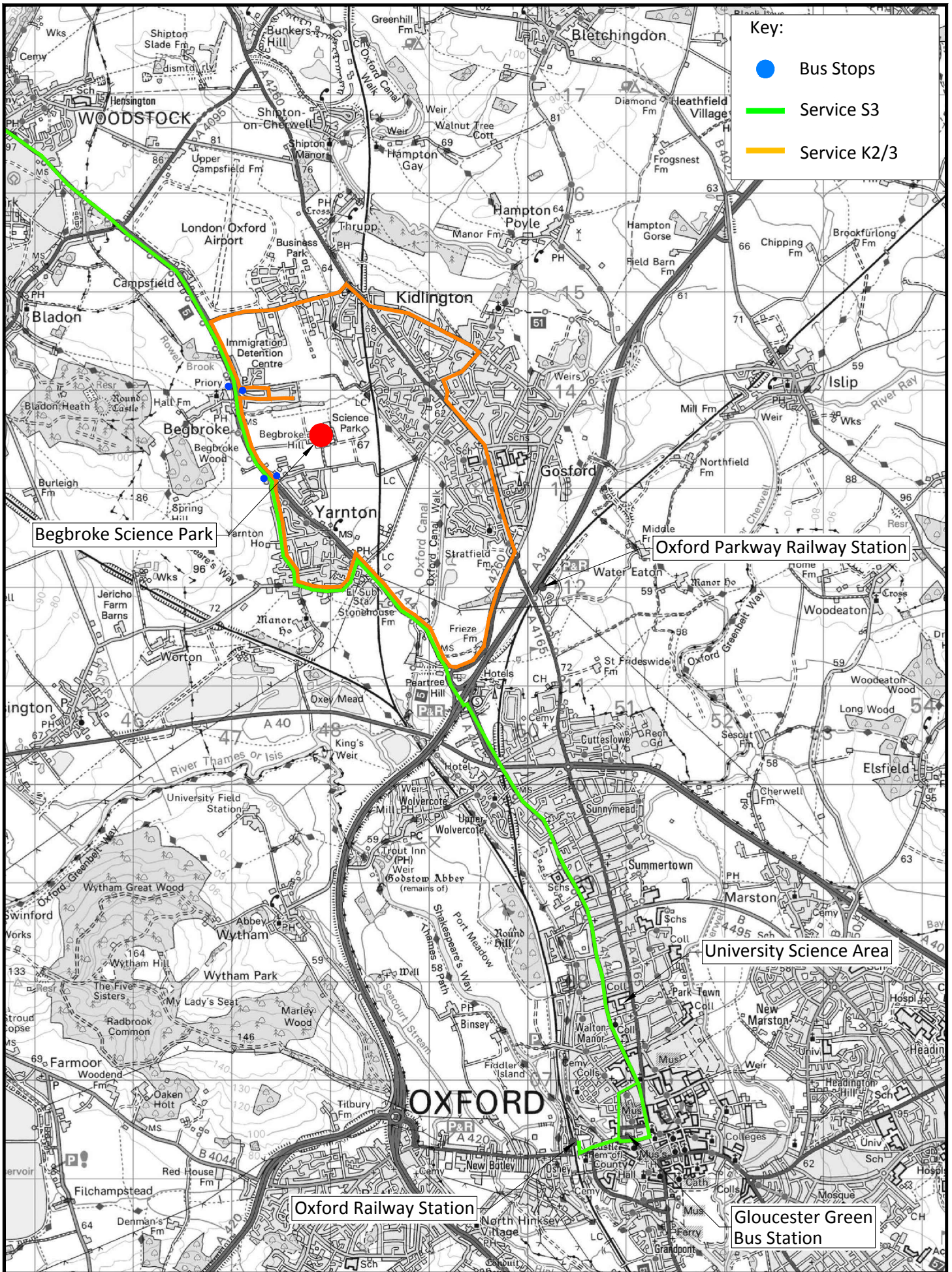
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PROJECT No: IMA-15-141	DRAWING No: <b>PLAN 2</b>	REV:





<p><b>TRANSPORT PLANNING</b></p> <p>11 KINGSMEAD SQUARE          BATH BA1 2AB          T: 01225 444 011          F: 01225 444 055  <a href="http://www.ima-tp.com">www.ima-tp.com</a></p>	SCALE: (A4) 1:50,000		PROJECT: Begbroke Science Park Travel Plan		
	DATE: April 2016		TITLE: Cycle Network		
	CAD FILE: Layout_v3-0.dwg		PROJECT No: IMA-15-141	DRAWING No: PLAN 3	REV:





**IMA TRANSPORT PLANNING**

11 KINGSMEAD SQUARE  
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 F: 01225 444 055  
 www.ima-tp.com

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1:50,000

DATE:  
April 2016

CAD FILE:  
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PROJECT: Begbroke Science Park Travel Plan

TITLE: Buses Serving the Site

PROJECT No: IMA-15-141

DRAWING No: PLAN 4

REV: