



Queen Margaret University

EDINBURGH

QUEEN MARGARET UNIVERSITY
TRAVEL SURVEY REPORT

2017

[You can add an abstract or other key statement here. An abstract is typically a short summary of the document content.]

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INTRODUCTION

Introduction

BACKGROUND

Queen Margaret University (QMU) is committed to promoting sustainable and responsible travel behaviour through ongoing Travel Planning and Parking Management. In order to constantly improve the conditions at QMU in terms of sustainable travel, annual monitoring of travel behaviour at the university is undertaken to determine actual travel characteristics. This information is analysed and the results are used to inform future targets and the appropriate allocation of resources.

Sweco was commissioned by QMU to undertake the 2017 travel survey for their campus in Musselburgh, East Lothian. The findings of the survey will be used to monitor the effectiveness of the Travel Plan, develop the Travel Plan further, and set future mode share targets.

The travel surveys are typically carried annually at QMU; the 2017 survey was undertaken in November to December. There will be reference to past travel survey results throughout this report.

REPORT STRUCTURE

The content of this report is structured as follows:

- Chapter 2 – Analysis of the Travel Survey questions and methodology;
- Chapter 3 – Summary of the results from the generic questions in the 2016 Travel Survey;
- Chapter 4 – Travel Mode Analysis; and
- Chapter 5 – Summary of the report.

ANALYSIS OF 2017 TRAVEL SURVEY

Analysis of 2017 Travel Survey

SURVEY CONTEXT

The 2016 survey was developed with guidance taken from travel surveys undertaken at QMU in previous years by Sweco. Early surveys were found to be too time consuming for participants, with some surveys consisting of up to 40 questions. In order to create a simpler and more effective survey for participants, in 2013 the Travel Survey was designed to contain 24 questions divided into general demographic and 5 key themes. A further 3 to 5 questions would then be presented to each participant, dependent on the theme that they chose. Due to an increase in responses of almost 60% from 2012 to 2013, a similar format has been used in subsequent years, including the 2016 and now the 2017 survey.

The survey ran for 4 weeks between the dates 13/11/2017 and 12/12/2017. There was a total of 370 respondents, which included a mix of students and staff.

The survey was set up such that respondents answered a number of general and demographic questions and, depending on their preferred travel mode choice, they were then directed to the questions relevant to their chosen mode. Finally, participants had the opportunity to make any further comments and supply a staff ID or matriculation number for entry into a prize draw to win a Kindle Fire, which acted as an incentive to increase the number of survey responses. The relevant section topics are listed below:

- General information and mode choice;
- Walking facilities;
- Cycling facilities;
- Bus Services to QMU;
- Local Train Services;
- The use of private vehicles and QMU's car share scheme; and
- A brief few questions on parking at QMU.

The precise wording of the questions featured in the 2017 survey is shown in **Appendix A**.

GENERAL RESULTS OF 2017 SURVEY

General Results of 2017 Survey

GENDER

The survey also included a mix of male and female respondents, however the majority were female, as demonstrated in **Figure 1** below. This is in keeping with the male/female ratio for students attending the university.

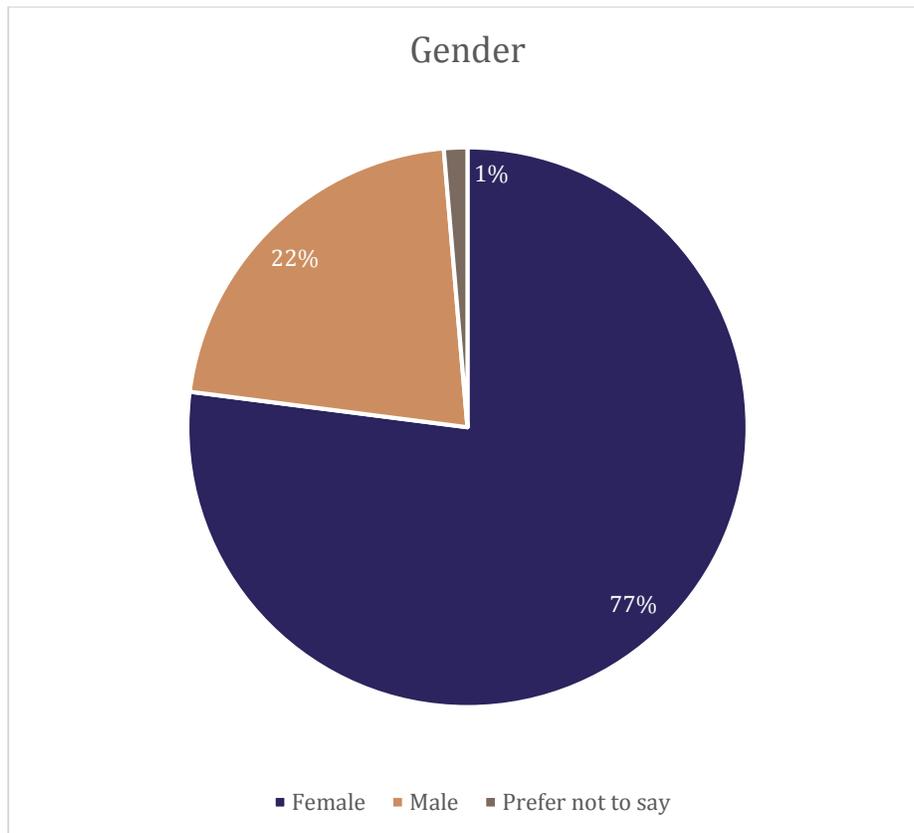


Figure 1 – Gender of respondents.

TIME OF ARRIVAL/DEPARTURE

Students and staff were asked at what times do they arrive and depart from the university. It is evident from **Figure 2** below that the most common arrival time, with 55% of individuals, is between the hours of 8am and 9am.

GENERAL RESULTS OF 2017 SURVEY

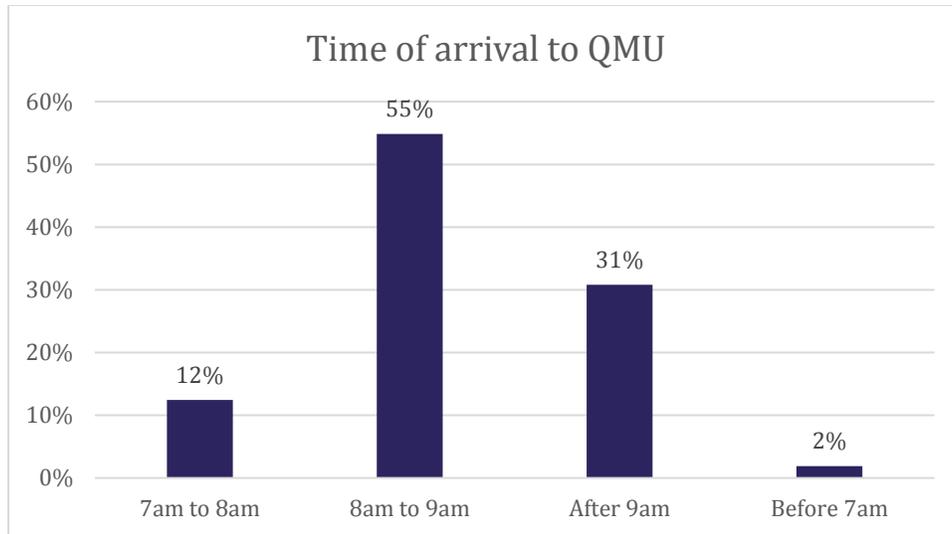


Figure 2 - Arrival time of respondents.

The departure times of staff students is, however, more scattered, as seen in **Figure 3**. With an almost equal number of respondents departing from QMU before 4.30pm (22%), from 4.30pm to 5pm (25%), and from 5pm to 5.30pm (27%). This will provide responses from individuals leaving at various times.

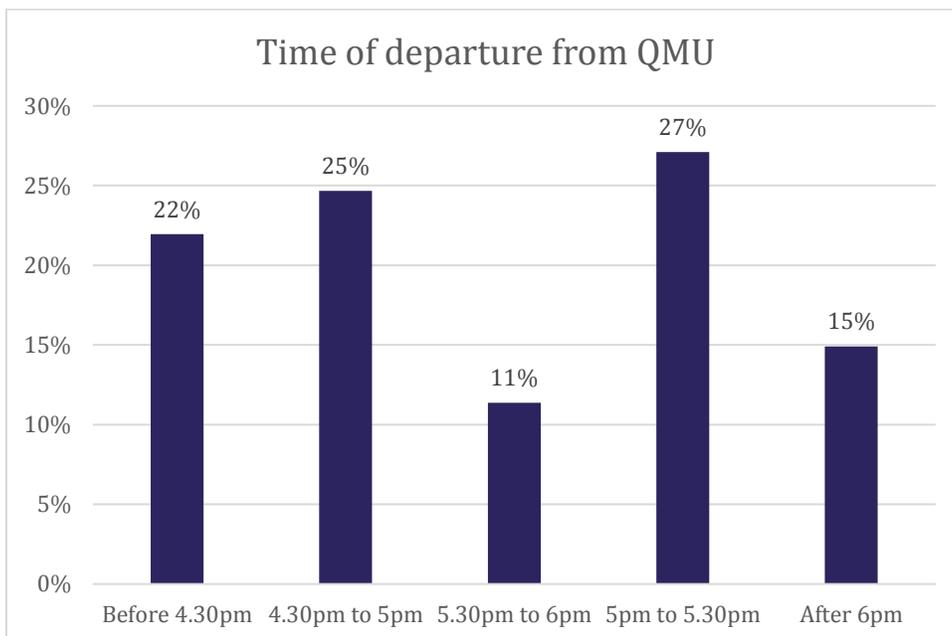


Figure 3 - Departure time of respondents.

MODE SHARE

Mode share

MODE SHARE FOR 2017

Students and staff members were asked which method of transport they most frequently use to travel to and from Queen Margaret University. The survey found that the majority of staff and students, with an overall combined percentage of 44%, travel to QMU using public transport. The number of single occupancy car users travelling to the University remains relatively low at 28%.

There are also a significant proportion of individuals travel to the university by walking or cycling, a combined 21% of respondents.

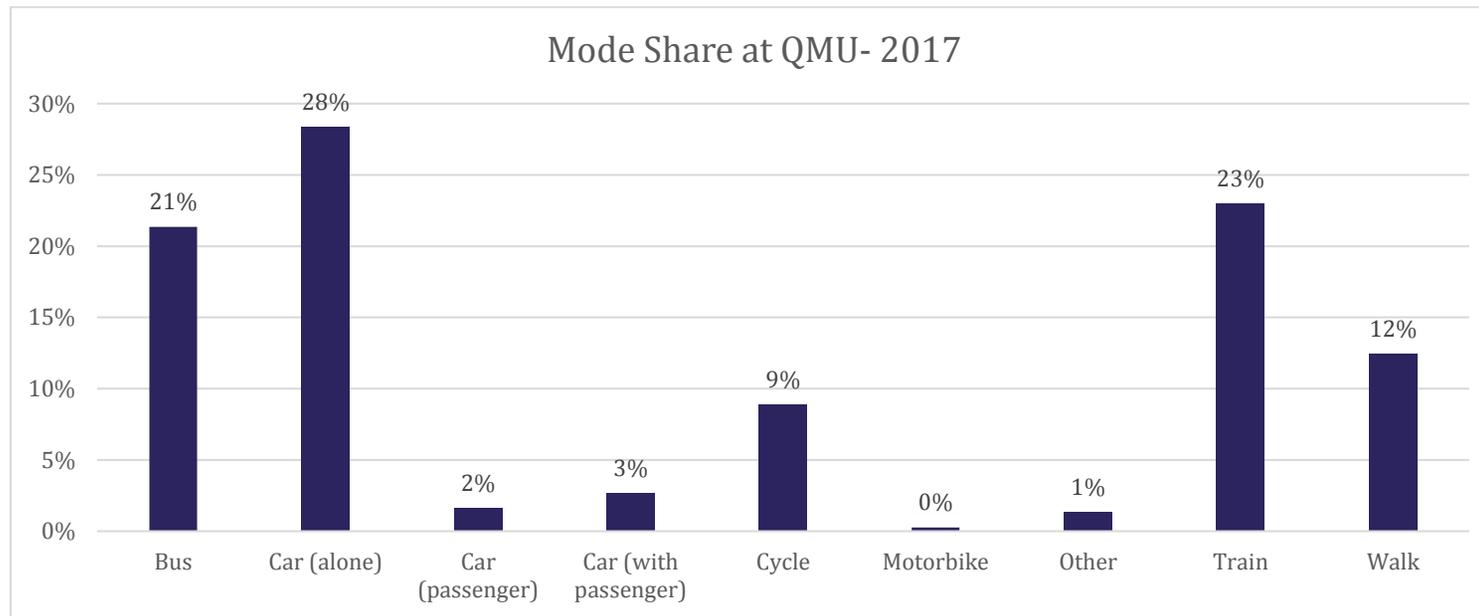
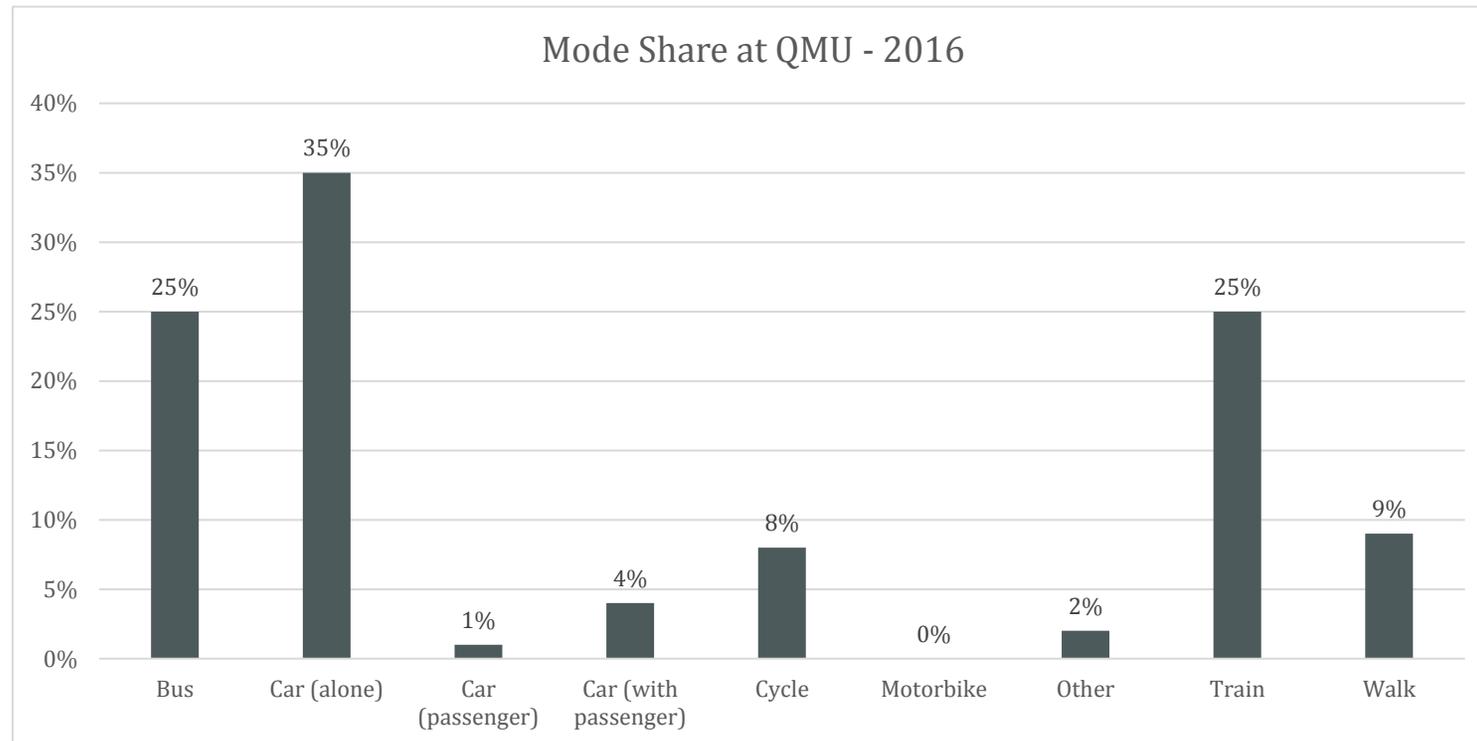


Figure 4 - Mode share of staff and students travelling to QMU.

MODE SHARE

COMPARISON TO MODE SHARE FOR 2016

When comparing the results to those of 2016, it is clear there are slight fluctuation in the preferred travel modes of staff and students. **Figure 5** reveals the mode share for university staff and students in 2016, there are some significant changes in the travel choices. It is evident that single occupancy car travel has decreased by 7% over the last year. This may be due to the fact that more people are choosing now to travel using active modes of travel, such as walking (which has seen a 3% increase) and cycling (which has a 1% increase). As well as this, the results reveal that there has been an increase in the number of people car sharing



ACTIVE TRAVEL

Active Travel

WALKING

Those who took the 2017 survey that currently walk to the university were asked the distance to which the travel for their commute, the results of this can be seen in **Figure 5**. It reveals that the large majority of those that commute by walking do so within a short distance of ½ mile or less.

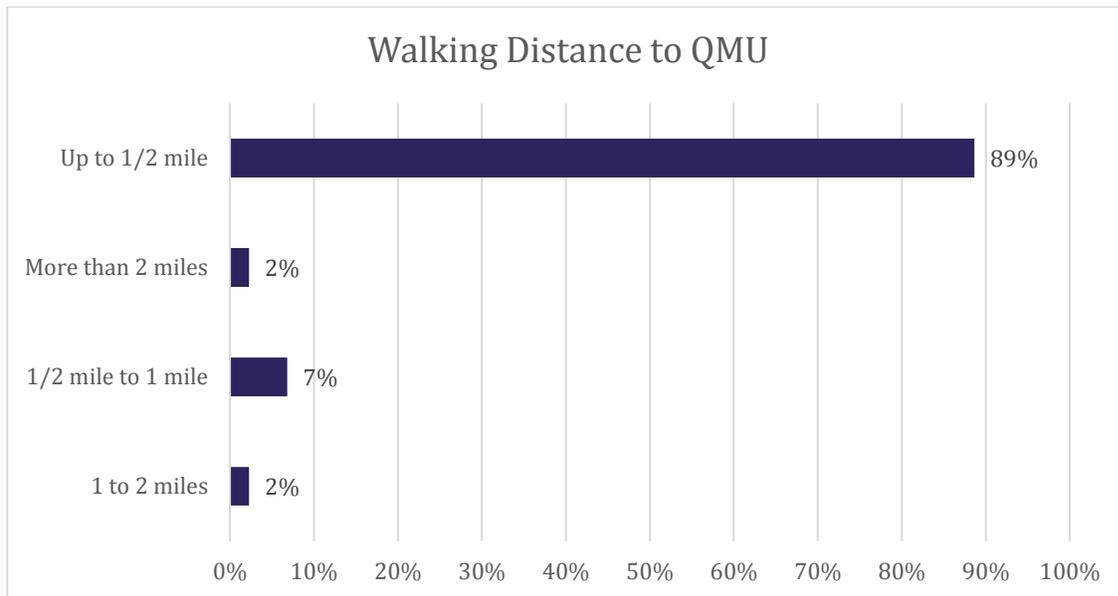


Figure 5 - Walking distance to QMU.

When asked whether or not they feel safe walking to QMU, most responded that they do feel safe. There were, however, some comments on how improvements could be made. These included:

- Lighting on footpath at the top of the station platform is very poor and the pavement is uneven. Visibility becomes treacherous in the winter months when it is darker and the weather worsens.
- The path from Newcraighall Station to QMU is a long distance to walk with no lights, people can feel unsecure.
- The lights at night along the path to the Fort retail park are not lit all the way, making it dangerous.

Such comments have highlighted that there needs to be improvement with regards to lighting on main walking routes, this improvement could encourage more people to walk as they might not feel safe at the moment.

ACTIVE TRAVEL

CYCLING

Respondents were asked to rate the University’s cycling facilities at present, the ratings were ‘very good’, ‘good’ and ‘poor’. The following **Figure 6** indicates that the majority of staff and students, with 61%, find that the cycling facilities provided are good and 35% find they are very good. Only 4% of respondents find the cycling facilities to be poor.

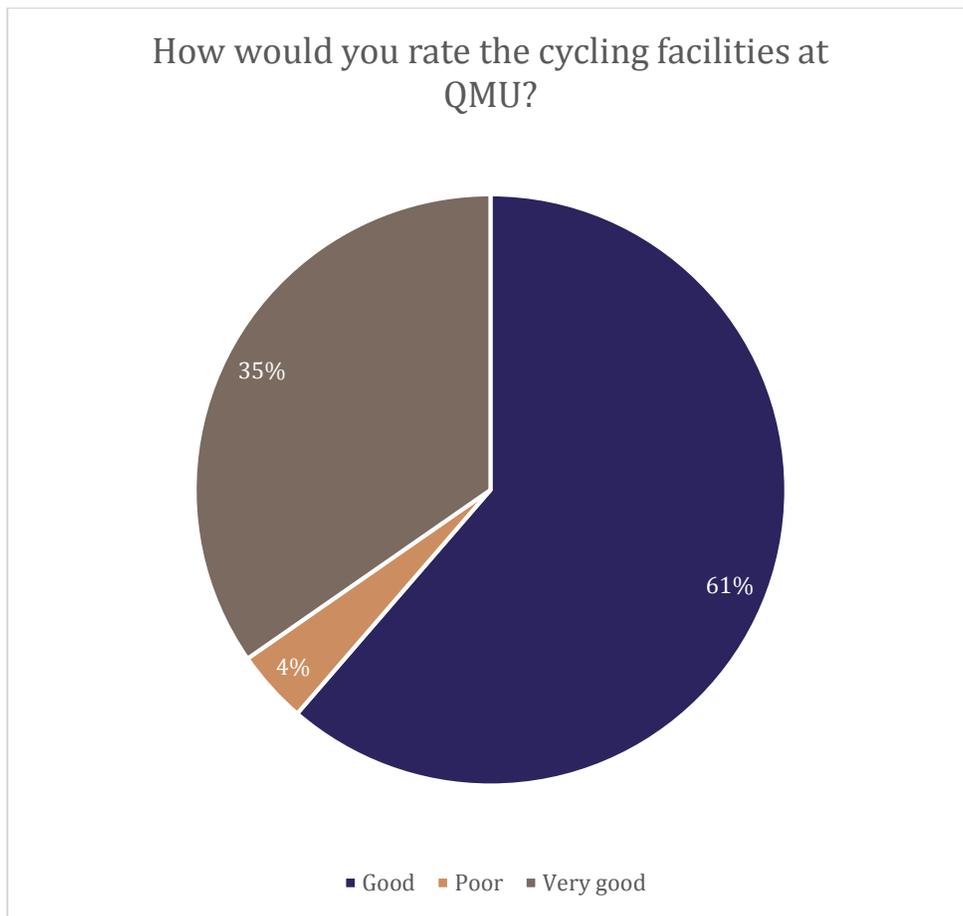


Figure 6 - Rating the cycling facilities at QMU.

When asked what improvements could be made to the cycling facilities, most revealed that they would like to see an improvement in the cycle paths on the campus and for there to be better changing rooms and lockers. Other suggested improvements included the following:

- Better ventilation in the changing rooms.
- Lighting to the cycle path to Newcraighall train station.

ACTIVE TRAVEL

- Somewhere to store dry belongings or to dry wet items.
- Fix the lighting on the cycle path between the Fort and the university, comments reveal that they are frequently not working.
- Increased availability of bikes to hire though scheme.
- Demand for Dr Bike to return to the university.
- Improvement and up-keep of the bicycle maintenance stand next to the cycle parking.

Staff and students were asked if they use the dedicated cycle path to travel to QMU, as can be seen in **Figure 7** the majority that being half of the respondents, do not use the path. Also when asked if they have ever used Dr Bike, 57% of the respondents revealed they had not.

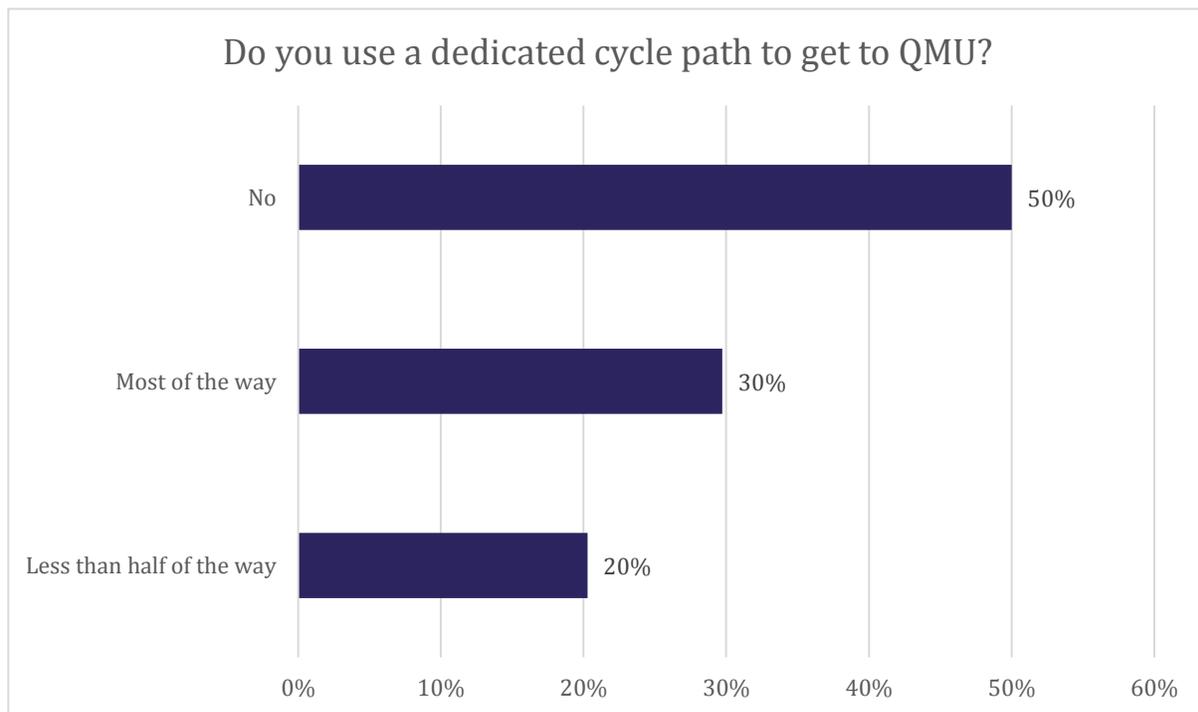


Figure 7 – Use of the dedicated cycle path.

These results also reflect the comments received on improvements that could be made to cycling facilities.

PUBLIC TRANSPORT

Public Transport

TRAIN SERVICES

The following responses were received when asked which improvements could be made to the train services at Newcraighall and Musselburgh, **Figure 8**. It is evident that there is mixed opinions among staff and students on what can be improved on these services, however, be more frequent received the highest number of votes for the most important.

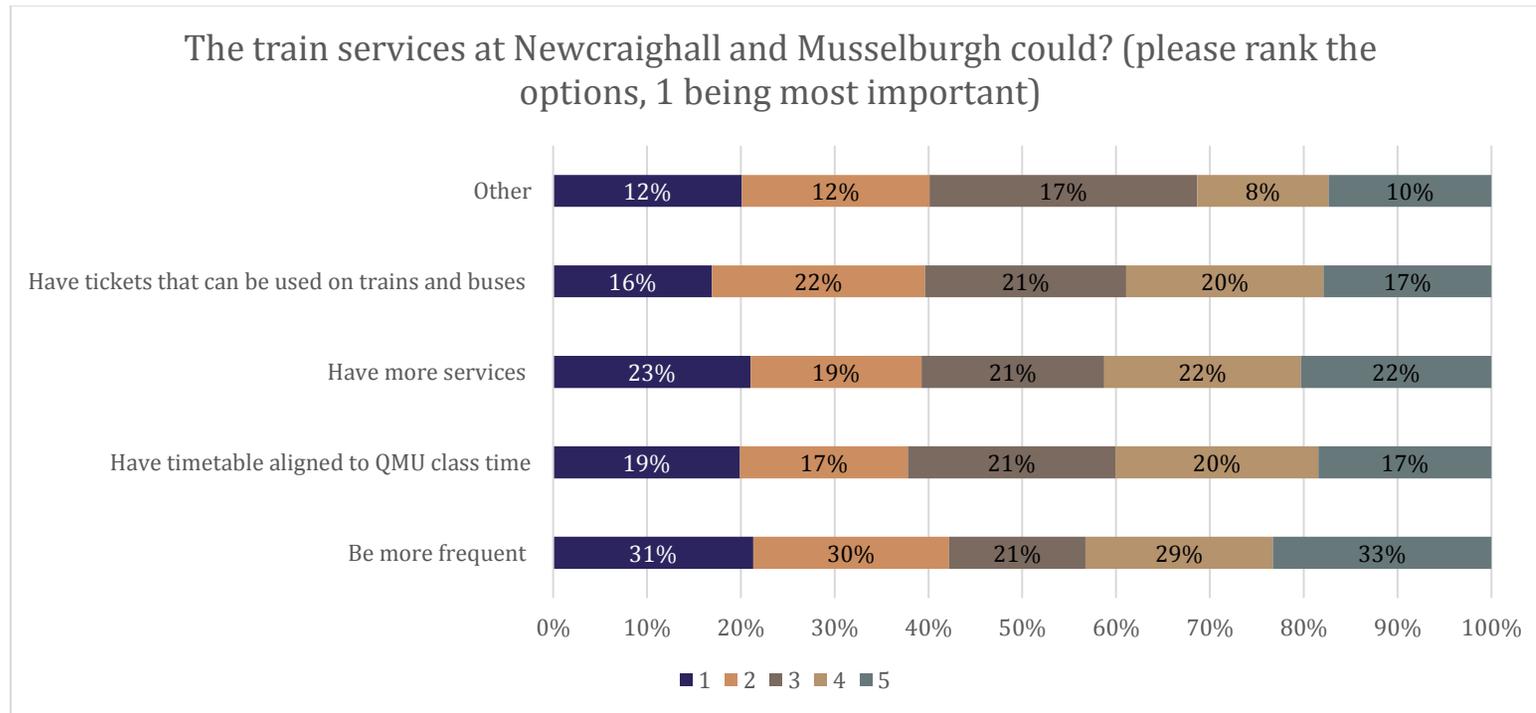


Figure 8 - Ranking of improvements that could be made to local train services.

PUBLIC TRANSPORT

Participants of the travel survey were asked whether they feel as though there is enough space to take a bicycle on the trains. The response revealed that there is mixed feelings on this, with 53% saying yes and 47% saying no (**Figure 9**).

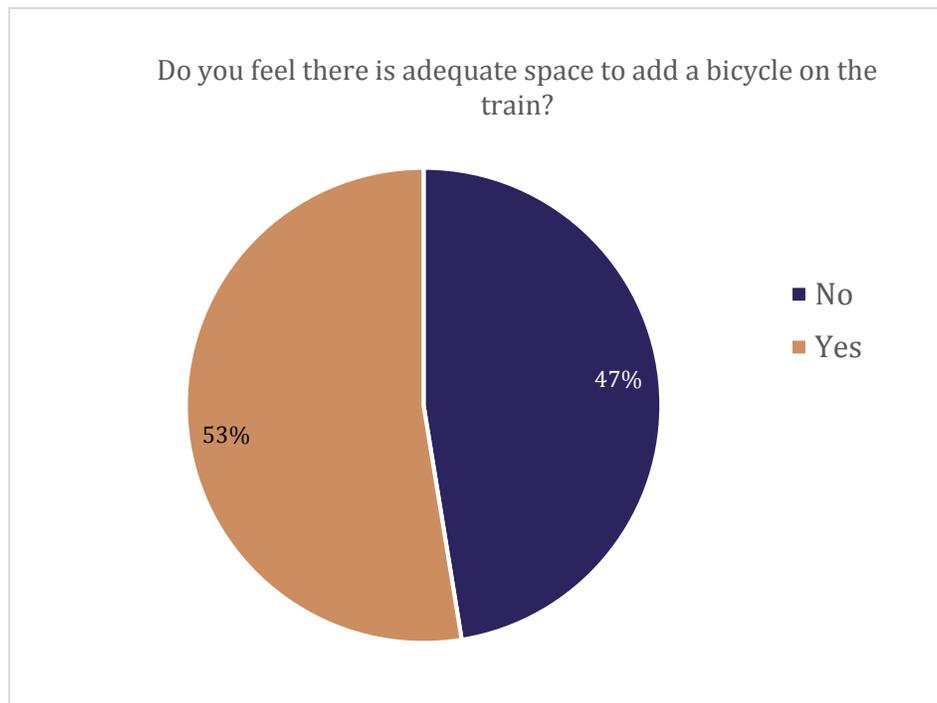


Figure 9 – Adequate space on trains for a bicycle.

They were asked whether they feel additional services are required after 5pm or later on the train services. The response reveals that most people feel as though there is a need for more services to operate from 5pm onwards, with 81% saying this.

The following comments have been received with regards to train services to the University:

- The cleanliness of the Newcraighall services could be improved
- The frequency of the Mussleburgh trains could be increased
- Staff/students would like to see tickets that incorporate both train and bus travel

BUS SERVICES

It is evident that the most frequent bus service is Lothian Bus Service 30, this is followed by the Lothian Bus Service 45 (**Figure 10**).

PUBLIC TRANSPORT

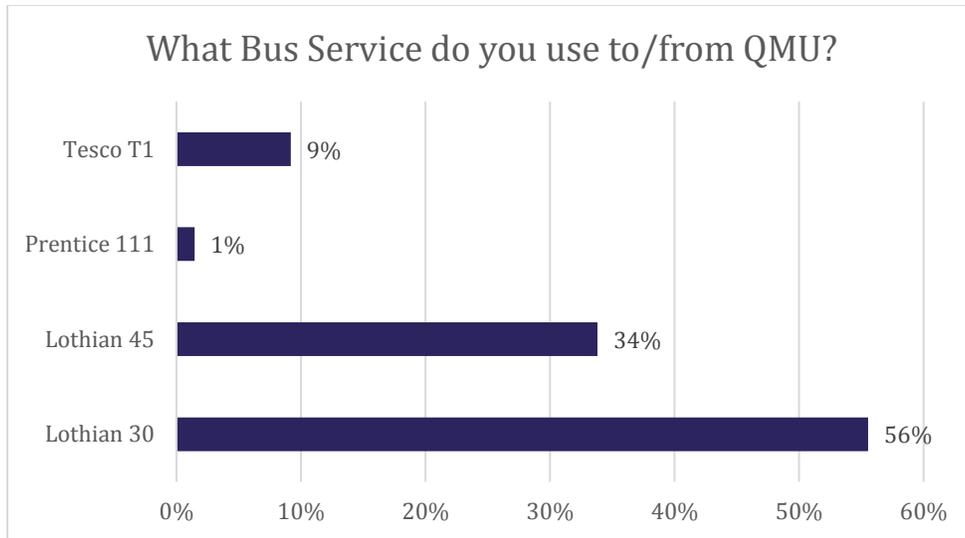


Figure 10 – Most used bus service from QMU.

The following result, **Figure 11**, was received when asked what improvements could be made to bus services on the campus. It is evident that more people want to see the bus services being more frequent and for there to be tickets that can be used on both buses and trains.

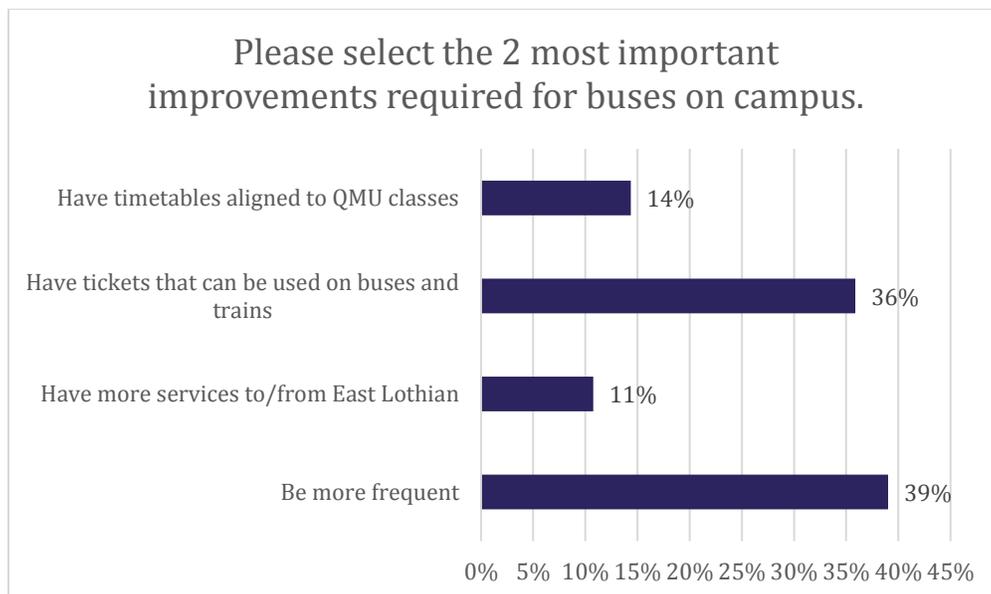


Figure 11 – Most important improvements for buses on campus.

When asked if they like using the night bus service N30, 75% said they do not. However, 71% said they would like to see the Lothian Bus Service 45 operate on a Saturday.

CAR USE

Car Use

Participants were asked which methods they would consider in order to reduce single occupancy car usage to the University. It is evident that for 35% of those participants that there is no other alternative suitable to them. This could be for a number of reasons, including other commitments outside the workplace that require them to have the car.

It has also been revealed that over one-third of respondents would consider car sharing to the university, however, when asked if they were aware of the QMU Liftshare Scheme, 61% revealed they were not aware of it. This demonstrates the potential for more staff and students to car share to the University and for the need to promote such schemes.

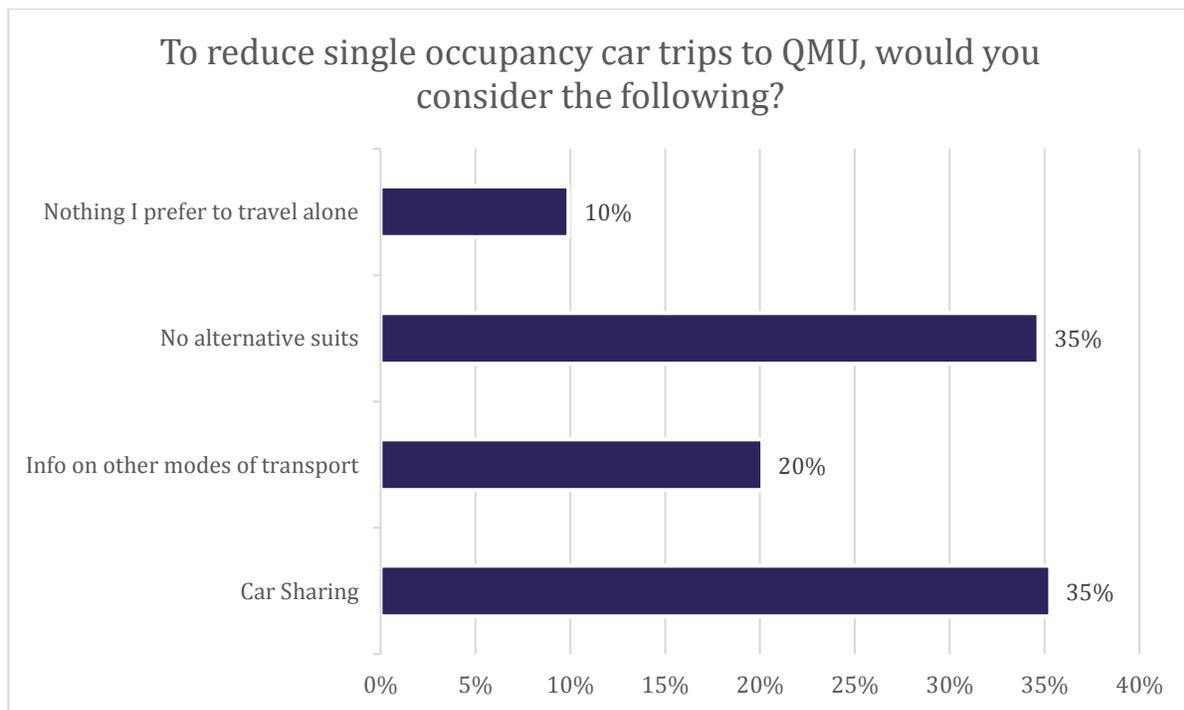


Figure 12 – Reducing single occupancy car trips.

The following comments were received in regard to car use to Queen Margaret University:

- The existing slip road entering the A1 from the QMU campus is dangerous;
- Individuals travel by car to the university as they have commitments outside work/study, such as the school run.

CAR USE

PARKING

Parking usage within QMU has changed slightly over a period of seven years, as can be seen in **Figure 13**. There has been a significant drop in the proportion of people parking on the QMU campus, whilst other options such as, parking in the local area, have increased.

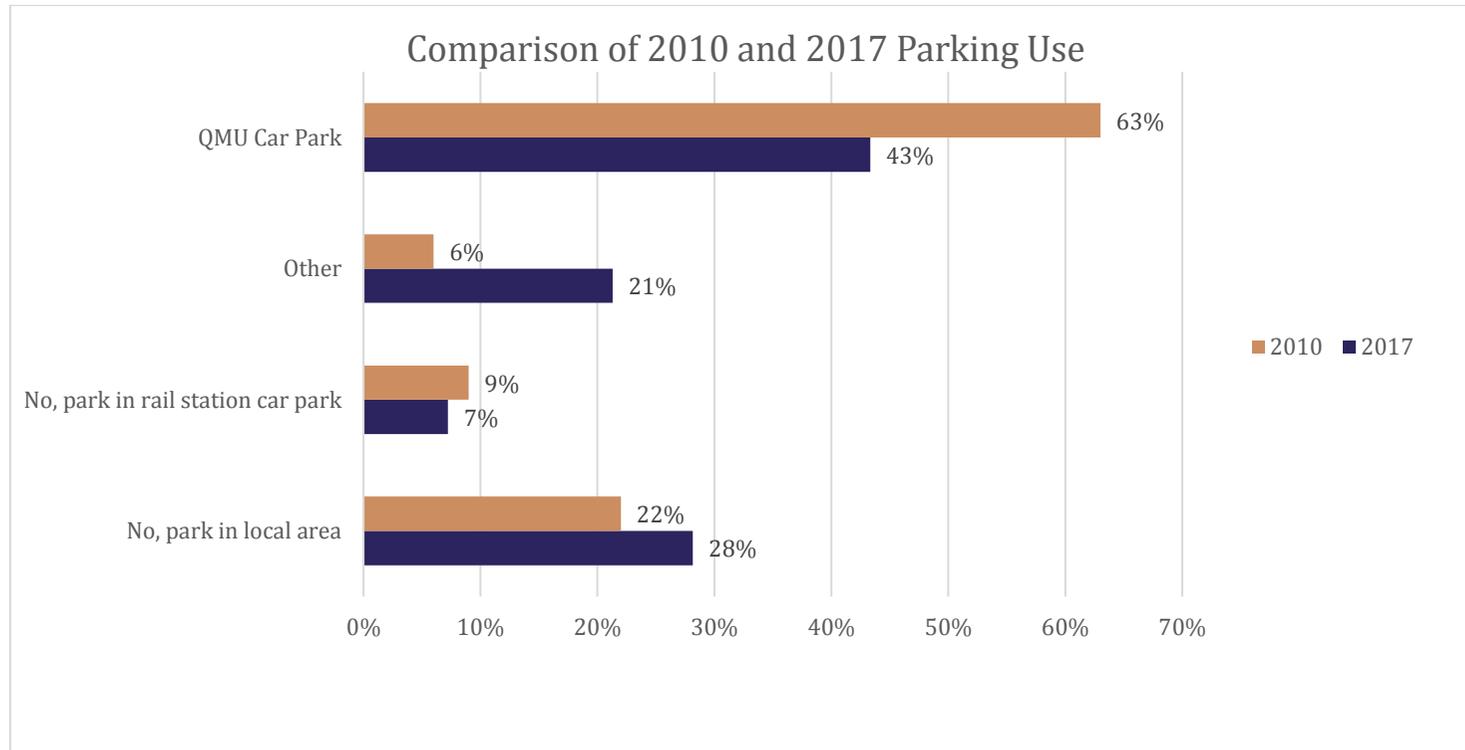


Figure 13 – Comparison of car park usage between 2010 and 2017.

Comments received on Queen Margaret’s current parking situation included the following:

- For there to be more parking spaces available on the campus; and
- For it to be made easier to acquire a permit to park within the campus car park.

The comments received from the travel survey reveal that there is a demand for more parking within the University.

PROGRESS MADE

Progress Made

Following the 2016 travel Survey Report, there were a number of points being consider over the coming year, these included the following:

- Increased promotion of cycling to both students and staff, including increased promotion of the university bike hire scheme;
- Review parking permit applications and pricing;
- Promote Liftshare and encourage car sharing permit applications; and
- Continue discussions on lighting the pathways to Newcraighall station to boost patronage

Looking at the results and progress made in 2017, the following has been addressed:

- The cycle hire scheme has been promoted and will continue to be into 2018 among staff and students;
- The parking permit applications and pricing has been reviewed, the prices are now based on how environmentally friendly the car is which will help to reduce emissions;
- Liftshare has been promoted among students and staff, this will be continued and the scheme will be promoted in the 2018 Green Travel Plan;
- The issue of lighting on the pathways to Newcraighall station have been reviewed and the necessary measures will be taken to resolve this problem.

Such progress is ensuring the continued success of the university in terms of the number of individuals who travel using sustainable modes of transport. As well as those mentioned, the following measures are being carried out to promote sustainable modes of transport:

- Dr Bike sessions have been planned on campus for staff and students;
- Bike Breakfasts are being organised for staff and students to encourage more individuals to cycle to the university;
- The QMU Enterprise Car Club will be promoted to staff in the hope of reducing the number of car users and taxi journeys made to and from the university;
- The continued management of the bike hire fleet, including handling sign-ups and promotion; and
- Using social media to promote upcoming events and opportunities on the university campus.

SUMMARY

Summary

This report has reviewed the responses given by 370 staff and students to the 2017 Travel Survey. Travel options to the campus have improved significantly since opening in 2007 and over the past year the number of those travelling through active modes of transport has risen. However, the survey results show that further improvements are required in order to meet the needs of both staff and students.

MODAL SPLIT

The modal split at QMU is similar to previous years, with slight fluctuations in modes. Car use has decreased and the number of people using the bus has increased since 2016, which is a positive shift towards sustainable travel objectives at both a local and national level. Overall bus, train and car use continue to provide the main means of travelling to and from the campus for the majority of staff and students. When compared with targets in the initial QMU Green Travel Plan from 2007, there was a target of a 15% reduction from 43% car use; in 2008 a reduction to 30% was achieved. This level of reduction has remained fluctuating slightly. In the 2017 travel survey a decrease in car use to 28% was recorded, this is a continued reduction in the number of single car users and meets the target of a 15% reduction, that was set in the QMU Green Travel Plan from 2007. To reduce the number of single occupancy car use further, the university will look to review car parking pricing, parking permit application criteria, and will provide further promotion of sustainable travel choices, such as the QMU Liftshare Scheme.

CYCLE

The use of cycling as a mode of travel to QMU has increased by 1% since the 2016 results, now sitting at 9%. This is a relatively substantial increase on the 3% from results recorded in the 2014 survey and suggests that the initiatives that have been employed to encourage students to cycle to QMU since 2014 have been effective. However, further promotion of cycling can still be implemented in order to increase the number of people cycling to QMU.

FUTURE WORK

Based on the 2016 survey results, the following points should be considered in the coming year:

- Increased promotion of cycling to both students and staff, including increased promotion of the university bike hire scheme;
- Review parking permit applications and pricing;
- Promote Liftshare and encourage car sharing permit applications;
- Continued engagement with and promotion of the local public transport services; and
- Continue discussions on lighting the pathways to Newcraighall station to boost patronage.

Appendices

Appendix A – Travel Survey 2017

1. What time do you normally arrive at QMU?

- Before 7am
- 7am to 8am
- 8am to 9am
- After 9am

2. What time do you normally leave QMU?

- Before 4.30pm
- 4.30pm to 5pm
- 5pm to 5.30pm
- 5.30pm to 6pm
- After 6pm

3. Gender

- Male
- Female
- Prefer not to say

4. How do you normally travel to QMU?

- Walk
- Cycle
- Train
- Bus
- Motorbike
- Car (alone)
- Car (with passenger)
- Car (passenger)
- Park and Ride
- Other

Walking

5. What distance do you walk to get to QMU (approx.)

- Up to 1/2 mile
- 1/2 mile to 1 mile
- 1 to 2 miles
- More than 2 miles

6. Do you feel safe walking to QMU?

- Yes
- No
- If no, how can we improve this?

Cycling

7. How would you rate cycling facilities at QMU?

- Very good
- Good
- Poor
- Very poor

8. Which cycling facilities need improvement (indicate how in the box provided)?

- | | |
|---|--|
| <input type="checkbox"/> Changing rooms | <input type="checkbox"/> Bikes hire scheme |
| <input type="checkbox"/> Lockers | <input type="checkbox"/> Cycle parking/storage |
| <input type="checkbox"/> Showers | <input type="checkbox"/> Cycle paths to campus |
| <input type="checkbox"/> Please specify changes you think are necessary/would improve your cycling experience | |

9. Do you use a dedicated cycle path to get to QMU?

- Most of the way
- Less than half of the way
- No

10. Have you ever used Dr Bike at the University?

- Yes
- No
- Never heard of it

Train

11. The train services at Newcraighall and Musselburgh could? (please select and rank the two most important to you)

<input type="checkbox"/>	<input type="text"/>	Be more frequent
<input type="checkbox"/>	<input type="text"/>	Have timetable aligned to QMU class times
<input type="checkbox"/>	<input type="text"/>	Have more services
<input type="checkbox"/>	<input type="text"/>	Have tickets that can be used on trains and buses
<input type="checkbox"/>	<input type="text"/>	Other

12. Do you feel there is adequate space to add a bicycle on the train?

- Yes
- No

13. Do you feel additional services are required around 5pm or later?

- Yes
- No

Bus

14. Please select the 2 most important improvements required for buses on campus.

- Be more frequent
- Have timetables aligned to QMU classes
- Have tickets that can be used on buses and trains
- Have more services to/from East Lothian

15. What Bus service do you use to / from QMU?

- Tesco T1
- Prentice 111
- Lothian 30
- Lothian 45

16. Do you use the night bus service N30?

- Yes
- No

17. Would you like to see the Lothian 45 service operate on a Saturday?

- Yes
- No

Car

18. To reduce single occupancy car trips to QMU, what would you consider the following?

- Car Sharing
- Info on other modes of transport
- Nothing I prefer to travel alone
- No alternative suits

19. Do you park in the campus car park?

- Yes, annual permit
- Yes, day permit
- Other permit
- No, park in local area
- No, park in rail station car park

20. Are you aware of the QMU Liftshare scheme?

- Yes
- No

21. Would you use the Lothian 30 bus service if it left at 18:20 instead of 18:04?

Yes

No

22. Please can you provide your Term Time Postcode

23. Please detail you staff id / student matriculation number to be entered into the free prize draw

24. If you have any additional travel comments please enter below: